

they know the product. Lobsters are sold mainly through importers/wholesalers to restaurants and fish shops. However, in latter years, major supermarkets have imported directly huge quantities (100 MT and more) at Christmas time, sold through their own network of stores.

Frozen Lobster:

This is a typically Canadian product (almost a monopoly!) which has been on the market for more than ten years. French imports range around 1,400 MT. "Popsicles" are almost exclusively sold in supermarkets and freezer centers. We do not recommend the export of lobsters smaller than 250 grams, which is already very small and poorly accepted by consumers, even if the price is attractive. Lobsters in the 300 to 450 gram range are the best size and will avoid jeopardizing the market. We foresee a good potential for frozen pre-cooked whole lobsters (450 grams) packed in cardboard boxes. These could be conveniently used by restaurants, served as live, and avoid all risks inherent to live.

Frozen Cod Fillets:

Supply from Canada has dropped from 1,305 tonnes in 1986 to 210 tonnes in 1988. Product is still demanded because during the same period total imports passed from 15,770 tonnes to 22,877 tonnes. Other origins with cheaper prices have increased their market share. However, the potential remains good for companies who can offer competitive prices.

Frozen Pike and Other Freshwater Fish:

Canadian share for frozen pike is over 90 percent of French imports (804 tonnes in 1988 out of 822 tonnes) and the situation is the same for pike minced meat (404 tonnes out of 433 tonnes). Quantities absorbed could even be more important. It should be noted that minced meat can be imported only from plants which have been approved by the French authorities. Although one major Canadian company is handling most of these sales, others could certainly be successful. Other species such as Sauger, Walleye and Lake Whitefish are also in demand.

Frozen Shrimp:

Market is regularly growing year after year and prospects are still very good. With 691 tonnes in 1988 out of 11,290 tonnes imported from all origins (only for pandalidae), the Canadian share could still increase.