

FRANCE

Introduction

- France is the second most affluent member of the EC with a highly developed AgriFood sector synonymous with luxury and gastronomy.
- France is Canada's second largest market in the EC for fish products with exports in 1988 of \$81 million Canadian companies have a long tradition of operating in France and commercial practices are well understood.
- France consumes about one million tonnes of fisheries products per annum with per capita consumption of some 12 kilograms. Per Capita consumption is second only to that of Spain in the European Community.
- Consumption is divided equally between imports and domestic production. In 1986 imports amounted to \$1.8 billion and are growing. Canada currently supplies only 4% of the import market.
- French consumers have traditionally depended upon domestic production for fresh fish and imports for frozen fish. In recent years the steadily increasing role of frozen fish has been the most significant consumption trend.
- France also maintains Europe's most advanced aquaculture sector accounting for a production of some 200,000 tonnes in 1987. This represents one-third of France's entire fish production.

Major Species

- France has traditionally been a market for higher value species. France is Canada's largest market for frozen salmon and second largest market for lobster. These two products together account for 64% of all Canadian exports.
- Other major species in order of importance include freshwater fish, frozen crab, frozen scallops, canned salmon, and cod blocks.
- The Canadian embassy also notes good prospects for the following: frozen cod fillets, salt cod, frozen shrimp and monkfish.
- Prepared seafoods - production of convenience foods including frozen prepared dishes and pre-packaged fresh and frozen fish is a growing segment. Sales of vacuum packaged products has grown from 1,000 tonnes in 1982 to 4,000 tonnes in 1987.