

DEPARTMENT OF EXTERNAL AFFAIRS
EXPORT AND INVESTMENT PROMOTION PROGRAMS

Sector: 002 Fisheries, Sea Products and Services

Mission: 601 Boston

Market: 577 United States of America

Key Subsector: 999 All Sub-Sectors

<u>Specific Product Opportunities:</u>	<u>Current Imports (\$CDN)</u>
Farmed Salmon	\$80.00 M
Redfish	\$70.00 M
Turbot	\$30.00 M
Mussels	\$.00 M
Mackerel	\$.00 M

Post Comments on Above Products/Species - Specifications/Outlets:

Farmed Salmon:

Although prices have weakened on the average in response to an expanding supply worldwide, the U.S. market for fresh farmed salmon will likely continue to provide good potential for Canadian producers. Canadian fresh farmed salmon is gaining a reputation for good quality particularly among premium end-buyers, e.g., hotel chains, specialty seafood restaurants, specialty smoking houses, etc. Canadian suppliers should continue to take advantage of competitive transportation costs when marketing in the USA. To attain premium prices it would be advisable for Canadian suppliers, given sufficient marketing capability, to deal directly with end-buyers whenever possible. However, reputable agents, particularly those who specialize in salmon and other high-value fresh products could also be used.

Redfish:

The traditional US market for Canadian redfish products, e.g., fresh or frozen fillets, has been generally stable over the past years and will likely remain so in the foreseeable future. Canada's share of this market is expected to expand given that competing supplies from producers in the USA and in Iceland are expected to continue to drop. In addition, the ethnic-oriented specialty markets in the USA could provide opportunities for new products from Canada, e.g., marinated redfish fillets, fillet portions (from large fish), etc.

Turbot:

In the US market, turbot fillets have always succeeded, given sufficient marketing support, to compete directly with the more