

GEODUCK

Geoduck is very popular in Chinese restaurants and in local fish stores, and exporters can expect sales to expand as other institutions increase demand.

SHRIMP

Shrimp is extremely popular among the ethnic Chinese community, as shrimp is used in the preparation of many Chinese dishes.

SEA CUCUMBER

China is a major market for dried sea cucumber. China also processes and re-exports large quantities of sea cucumber. Sea cucumber is consumed outside the home and is a preferred delicacy at Chinese parties, weddings, and during Chinese New Year. July and August represent high demand months because of increased consumption during the Annual Summer Festival.

CEPHALOPODS

Squid, cuttle fish and octopus are very popular seafood items in China, and the country acts as a major trading centre for cephalopod products in the Orient. Products are imported in fresh, frozen and dried forms, and China acts as a major re-processing centre for squid. Domestic landings are largely sold to wet markets, restaurants, supermarkets and small shops. Most frozen product is thawed and then sold as fresh or chilled. Cephalopod products are imported in all sizes and are generally shipped in whole bulk form. Squid and cuttle fish are most often imported in large sizes. Preference is for whole, uncleaned squid, while tubes are imported in IQF and further processed into rings. Wings and tentacles are also imported into the market and are preferred cleaned. Cuttle fish are imported in either block, IQF or IWP form, and demand is for cleaned, head-on, while fillets are preferred cleaned, and white.

SCALLOPS

Scallops are a favourite seafood species in China with the main users being restaurants, hotels, the catering trade, and domestic households. Popular packing is in 5 pound IQF with 20-30, and 30-40 count per pound.

LOBSTER

The growth of an affluent middle class in China has recently began and has led to a burgeoning market for some specialty seafood products, including lobsters. The Chinese market can currently support high prices for products that are perceived as being of premium quality, however, the high cost at restaurant prices and the lack of health certificates have limited the quantities exported. This market may be worth exploring for Canadian lobster exporters that are willing to commit resources to market development in cooperation with Chinese importers and distributors.