

- Agents - the practice in French and Europe generally is to appoint an agent or distributor to handle your products. Agents are usually paid a commission which is often paid directly by the exporter.
- Direct sales - sales to food processors and retail chains are becoming increasingly more common. Some large retail chains (Hypermarche) have formed buying groups that source product for packing under private label.

Major Product Opportunities

Live Lobster

- The market has expanded in recent years and is dominated by Canada although the US is now becoming a major competitor. Most of the business is done during the Christmas season although there is a year round market. It is best to deal with established importers who know the market and how to handle live product. Live lobsters are sold by importers/wholesalers to restaurants and fish shops. In recent years major supermarkets have imported directly (100 MT or more) for sale through a network of stores.

Frozen Lobster in Brine

- A typically Canadian product sold mainly in retail stores and freezer centres. The French prefer larger sizes (300-400 g) and there is good potential for pre cooked whole lobsters packed in cardboard boxes for restaurant use as live lobster.

Frozen Shrimp

- Canada supplies only 4% of French imports which amounted to 11,000 tonnes in 1987. Market is growing year after year.

Monkfish

- Imports from Canada have grown from nothing to 23 tonnes in 1988. This is good example of an underutilized species which has found its way into the French market. Demand is for peeled tails and fillets.

Frozen Crab

- The market is exclusively for snow crab combination pack. Strong competition is present from Asia. Asian competition has virtually eliminated Canadian canned crab from the French market.