

Documentation accompanying shipment must include a Fisheries and Oceans Canada certificate, a commercial invoice showing F.O.B. and C.I.F. prices, and a certificate of origin stamped by the nearest Canadian Chamber of Commerce or Spanish Consulate in Canada. The tariff structure for lobster products entering Spain from Canada are as follows: H.S. 0306.11.19 (24.5%); 0306.11.9 (22.8%); 0306.12.1 (8%); 0306.12.9 (15%); 0306.21.11 (21.9%); 0306.21.19 (24.5%); 0306.21.9 (22.8%); 0306.22.91 (7%); 0306.22.99 (8%); and 1605.3 (20%). All lobster products are subject to a 6% V.A.T. Usual payment conditions are C.A.D., or irrevocable letter of credit.

The Post feels that marketing initiatives for Canadian lobster in Spain in recent years, including participation of some exporters at Alimentaria International Food fair, held in Barcelona in 1990 and 1992, mistakenly concentrated on frozen product without any publicity support. Sales of popsicle packs have so far been modest, and advertising and promotional activities would be necessary to make any headway.

Canadian suppliers have made almost no effort to market frozen lobster claws for which the Post believes there is a good potential. At present, the prospects for marketing cooked, chilled or frozen canned products are remote as they do not conform to current consumer habits. Local trade contacts advise the Post that potential lies with guaranteeing year-round, prompt deliveries of live lobster with minimal price fluctuations (particularly in view of high tariff barriers). There is little or no public sensitivity to the sale of live lobsters in the local market. One large Canadian lobster exporter appears to have overcome problems with reduced meat content in live lobster at certain times of the year, and another Canadian company has actively addressed Spanish demands. Otherwise, in spite of numerous enquiries the Post has passed to Canadian suppliers, response has been very weak. No Canadian lobster exporter, as far as Post is aware, has appointed a Spanish agent or distributor, or undertaken any supportive publicity or advertising campaign which is required if Canada is to increase its currently meagre share of this important market.

COD

Landings by the Spanish cod-fishing fleet continue to fall, while offers from Canada for wet salted cod are inadequate to meet demand with Iceland providing a continuous supply. Market prices for cod are rising slowly, but wholesalers tend to counter-offer 50 pesetas less per kilogram. Wholesalers generally purchase with credit terms of 90 days and receive a discount of 5 percent to compensate for the weight of the salt. Spain has an annual quota for imports of cod from outside the EEC, and this quota is divided and made available on a quarterly basis. Principal competition to Canada for cod in the Spanish market comes from the Faroes Islands, Norway and Iceland.

SHRIMP

The majority of Spanish imports of shrimp are shell-on, head-on, while cooked and peeled products are not generally in demand by importers. Cold-water shrimp plays only a marginal role in the Spanish market, with Argentina supplying the bulk of Spanish cold-water shrimp imports. Shrimp consumption in Spain is mainly of the pink and white species, and consumption is generally head-on, cooked in medium to small sizes 60-80, and 80-100/kilogram. The majority of shrimp consumption in Spain occurs in restaurants (grilled, paella, garlic shrimp) and in bars as appetizers. Competition for Canadian shrimp products in Spain comes from Argentina, Mozambique, Senegal, Ecuador, Australia, Cuba and Tunisia.