



Frozen fish products and prepacked convenience products are becoming increasingly attractive.

While the United Kingdom takes large amounts of canned salmon, Germany buys almost none despite large consumption of canned tuna. This suggests an area for study.

Ocean perch, an "underutilized species" in Canada, is one of the favourites of the German consumer.

German smokers offer one of the few markets for dogfish bellyflaps ("Schiller-locken").

- High and rising incomes make this country an excellent market for Canadian lobster, and offer good prospects for such luxury products as shrimp, shellfish or freshwater fish. Canada is the largest supplier of lobster but a relatively minor supplier of the freshwater fish, which accounts for about 16% of German fish consumption. At the same time, the less affluent consumers of eastern Germany have reinforced demand for cheaper forms of fish.

## Market Access

In most instances, rather than export directly, Canadian exporters will use a German agent or importer. This is recommended to cope with the complex German distribution system and to ensure compliance with the relevant regulations. The German partner is expected to provide guidance on regulatory matters and, in fact, bears the responsibility for conformity of the imported product with German law. EU duty rates on seafood are high; they range from 2% to 12%, depending on the kind of product. For several species of fish (including dogfish, cod, fish roe, fish liver and surimi), the EU has temporarily waived import duties.

Germans have a growing awareness of the amount and kind of packaging material used and its relation to the environment. According to the German Packaging Ordinance of June 12, 1991, manufacturers and distributors are obliged to take back used sales packaging free of charge and to arrange for it to be reused or recycled. They are exempted from this take-back obligation, if they join a nationwide collection system. Packaging that participates in this collection system is marked with a Green Dot. The right to use the Green Dot is available to companies from within the EU. For non-EU companies, the right can only be obtained by the EU importer through a licencing contract with Duales System Deutschland AG, Köln: [www.gruener-punkt.de](http://www.gruener-punkt.de)

## Information Sources

**ANUGA International Food Fair, October 13-17, 2001, Cologne:** <http://www.koelnmesse.de>

Fax: (001-49-22) 1821-2574

E-mail: [anuga@koelnmesse.de](mailto:anuga@koelnmesse.de)

This fair highlights the main seafood product groups: health-food, fast-food, fish and deep-frozen products.

To assist Canadian companies wishing to export to Germany, the Canadian government has compiled helpful information on its Internet site:

<http://www.infoexport.gc.ca/sitemap-e.asp>

Another valuable government information source is **ExportSource**, which provides export contacts and other useful export-related information: <http://exportsource.gc.ca>

### For further information, contact:

**J. Peter Otto**  
Commercial Officer  
Canadian Consulate  
Benrather Strasse 8  
Düsseldorf  
GERMANY

Tel.: (011-49-211) 17-2170

Fax: (011-49-211) 35-9165

E-mail: [jens-peter.otto@dfait-maect.gc.ca](mailto:jens-peter.otto@dfait-maect.gc.ca)