

Table 7

COMPOSITION OF U.S. MARKET FOR FISH

FOOD SERVICE (Institutional and Public)	65% - US \$2.1 billion
RETAIL	35% - US \$1.1 billion
Total	100% - US \$3.2 billion

INSTITUTIONAL FOOD SERVICE

PUBLIC FOOD SERVICE

School Lunch

- White tablecloth restaurants

Plant Cafeterias

- Franchised restaurants

Hospitals

- Checkered tablecloth restaurants

Prisons

- Fast food

Military

RETAIL

- Supermarkets
- Grocery stores
- Specialty stores

Source: *Overview of the U.S. Market for Canadian Fish & Fishery Products*, Marketing Directorate, DFO, February 1985.