

Mission: 402 Athens
Market: 159 Greece
Key Sub-Sector: All Sub-sectors

Specific Product Opportunities

1987 Imports (\$,000 Cdn)

Smoked Salmon	\$4,000
Smoked Herring	\$1,700
Frozen Cod	\$422
Frozen Mackerel	\$155
Frozen Herring	\$50
Frozen Salmon	\$21

General Comments:

Greece is a net fish importer and per capita fish consumption is approximately 7.2 kg per year. Greece fish exports are minimal, in 1987 they totalled \$250,000 Cdn for frozen shrimp and \$12,000 for live lobster. Two species dominate Canadian fish exports to Greece, namely smoked herring and wet salted cod. Total market size in Greece for smoked herring is 1000 mt per year and for wet salted cod the market is approximately 9,000 mt per year. Potential exists in Greek market for wet salted cod where Canada has 10 percent market share, and smoked herring where Canada enjoys approximately 70 percent market share. Furthermore, potential exists for frozen head-off, gutted cod; frozen breaded fish products; frozen scallops; IQF shrimps; and frozen trout. There is a strong interest for these products by the large supermarket chains in the Athens area. Currently, most exporters of smoked herring and wet salted cod are well represented in Greece, however, an increased representation for IQF shrimps, IQF scallops and frozen breaded fish products is desired.

Cod:

Canadian companies control approximately 10 percent of the 9000 mt per year Greek market for wet salted cod while Iceland controls the remaining 90 percent. Wet salted cod exports to Greece must have a fat content between 17-22 percent, and have a maximum moisture content of 51 percent. The Greek classification of cod is small 300-450 grams, medium 450-700 grams and large 700-950 grams. Canadian exports of dry salted cod to Greece are minimal. The total market for dry salted cod is 1500 mt per year with a maximum moisture content of 30 percent. Local retail prices for wet salted cod are \$7.50 Cdn per kg.

FOR FURTHER INFORMATION:

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