

Acadian Seaplants Limited (www.acadianseaplants.com) of Dartmouth, Nova Scotia has found an exclusive niche market in Japan for its cultivated seaweed. It has been exporting to that country for over eight years now.

Nova Scotian seaweed

A niche worth

For a company engaged primarily in the cultivation, processing and export of value-added seaweed-based products, it was an accident to target Japan where a portion of the Japanese diet is seaweed.

Market and product research

"This is one of the facts we discovered during our extensive market research," says company President Louis Deveau. "We had one of our people spend six months in Japan studying conditions and requirements for our products — with assistance there from Canada's Trade Commissioner Service."

With confirmation that Japan was indeed looking for cultivated seaweed, Acadian's unique cultivated pink seaweed, called Aka Hana, was first introduced to the Japanese food market in the mid-1990s. On its success, the company soon introduced green (Ao Hana-nori) and first-ever yellow (Kiku Hana-nori).

"As a matter of fact," recalls Deveau, "this first-ever yellow edible seaweed was introduced to the Japanese market at the world famous trade show FoodEx 2001 where Acadian Seaplants exhibited in the Canadian Pavilion. There again, we received good feedback from the Trade Commissioner Service at the Canadian Embassy in Tokyo which sent out invitations to food companies to visit our export facilities."

In addition to the time and

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The Trade Commissioner Service helps new and experienced companies which have researched and selected their target markets.

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TODAY'S MARKETS IN ESTONIA, LATVIA AND LITHUANIA

This special CanadExport supplement highlights the most promising market opportunities in Estonia, Latvia and Lithuania for agri-food; building materials, construction and forest industries; and information and communications technologies. The Trade Commissioner Service of the Department of Foreign Affairs and International Trade is pleased, as part of its mandate to foster the expansion of Canada's international trade, to serve Canadian companies interested in expanding their export markets in these three dynamic economies.



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