

EXECUTIVE SUMMARY

PREFACE

Canada is the world's largest producer and exporter of lobster. In 1992 total Canadian landings exceeded 46,000 tonnes, approximately 30% of total global landings. Almost 30% of Canadian production was exported. The purpose of this study is to provide a review of the global marketing opportunities for lobster. It also offers an assessment of the Canadian lobster industry, examines its strengths and suggests a course of action for governments (federal and provincial) to facilitate industry in order to develop a coordinated export marketing strategy for the benefit of all the stakeholders.

The **REVIEW** includes an in-depth assessment by Trade Commissioners in 49 Canadian trade offices abroad of conditions and trends in their respective countries. The **REVIEW** will assist individual firms, associations and consortia to develop and implement export marketing plans by providing practical information and leads for each country.

The Canadian lobster industry is noted globally for its resource management, health and inspection services and its image for producing a quality, pollution-free product. Exports are primarily in the live form, although other opportunities exist for innovative product forms in niche markets. There may be some benefit in increasing efforts to develop a generic Canadian image, particularly with respect to the marketing of products forms other than live lobster.

A detailed survey on opportunities in several regions of the United States and thirty seven other countries is contained in this document. This information has been supplied by forty-nine trade commissioners from major fish importing countries together with full names and addresses of major importers and buyers.

Note:

Information contained in this REVIEW has been gathered from a wide variety of sources. External Affairs and International Trade (EAITC) has taken great care in presenting the information but does not guarantee the accuracy of the information, not the absence of errors and omissions.