

Fresh Fish

There are opportunities in both farmed and wild salmon (IQF, whole, head-on, gutted) for retailers and processors. A market for halibut (layer packs) exists in selected regions. Ocean perch (5 cello, IQF, layer packs) particularly the larger sizes, are in demand as a commercial substitute for the gulf redfish which is under fishing quota. Quality is the uppermost consideration whatever the species.

Shellfish

Scallops (graded blocks, IQF) can be marketed to wholesalers and distributors. Mussels (bagged, IQF, blocks) are in demand in some food service market areas. Live lobster and lobster parts (IQF, block, canned) can be sold to the retail and to the food service trades with suitable promotional effort.

For further general information about the region or specific information regarding agents, brokers and distributors please contact:

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East-Central**Buffalo/Upstate New York**

Buffalo's most recent Retail Store Market Profile has determined that the Buffalo area, which includes the eight counties of Western New York, ranks 32nd nationally with a population of approximately 1.2 million and has an Effective Buying Income of more than \$11 billion. The total population of the State of New York (1989) is about 19 million, with the total population of Upstate New York (39 counties) being

approximately 5 million. The major population centres of Upstate New York and their Median Income for 1989 as reported in the 1990 "Survey of Buying Power" are listed below:

Upstate New York Major Population Centers

| Rank | City                     | Population<br>(millions) | Median<br>Income |
|------|--------------------------|--------------------------|------------------|
| 1    | Buffalo/Niagara/Lockport | 1.188                    | \$26,156         |
| 2    | Rochester/adjacent towns | .994                     | \$29,974         |
| 3    | Syracuse/adjacent towns  | .656                     | \$27,509         |
| 4    | Utica-Rome               | .318                     | \$23,329         |
| 5    | Binghamton               | .264                     | \$27,042         |
| 6    | Elmira                   | .094                     | \$22,945         |

The State of New York recorded \$26 billion in food sales and an additional \$13 billion in sales from eating and drinking establishments in 1990.

Upstate New York Market Area RetailersBuffalo Market Share

|             |     |
|-------------|-----|
| Tops        | 50% |
| Bells       | 25% |
| Super Duper | 8%  |
| Wegmans     | 17% |

Rochester

|             |     |
|-------------|-----|
| Wegmans     | 44% |
| Bells       | 30% |
| Tops        | 13% |
| Super Duper | 8%  |
| Big M       | 5%  |

Syracuse

|               |     |
|---------------|-----|
| P & C         | 48% |
| Victory       | 19% |
| Price Chopper | 10% |
| Wegmans       | 8%  |
| Bells         | 6%  |
| Tops          | 5%  |
| Super Duper   | 4%  |

Major Upstate New York Food Retailers**Super Duper Markets**

Super Duper Markets was founded in 1900 by Smith M. Flickinger (S.M. Flickinger Inc.) and began as a wholesale food operation. The Super Duper stores evolved in the 1950s from a