

CANADIAN LOBSTER IN A GLOBAL CONTEXT  
**EXECUTIVE SUMMARY**

**1. SECTOR DESCRIPTION**

Canada is the world's largest producer and exporter of lobster. In 1992 total Canadian landings exceeded **46,000 tonnes**, approximately **30% of total global landings**. Almost 90% of Canadian production was exported, with a total value in excess of **\$300 million**. The U.S. accounts for **70%** of Canada's lobster exports, with a value exceeding **\$200 million Cdn.**, followed by Japan and the EC.

Other competing species include:

Canadian lobster (*Homarus Americanus*) is only found in the northeast waters of Canada and the United States. This species competes with other species such as the European lobster, crayfish and rock lobster in the global market. The Canadian industry comprises over **11,000 fishermen** and **250 lobster processing establishments and exporters**. However, about a dozen of the firms account for the majority of our exports.

The Canadian lobster industry is noted globally for its resource management, health and inspection services and its image for producing a quality, pollution-free product. Exports are primarily in the live form, although other opportunities exist for innovative product forms in niche markets. There may be some benefit in increasing efforts to develop a generic Canadian image, particularly with respect to the marketing of products forms other than live lobster.

**GLOBAL MARKET AND CANADA'S SHARE**

A detailed survey on opportunities in several regions of the United States and thirty-seven other countries is contained in this document. This information has been supplied by forty-nine trade commissioners from major fish importing countries together with **full names and addresses of major importers and buyers**.

**WORLD LOBSTER LANDINGS BY SPECIES (000 MT)**

	1986	1987	1988	1989	1990
Spiny	68.8	65.4	67.3	61.1	62.3
American	58.9	60.1	62.5	67.1	74.2
Rock	16.4	17.3	13.6	9.3	13.6
European	1.8	2.1	2.1	2.1	2.6
<b>TOTAL</b>	<b>145.9</b>	<b>144.9</b>	<b>145.5</b>	<b>139.6</b>	<b>152.7</b>

Source: 1992 Year Book, Fisheries Statistics, 1990