

Mission: 608 New York, Consulate General

Market: 577 United States of America

Key Subsector: 021 Fish & Shellfish and Other Products

Specific Product Opportunities: Current Imports (\$CDN)

Cod	\$271.00 M
Lobster	\$147.00 M
Scallops	\$68.00 M
Flounder, sole	\$64.00 M
Saltfish	\$46.00 M
Salmon	\$27.00 M
Halibut	\$24.00 M

Post Comments on Above Products/Species - Specifications:

Cod:

The frozen market for cod has become worse. Usage is down because of previous high prices and as a consequence the supermarket chains have not promoted it as heavily as in previous times. There is a certain amount of demand in our area but with retail prices at \$4.00-\$5.00 U.S. a pound there is buyer resistance. At this point in time fresh fillets and steaks are favored more than frozen and there is movement for Canadian products in fresh form.

Flatfish (sole and flounder):

The picture is rosier with these species which are very definitely strong items in our area for the restaurants/foodservice trade. Both species are immensely popular here because of their advantages in ease of preparation in the kitchen. They cook evenly and are delicious. Generally, sole and flounder are packed the same way as cod. They are also found in IQF form (2 x 10 pound boxes or 4 x 10 pound boxes) graded by size in ounces. The fresh fillets in 20 pound boxes are used by restaurants. These species are more utilized for foodservice than by retailers because of their relatively high cost. Demand appears to remain strong.

Lobster:

Lobster continues to be a very strong performer in the foodservice market. Frozen lobster meat for the foodservice market is packed in 11.3 ounce and 2 pound cans. The 5 pound can seems to be fading away. The popsicle pack (whole cooked and frozen) is more for export to other markets. On the whole, lobster remains the premium product it has always been with very little competition from alternative imitation products.