

Mission: 410 Paris
Market: 112 France
Key Subsector: 021 Fish and Shellfish and other products
022 Processed Fish and Shellfish

<u>Specific Product Opportunities:</u>	<u>Current Imports (\$CDN)</u>
Frozen salmon	\$34.10 M
Live lobster	\$11.10 M
Frozen lobster	\$9.40 M
Frozen cod fillets	\$5.90 M
Frozen pike	\$4.20 M
Frozen shrimp	\$1.60 M
Other freshwater fish	\$1.50 M
Monkfish	\$.90 M
Frozen crab	\$.90 M

Post comments on above Products/Species - Specifications/Outlets:

Frozen Salmon:

The speculations which took place at the beginning of the season when Japanese importers started to buy adversely affected 1988 exports to France (3,010 tonnes instead of 6,194 tonnes). Prices went so high that smokers turned to Atlantic salmon to supply the major share of their production. A similar situation developed for salmon going to distribution. If prices return to more traditional levels this year, Canadian packers and exporters could recover some of the market. Demand from smokers will be oriented towards 4/6 and 6/9 Silver. 2/4 and 9 + Silver and all Red Kings are now replaced by equivalent Atlantic product. Nevertheless, in spite of the "accident" of 1988, the French market should remain a substantial outlet for west coast salmon. However, Canadian suppliers should keep in mind that salmon is now a "commodity" readily available from several countries. Efforts have recently been made on this market to enhance the image of Canadian salmon. They should be continued. Dealing through reputable French agents is still, in our opinion, the best way to gain and maintain market share in this country.

Live Lobster:

France is a very good market which has increased significantly in recent years. However, being a live product, it is difficult to handle and the number of claims of which we are aware has also grown. Only persistent and quality conscious companies can be successful in the long term. French buyers want to know where the lobster comes from and to be sure they will get them alive! We also strongly recommend limiting shipments to established importers who can prove