

The consumption season does not match the Canadian harvesting season. None the less, we consider that it would be most difficult and expensive to persuade the French to consume lobster on any substantial scale during the summer months. It is regarded as something that is eaten on festive occasions, and its price is comparatively high (approximately 100 FF, i.e. about C\$ 20, per kg).

Problems of shrinkage, mortality and soft shell should be discussed at the time the contract is concluded.

Product presentation should feature a single layer of lobsters in styrofoam containers. The most desirable weight is about 500 grams. There is a market for larger lobsters, but the price per kg is lower. Live lobsters are brought in by air to the Roissy-Charles de Gaulle airport near Paris. Quantities may range from one tonne to an aircraft load.

## **8.2.2 Whole frozen lobsters**

There are two products that coexist in this market: frozen lobsters in brine, known as "popsicle lobsters", and IQF lobsters. Popsicle lobsters currently account for the bulk of the market.

### **8.2.2.1 Cooked frozen lobster under ice ("popsicle lobsters")**

Competing products: frozen rock lobster and frozen gambas, frozen rock lobster tails.

Competing suppliers: none (Canada is the only source).

The most common weights are 200 g, 225 g and 250 g in the case of the product sold in supermarkets, and also 300 g and 400 g in the case of specialty shops. A reasonable estimate would be that between 80% and 90% of these popsicles are sold in supermarkets, which buy direct or through an importer. The main period of consumption is the year-end holiday season and at Easter.

Ten-unit masters are a common form of product presentation. These lobsters are sold in containerload lots.

Despite specials and the relatively low price, this odd-looking product is still not very well known. Exporters should be aware that while the competing product (rock lobster from Cuba) is heavily advertised via various media including television, there is no corresponding Canadian action. As regards prices, the Canadians control the market.