

DALLAS

The Canadian Consulate General in Dallas is responsible for the territory which includes Arkansas, Kansas, Louisiana, New Mexico, Oklahoma and Texas. Texas is the second largest state in the U.S., by area, and ranks third in population, after California and New York. Texas has a long border with Mexico and a long coastline on the Gulf of Mexico. Texas is considered a wealthy state with a population of 17 million, approximately one half of all Texans are distributed into the following four major metropolitan areas: Houston (3.2 million), Dallas (2.5 million), San Antonio (1.3 million) and Fort Worth (1.2 million).

It has been estimated that one-half of the retail food business in Texas is split amongst six supermarket chains: H.E. Butts, Kroger, Furrs, Tom Thumb, Winn Dixie and Albertsons. As well, there are a number of other smaller grocery chains that have significant volumes of retail food sales. These smaller chains do not necessarily have stores located throughout the state, but are usually located in certain specific regions of the state. Although Texas is considered to be a consumer of meat and poultry, there is a definite market for the seafood industry. All of the above mentioned supermarket chains carry a wide array of seafood (fresh, frozen and canned). The seafood is imported from Louisiana, California and Massachusetts (mainly Boston).

At the wholesale level of the food market, the following distributors are felt to have the biggest percentage of shares of the Texas market: HEB, Sysco, Grocers Supply, Flemmings, Southland Foods and Scrivner. While wanting to export to this post territory, it is highly recommendable for the Canadian seafood producers and manufacturers to find a broker and/or a distributor and/or wholesaler. The Canadian Consulate General in Dallas is actively pursuing market opportunities and activities which could help the Canadian seafood industry, and there is definite market potential.

Louisiana is one of the south central states with a population of approximately 4.7 million. The state is composed of major cities such as New Orleans, Baton Rouge, Lafayette, Shreveport, Monroe and Alexandria. The mainstays of Louisiana's economy are agriculture, oil and gas and the seafood industry. Louisiana produces 99 percent of the crawfish (or little lobster) in the world, and it represents a \$50 million a year industry for the state. Louisiana's warm gulf waters and fertile estuarine systems are home to more than 100 commercially valuable seafood species, a variety unmatched anywhere else in the nation. Louisiana is also the nation's second largest seafood producer, with 1.2 billion pounds landed in 1989, for a dockside value of more than \$272 million. Louisiana's commercial seafood industry has an economic impact of \$2 billion of the states economy, employing more than 55,000 people in harvesting, processing, wholesaling and distribution. There are more than 500 companies involved in processing and wholesaling seafood in the state, handling primary and value-added processing of shrimp, crabmeat, crawfish, oysters and all species of finfish.