Mission: The Hague   **Market:**   Netherlands

Sector: Fisheries, Sea Products & Services

Sub-Sector: Fish, Shellfish and Other Products

Market Data	**2 Years Ago**	**1 Year Ago**
Market Size	568.00M	577.00M

General Comments:

       Catch restrictions are increasing, government control on local fishermen is tightening, the fisheries fleet is expected to shrink dramatically and local demand is expanding. This scenario is tantamount to further increases in imports despite continued price increases. Prospects for Canadian fish exports to the Netherlands therefore look bright not only to meet local requirements, but also as a distribution center serving other European markets and some areas beyond the European marketplace.

       The composition of Canadian exports of fishery products to the Netherlands has not changed much in recent years. Wild Pacific salmon (frozen and canned) and live lobster still are the largest single items. Some frozen eel and frozen herring are brought in each year, but good opportunities exist for the various "non-traditional" items such as pollock and ocean perch fillets, as well as specific shellfish species including periwinkles and scallops (with roe) and shrimp. Prospects for live eel likewise is look good given the ability to sort by size, type and proper packaging for shipment by air. It should be underlined that only top quality product is considered by Dutch buyers and traders. Fish is growing in popularity in the Netherlands, but as prices of many species are now on par with or higher than prime red meats, the consumers expect to get their guilders worth.

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