

At the same time, there has been increased production and better promotion of more established products such as oysters and mussels. These trends may reflect not only the growing sophistication of American seafood consumers and the demand for greater menu variety, but also the concerns among buyers about long-term environmental issues. Canadian fish and seafood exporters will need to fight to maintain and improve their share of the massive Northeastern U.S. market.

New York City is the largest metropolitan area in the United States and there are opportunities for Canadian fish and seafood exporters with products backed by excellent quality and value. Specialty seafood sales are increasing rapidly, and although many traditional products will continue to be sold, a greater number of New Yorkers are looking for products which are convenient and nutritious. The market is changing in this region for many fish and seafood products.

The recession has caused changes in the economy and coupled with strong competition, Canadian exporters will have to emphasize merchandising and price. Seafood remains an important product sector in the New York region. Value-added products are selling at higher prices, while products offering convenience and quality can expect to find a market, provided they are presented properly, and are a part of the move toward the "healthy" trend.

The market for seafood in the metropolitan New York - New Jersey area is tremendous. A substantial amount of seafood is purchased by the foodservices sector, and there are over 22,000 restaurants in the New York area, some of the more popular menu items are lobster, scallops, salmon, swordfish and tuna. Fillets of cod, sole, turbot, pollock and ocean perch are almost always in good demand. Some of the more popular Canadian products in the New York market are; Snow crab meat-clusters-cocktail claws, lobster-live and frozen in 11.3 oz. and 2lb cans, 20/30 count sea scallops, H & G salmon, H & G halibut, smelts and salt cod.

Buffalo's most recent Retail Store Market Profile determined that the Buffalo area ranks 32nd nationally with a population of approximately 1.4 million and has an Effective Buying Income of more than \$12 billion. It can sometimes take up to two years to make a sale, but once it has been made, Canadian fish and seafood exporters can count on a very reliable market a few miles away from the Canadian border. Conducting seafood business in the Upstate New York area without continuous representation is difficult, since service calls are required to establish new fish and seafood products into the market.

The Upstate New York market is well serviced by brokers covering retail, wholesale and institutional accounts. Most brokers are knowledgeable about the cost of promotions, procedures, food chains, etc. In some cases, listing can be secured once the food chain buyer knows that he will receive broker support. Although Upstate New York is a very competitive food market, several Canadian fish and seafood firms have discovered the merit of selling to more than 5.2 million consumers situated only miles from the Canadian border.