

## **PRINCIPAL FISH IMPORTS FROM CANADA**

Denmark is doing the value added processing and niche marketing (mainly to the EU) of Canadian Fish Species which we would like to see being done in Canada (for other markets).

### ***SHRIMP***

Much of the shrimp entering Canada is being caught by Danish vessels operating under license, and being frozen shell on onboard by Danish crews. The cold water shrimp is far superior to the warm water shrimp, and thanks to the marketing efforts by Royal Greenland and the Danish exporters, European recognize it as such. The shrimp being peeled is being done after landing in Danish freezer stores, then being packaged and exported.

### ***ROE***

Lumpfish roe is entering in brine and being processed to so-called "Danish Caviar". When cod is available cod roe is entering for canning into a healthy, well-liked block for frying in slices or eating cold.

### ***SALMON***

Denmark is Europe's major supplier of smoked and to a lesser extent pickled (gravad) salmon. The product is always gently cold-smoked and beautifully presented in whole sides, sliced whole side, pieces and small sliced vacuum packs with a long chilled shelf life. Norwegian and Canadian Pacific compete for the European supermarket chains and middle catering market, while Greenland, Atlantic and Baltic salmon meet the gourmet requirements. There are distinct differences between all these species, and each are aimed at individual European market niches.

The advantages to the smokehouses of the farmed Danish and Norwegian against Pacific are: higher fat content (which not everyone prefers) easy accessibility in smaller lots rather than container loads, consistent supply and quality and the better overall condition of the fish. The sole advantage of the Canadian Pacific salmon seems to be price.

The Pacific and Alaska salmon intended for the industrial smokehouses which gets unloaded on special offer on supermarkets, does nothing for the image of Canadian fish and exporters interested in the long term opportunities of vacuum packing whole salmon and salmon steaks for the consumer should stipulate in the contract that Chum intended for the smokehouses should not be unloaded to the consumer.

Post is working with a major importer of Pacific Salmon to educate the supermarket buyers on these differences, and to trace better handled whole Canadian salmon and salmon steaks in vacuum packs for the supermarket chains. Canadian statistics do not represent a true picture of salmon exports as much of this enters from other European ports.

### ***LOBSTER***

Tax and mortgage reforms have eased the tight hold on the purse strings which the Danish consumer market has been suffering from for the last seven years. Thus Denmark will continue to be a relatively good market for lobster, both fresh local and Scottish in season, live and frozen in brine from Canada. The frozen in brine which is used as special offers by retailers and popular restaurants, serves a purpose by introducing consumers to lobster.