



► Fish Products

Important market facts

- France consumes around one million tonnes of fish products annually. In 1984, 80 per cent of households bought 167 000 tonnes of fresh seafood which represents an average of 11 kg per person. By comparison, the average individual annual consumption of seafood products in North America is between 6 and 7 kg.
- With \$2.3 billion imports and only \$0.7 billion exports, domestic trade in fisheries products (including freshwater fish) cost France \$1.6 billion in 1986.
- Worldwide, France ranks between the 20th and 30th in maritime fishing.
- In the last 10 years, French maritime fishing production has stabilized at about 700 000 tonnes.
- Overall tonnage, which doubled during post-war years, is declining; since 1977 it has decreased by 30 per cent.
- France has several dozen fishing ports; Boulogne, Lorient and Concarneau are the most important. In 1985, fish from these three ports supplied almost one-third of the domestic market.

Market trends

- French fishermen cannot supply the demands of this market. Moreover, since part of their fish harvest is exported, France must import even more to satisfy domestic demand.
- French maritime fishing does not have the industrial character found in other countries; it has retained the characteristics of a craft industry. In fact, most of the 9 000 boats in the French fishing fleet are less than 12 m long.

Canadian imports

- France is Canada's second largest European customer (4 per cent of exports), after Britain.
- In 1985, Canada was France's 6th largest supplier in terms of value and the 2nd in volume.
- In 1986, Canada maintained, for the 9th consecutive year, its position as the world's leading exporter of frozen and processed fish. Of \$2.4 billion in exports, the European Economic Community (EEC), Canada's fastest growing foreign market, imported 15 per cent.

Recommendations for Canadian exporters

- To increase exports to France, Canadian exporters must offer a greater variety of species, further develop their resources and be willing to diversify their markets.
- To market fish products in France, strict regulations set by the government, by the EEC or through common practice must be adhered to. Manufacturing dates, optimal dates of use, and lists of ingredients and additives must always be clearly indicated. Health regulations require that frozen products have certificates of origin attesting to the safety of the products, for customs inspection. Labelling regulations are also very strict.

Additional information

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