

Swedish Lobster Landings
{Tonnes}

	1990	1991	1992	1993
Total Landings	18	19	22	15

Source: Canadian Embassy, Stockholm.

Local fresh fish wholesalers and fishermen have traditionally supplied the majority of lobster in fresh, previously boiled form. When North American cooked frozen lobster, which soon became known as "Canadian" lobster was introduced, it proved an excellent complement to fresh lobster. This hold true not only for individual customers, but also for restaurants, because it is less perishable and available at lower prices. Moreover, because of its long shelf life, cooked frozen lobster can be distributed on a nation-wide basis, reaching remote areas far away from major shopping centres and/or fresh fish stores. Swedish consumers, except those close to the Swedish west coast, are not likely to become accustomed to buying and/or handling live lobster. With this pattern, follows a general disinterest among local restaurants in installing holding tanks for receiving live lobster. Sweden exports negligible amounts of lobster, with total exports at only 19 tonnes in 1993 valued at kr\$865,000. Swedish exports of lobster products are almost entirely destined for Finland, 71.4% in 1992.

Swedish Lobster Exports
{Qty=MT/Value=kr}

H.S.	1991 Qty	1991 {,000}	1992 Qty	1992 {,000}	1993 Qty	1993 {,000}
0306.1200	—	—	21	872	19	865
1605.3000	2	322	—	—	—	—

Source: Canadian Embassy, Stockholm.

Sweden is a modest importer of lobster products, with a total of 516 tonnes in 1993 valued at kr\$35.3 million. Swedish importers and wholesalers should be targeted for live lobster sales, and these firms have shown a growing interest in sourcing live lobster in North America. These lobster products, when boiled, are then sold fresh at prices around SEK\$200, while locally caught products command a higher price of SEK\$298 and up per kilogram. Imports into Sweden during 1993 were sourced almost entirely from Canada and the United States, with minimal quantities sourced in Norway.

Swedish Lobster Imports
{Qty=MT/Value=kr}

H.S.	1991 Qty	1991 {,000}	1992 Qty	1992 {,000}	1993 Qty	1993 {,000}
0306.1200	304	17,692	406	16,321	367	19,152
0306.2200	106	8,103	118	9,267	124	13,056
1605.3000	48	4,044	40	3,437	25	3,054
Totals	458	29,839	564	29,025	516	35,262

Source: Canadian Embassy, Stockholm.

Nation-wide distribution in Sweden of whole lobster frozen in brine is to retail chains, independent grocery stores, restaurants, and the catering sector. Lobster meat, frozen has national distribution primarily to restaurants and the catering trade, with a minimal amount absorbed by retail stores. As for live lobster, seafood wholesalers bring in lobster, and boil them for distribution to restaurants and fresh fish retail stores. Also, Swedish importers deliver lobster to fish wholesalers for processing {cooking} and distribution. Insignificant volumes of live lobster are sold direct to restaurants, and generally on an adhoc basis. Live lobster products from North America, whether Canadian or American, have entered the Swedish market as substitutes and complements to the limited supply of local or Norwegian lobster. Imported products are priced accordingly by the local Swedish trade, giving Nordic lobster a premium price.