

## THE MARKET IN BRIEF

France is the second largest market in the European Community for Canadian fish products (1987 exports \$86.6 million.) France is a mature market with relatively stable demand for high quality products at the upper end of the price range. Turnover in the agri-food sector was \$108 billion in 1985. France is Canada's largest market for frozen salmon and second largest market for lobster. Other major products include crab, scallops, cod and pike. While certain products face relatively high tariffs the French are highly sophisticated consumers of seafood and good prospects exist for a wide range of products. The major determining factors for success of Canadian products on the French market will be price and quality.

France consumes about one million tonnes of fisheries products per annum with a per capita consumption of some 11 kg. Consumption is divided equally between domestic production and imports. In 1986 imports amounted to FF 10,300 m (\$1,823 million) and exports FF 3,400 m (\$602 m). French consumers have shown strong preference for fresh seafood landed principally by the domestic fleet. However for frozen and processed fish France has traditionally depended upon imports. In recent years the steadily increasing sale of frozen fish including frozen fillets and prepared dishes has been the most significant consumption trend. Over the past decade France has shown an increasing deficit in the balance between imports and exports.