

Mission: 605 Detroit  
Market: 577 United States of America  
Key Sub-Sector: Fish, Shellfish and Other Products

<u>Specific Product Opportunities</u>	<u>Current Imports (\$Cdn)</u>
Freshwater Fish	\$17.6M
Groundfish	\$5.3M
Seafish	\$2.4M
Fish	\$1.9M
Shellfish	\$1.0M
Pelagic	\$.8M

General Comments:

Considering the fisheries quota for both lake fish and ocean fish has been recently reduced, the impact will essentially effect both supply and price of the existing products distributed to this market. With this in mind, at this time a concerted marketing effort to promote, familiarize and sell the consumer some of the underutilized species of fish would be key to maintaining overall tonnage in this market area and establishing "new" distribution of these species.

Another great opportunity is to actively work with the large multi-unit (chain) restaurants to create or promote "theme meals". Friday night lobster or crab dinners at a low price at family dining establishments, or halibut burgers, to name a few. For the restaurant trade, whom are suffering a shortage of kitchen labor, providing value-added pre-cooked, seasoned, portion packaged to save on kitchen preparation time are all opportunities. Also, there is room for more active promotion of fish sales in general through the retail (supermarket) fresh fish counters.

Freshwater Fish:

By far, the single largest volume sub-sector in this market, which is due primarily to consumers familiarity with these species of fish through physical proximity to the Great Lakes. Walleye, perch, bass and smelt are the most popular commercial species and are purchased in both the fresh and frozen state, whole or filleted. The most popular markets are restaurants at the food service level and supermarket fresh fish counters at the retail level. As well, fresh fish distributors sell alot of product through the food markets.