

Ready-to-serve, health-oriented breakfast items should also do well in the Southeastern territory, particularly if the packaging is innovative. Much of the imported fish, shellfish and fish products is brought into the territory from Boston and New York, only now are processors and others users turning to direct suppliers such as Canada.

Products in demand include; cod, the perennial favourite, is seen as fluctuating too much in price to be a good seller, but the seafood houses buy anyway for white tablecloth customers. Pollock is being used in the fast food industry while ocean perch is seen in both retail and foodservices. Swordfish is being imported from Nova Scotia. Flat fish, turbot, halibut and scallops are selling very well, particularly in the highly populated metro areas such as Atlanta, Orlando etc. Canadian salmon (in head-to-head competition with Chilean salmon), also has a good market, particularly in the larger sizes. Lobster is doing well in up-turning economy, while snow crab has what appears to be a bottomless market.

Texas is the second largest state in the United States, by area, and ranks second in population, after California. Approximately one-half of all Texans live in the following four major metropolitan areas: Houston (3.4 million); Dallas (2.7 million); San Antonio (1.5 million); and Fort Worth (1.3 million). Although Texas is considered to be a consumer of meat and poultry, there is a definite market for the seafood industry. All supermarket chains in the state carry a wide variety of fish and seafood (fresh, frozen, canned, value-added, specialty).

A wide array of seafood is imported from Louisiana, California and Massachusetts (mainly Boston). A large quantity of Canadian seafood enters Texas via Los Angeles and Boston, but as undifferentiated products. It's Canadian identity is no longer evident at the consumer level. In the territory of the Canadian Consulate General in Dallas, the biggest seafood sellers by volume are salmon, shrimp, catfish, orange roughy, surimi, and crab. Salmon and shrimps account for about 80% of the total seafood consumption. Notwithstanding the quantities of shrimp harvested from the Gulf of Mexico, there is potential for species not available in Gulf waters, such as *Pandalus Borealis* and *Pandalus Jordani*.

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. There are more than 500 companies involved in processing and wholesaling seafood in the state, handling primary and value-added processing of shrimp, crab meat, crawfish, oysters and all species of fin fish. Of the top 20 ports in volume in the United States, Louisiana has five: Cameron, Empire/Venice, Dulac/Chauvin, Intracoastal City, and Morgan City/Berwick.

## NORTHEAST

New England is both the principal point of entry for Canadian seafood into the United States and the major market. Furthermore, approximately 50 percent of seafood business in the United States is done through Boston, however, the situation is changing. Several trends are apparent in the seafood market in Boston, including: a striking increase in the importance of aquaculture; a growing acceptance among American consumers for moderately-priced groundfish products from Latin America; and a relatively modest profile of seafood analogs. As well, farmed species, including shrimp, freshwater salmon and crayfish, are increasing their marketshare in a traditionally capture fishery market.