

Groundfish:

In the groundfish sub-sector, cod, haddock, halibut and sole are the most popular species. Cod remains the dominant species in this segment as it allows for a low cost portion to the end user and is still popular in many of the local "fish-n-chips" shops. Haddock and halibut provide for a more up scale menu item. All species are most commonly purchased in frozen block and filleted forms and the majority of volume is realized through food service channels.

Shellfish:

The market for shellfish is moderate in comparison to freshwater fish. The primary reasons for a weaker shellfish market can be attributed to the availability and familiarity with shellfish products which ultimately discourages frequency of purchase. The proximity to the sources of shellfish also plays a role in the frequency of restauranters who are sometimes reluctant to menu these products because supply and price fluctuate so much. Most commonly found on the menu are scallops and oysters, which are utilized as an appetizer item. Lobster, shrimp and crab are utilized as an entrée, most often on fine dining establishment menus. The product group is evenly distributed to foodservice and retail users in both fresh and frozen formats.

FOR FURTHER INFORMATION:

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