

CEPHALOPODS

Spain has the highest consumption rate of cephalopods in Europe. Cephalopods are generally sold fresh or refrigerated, loose to consumers through fish shops, the restaurant and catering trade, or for consumption at home. Frozen products, cleaned and ready-to-use products, and prepared dishes are also desired product forms in the Spanish market. Spanish importers have shown a marked preference for cephalopod products frozen on ship, as opposed to products frozen onshore. Smaller pack sizes are generally preferred because they are more practical for the restaurant and catering trades.

SQUID

Spanish importers generally prefer the *Loligo spp.* which commands premium prices. *Loligo spp.* is imported whole, round, ungutted or in tubes. *Illex* is usually imported in two forms: whole, round, ungutted for direct consumption; and, in tubes, either uncleaned, wings and skin on, or gutted and cleaned, skinless, boneless. Sizes 14-18 cm and 18-23 cm are particularly desired by importers for home consumption, whereas 23-28 cm and over 28 cm are primarily used by the processing sector. The Spanish market prefers 1-2 kg or 5-10 kg packs.

CUTTLEFISH

Spanish imports of cuttlefish are mainly comprised of the whole, round, ungutted form, largely block frozen. Small quantities of cuttlefish are sold unprocessed, largely to fishmongers. Most supplies are processed defrosted, cleaned, then made into fillets and re-frozen, with limited imports of fillets. Size preferences are for 200-400 gram, but imports are in the 100-800 gram range. Cuttlefish is usually imported in 5-6 kg or 10 kg packs.

OCTOPUS

Preferred Spanish requirements for imports are whole, head on, cleaned, gutted and block frozen. The bulk of imports are the larger 2.7-4.5 kg and over 4.5 kg sizes. Octopus is generally imported in 5-6 kg and 10 kg packs.

TIPS FOR EXPORTERS

During an interview with the Trade Officer responsible for fisheries in our Embassy in Spain, a number of helpful marketing issues were identified which can be of assistance to Canadian seafood exporters.

1. Tremendous opportunities exist for Canadian seafood products in Spain especially for lobster, gooseneck barnacles, cod and salmon.
2. Salmon exporters are encouraged to take an interest in the market and pursue sales avenues based on existing opportunities. Salmon products should be marketed as a luxury item in the Spanish market, backed-up with a strong promotional campaigns.
3. Canadian exporters are encouraged to touch base with the Canadian Embassy in Madrid to ensure accurate knowledge of the current inspection process and entry logistics.
4. Spanish importers and end-users have indicated that there is a limited market for Canadian under-utilized species in the Spanish market.