The High Commission in London has identified 6 seafood products for which it believes good prospects for Canadian seafood exporters, and those products are listed below. The mission has provided detailed information for Canadian suppliers of salmon products and lobster products.

1. Frozen cod
2. Lobster, live and frozen
3. Frozen crab
4. Frozen salmon
5. Frozen shrimp
6. Canned salmon

GROUNDFISH

British consumers maintain a strong preference for the traditional species like cod, plaice, haddock and sole, with consumers often opting for added-value, deep-fried, battered and breaded varieties. This is particularly the case in pub food where tastes and the range of dishes on offer can often be conservative, with most pubs sticking to battered or breaded jumbo cod and haddock, scampi and filled plaice. Recent trends have seen increased exports to the U.K. of Chilean and South African hoki and hake which has created increased competition for cod suppling countries like Canada. The EEC and the U.K. in particular, demand skinless, boneless loin cuts, and standard packs will no longer satisfy the European market. The outlook is dim for an expansion in trade for traditional groundfish species as the recession has affected buying patterns and methods. Retailers will not purchase double frozen products. Carton sizes are changing favouring 10 pound units as compared with the traditional 15 pound carton.

SALMON

The United Kingdom is generally a good market for seafood imports, and salmon in particular. The main problem facing Canadian salmon exporters is competition, especially from Scotland and Norway. However, fresh chinook and farmed salmon from British Columbia is sold at a premium over domestic Atlantic species. The canned salmon market is a different situation based on the relative high cost of farmed salmon, which precludes use by the UK canning industry. One positive factor for Canadian salmon exporters was the strong promotional activities of the Scottish Salmon Growers Association (SSGA), which created excellent consumer awareness and increased demand for salmon products generally. Despite these efforts by the Scottish salmon industry, there is little evidence it created consumer loyalty to Scottish salmon. The promotion targeted fresh fish. The main competition for canned pink salmon in the UK market appears to be tuna, thus price appears to be a determining factor. Canned red salmon enjoys a separate market segment at the higher end of the market.

The domestic UK salmon smoking sector enjoys a competitive advantage over smoked salmon imports due to the 13 percent import tariff, and total imports were only 54 tons, half of which were sourced from Ireland. The main opportunities for Canadian salmon exporters lie in supplying frozen salmon for the smoking industry, which faces only a two percent import tariff. Nevertheless, there are tangible competitive advantages for Canadian salmon exporters, including a cachet for wild salmon. Twice the quantity of salmon is sold as wild salmon of UK origin than is actually landed, which indicates a sales advantage for wild salmon. There appears to be a general ignorance of Pacific salmon species in the UK market, other than the "generic" Pacific" labels which sell more cheaply than Atlantic products. Good prospects in the UK market continue for Canadian canned salmon products. Canadian strengths