

## CANADIAN LOBSTER IMPORTS (1991)

Rock lobster & other sea crayfish, frozen in shell or not, including boiled in shell (0306.11)		
Cuba	177.6 tonnes	\$5,508,000
Bahamas	125.4 tonnes	\$4,038,000
United States	90.7 tonnes	\$2,258,000
Taiwan	74.2 tonnes	\$1,100,000
Total	467.9 tonnes	\$17,527,000
Lobsters nes, frozen, in shell, boiled (0306.12)		
United States	75.1 tonnes	\$1,587,000
Total	83.8 tonnes	\$1,768,000
Rock lobster & other sea crayfish not frozen, in shell or not, incl. boiled in shell (0306.21)		
Total	11.9 tonnes	\$98,000
Lobsters nes, not frozen, in shell, including boiled in shell (0306.22)		
United States	2,576.2 tonnes	\$19,459,000
Total	2,583.1 tonnes	\$19,518,000
Lobster, prepared or preserved (1605.30)		
United States	70.8 tonnes	\$716,000
Total	104.5 tonnes	\$1,338,000

## 2. MARKET PROSPECTS

The lobster sector in Canada presents a number of special factors regarding exports:

- (1) New technologies are becoming available that will improve the handling, packaging, transportation and distribution of lobster products.
- (2) The lobster industry, with the possible exception of PEI, does experience some variation in cyclical supply. However, overall landings have been fairly stable over the past three or four years.
- (3) Industry has identified lobster as a product which would benefit from generic market promotion. To that end, CALPA is developing a generic export marketing plan.

Seafood consumption is increasing world-wide with population growth and demand for alternate sources of protein. The consumption of luxury items including lobster, especially in the hotel and restaurant industry, continues to grow. In Europe, consumption of lobster is also closely linked to traditional events e.g. Christmas and Easter holiday periods. In northeast North America, live lobster demand is tied to the summer vacation and tourist seasons; supply is regulated by the harvesting season.

The seafood market generally has expanded from a series of regional markets to a global marketplace. This evolution makes the generic promotion of lobster all the more important. The USA, Japan and Europe continue, however, to hold the best potential for growth in demand.

Lobster is perceived as an expensive luxury product in most markets. Live and whole frozen lobster is mainly consumed in restaurants due to perceived difficulties in preparation as well as the practical logistical realities of preparing lobster at home.