

SECTOR: Fisheries, Sea Products and Related Equipment

SUB-SECTOR: FISH, SHELLFISH AND OTHER MARINE

Officer: P. Egyed

U.S. Market Opportunities: Total US imports of edible raw and processed fish products in 1990 amounted to \$6.02 billion, with shipments expected to be at approximately the same level in 1991. At the retail grocery level, the North American seafood industry faces stiff competition for the consumer dollar from increasingly popular alternative products. Particular areas of growth in US seafood consumption are to be found in the Asian and Latin American "ethnic" market niches, traditionally satisfied via offshore imports, but increasingly through North American landings. Also, more US consumers are eating their seafood outside of the household with two-thirds of the US seafood market accounted for by foodservice sales. There is particular growth in the lucrative upscale segment of this market with distinct emphasis on fresh rather than frozen fish. Also with the steadily increasing importance of institutional foodservice, there is a growing demand for frozen and further processed, or "value-added" seafood products.

Canadian Capabilities: Canada is the second largest supplier of fish and seafood products to global export markets, with a well-deserved reputation for high-quality standards. The total value of our overall exports increased to \$2.6 billion in 1990 (an increase of 8% over 1989), with the US our largest market, accounting for \$1.4 billion. Traditional promotional efforts have focused on our strength in supplying lobster, salmon and other types of well-known groundfish. However, there is tremendous scope for promoting the consumption of less well-known, or "underutilized" species available in Canadian waters. Canadian industry has indicated a willingness to expand market horizons beyond traditional areas along the Eastern and Western coasts of the United States. New areas could include the highly populous markets of the Midwest and the fast-growing regions of the South and Southeast.

Strategy: - To promote a positive generic image of Canadian fish and seafood products in US retail grocery and foodservice markets

- To introduce Atlantic and Pacific fish/seafood processors to non-traditional markets.

- To demonstrate the high quality of Canadian fish processing capability to US buyers in key markets.