

Mission: 410 Paris
Market: 112 France
Key Sub-Sector: All Sub-sectors

<u>Specific Product Opportunities</u>	<u>Current Imports (mt)</u>
Salmon	48,791
Cod	32,392
Shrimp	19,230
Scallops, frozen	9,525
Crab	8,017
Herring, frozen	6,935
Lobster	4,819
Dogfish	3,282
Monkfish	3,214
Pike and Other Freshwater Fish, frozen	822
Eels, frozen	163

General Comments:

In 1988, France imported \$2,738 million Cdn worth of fish products, including \$99.4 million from Canada. Imports of fish and fish products by France have been increasing by an average of 6 percent per year. France is Canada's largest European customer. However, Canada ranks only seventh among France's foreign suppliers, behind the U.K., Norway, Denmark, Senegal, the Netherlands and the U.S.A.. Canada is at a disadvantage vis-à-vis other suppliers in terms of import duties and transportation costs.

France consumed a total of 1,209,000 mt of fisheries products in 1988. In 1986, per capita consumption was 13.78 kg of fresh fish, crustaceans and molluscs, 3.22 kg of frozen fish and crustaceans, and 3.3 kg of canned fish and crustaceans. Traditional fish-canning industries, turning out products that are represented very simply (sardines, tuna, mackerel fillets), are losing ground. The number of canneries has greatly declined, the surviving firms are able to keep going only because of their subsidiaries in Morocco or Tunisia. An increasing range and variety of prepared dishes have become available in recent years. France has not followed the trend in the direction of more frozen products observed in North America; the development of new technologies gave rise to fresh prepared dishes alongside the traditional frozen and canned prepared dishes that were previously available. Generally speaking, the French like fancy dishes, are prepared to pay high prices for their food, and take time over and enjoy their meals.