Mission: 611 Seattle

Market: 577 United States of America

Key Sub-Sector: Fish, Shellfish and Other Products

Specific Product Opportunities

All Seafoods
Salmon (farm/wild)
Shellfish
Molluscs
Fresh Finfish

General Comments:

    Despite the large volume of seafood harvested off the coasts of Alaska, Washington and Oregon, there continues to exist an excellent market for many Canadian seafood products. Minimal opportunities exist for salted and smoked fish, due to limited demand and abundant supply of smoked product from local sources.

Salmon:

    Weakened market prices for fresh farmed salmon have strengthened the demand at the institutional and retail levels and have diverted the supply of Norwegian and other offshore products to Japan. Canadian operations have already made excellent penetration into this market as a result of high quality, competitive pricing proximity to the market, and strong environmental concerns limiting entry of local operations.

    Demand exists for fresh farmed chinooks and some Atlantics in 50 lb styrofoam packs with wet ice. They should be whole gutted, head-on with sizes of 4-6's and 6-9's for institutional markets, and 2-4's and 4-6's for the retail markets. There is also demand for fresh farmed coho in 10 lb plastic trays in butterflied form and 8-10 oz sizes for the institutional markets. All species of wild salmon have a market for all sizes in round form, to be marketed to the world through the processors.

Groundfish:

    There exists a strong market for all types of high quality groundfish. Many buyers are unhappy with present quality available to them and would like to see fishermen take shorter trips. Demand is good for fresh true cod, usually in 10lb bags, trays or wet locks, no specifications for the institutional and retail sectors. Markets exist for fresh snapper, rockfish and ling cod fillets in the 7-12 oz sizes. They should be packed in 10 lb packs properly layered, or skin to skin, flesh to flesh for institutional markets, and in variable sizes for retail sectors.