Canadian fish and seafood exporters will need to fight to maintain and improve their share of the U.S. market. With harvesting quotas being reduced in order to rebuild stock, the Canadian producers must discover ways of improving profits with the same or declining amounts of fish. One way to accomplish this is by increasing the value of the product through further processing such as cooking, breading or making the product easier to serve.

Specific Product Opportunities

Groundfish

The shortage in supply (July 1990) of some species of groundfish has had two main effects: first, inventories lately are particularly low; and second, some prices have increased. Although the general economy of the country has slowed, U.S. exports are increasing and demand is on the rise in Europe. The relatively low value of the U.S. dollar is helping U.S. exports, while at the same time creating a shortage of supply through declining stocks.

Lobster

Demand for lobster has been strong recently. Low prices, combined with an abundant product, help explain the increase in consumer interest in the product. Prices rose slightly, but stabilized for the 1990 fall season.

Atlantic Cod

U.S. cold storage holdings of Atlantic cod blocks is down; demand is light. Prices of cod blocks are in the $1.60 to $2.10 range, up slightly over last year due to concerns about supply limitations.

Redfish

There is a limited demand for redfish in this market. Supply is still high and thus prices are low.

Shrimp

Prices are lower for shrimp; the demand is strong but over-supply explains the lower prices. The market is looking for quantity not quality.

For further general information about the region or specific information regarding agents, brokers and distributors please contact:

Mr. Jack McManus
Commercial Officer
Canadian Consulate General
Three Copley Place, Suite 400
Boston, MA 02116
United States
(617) 262-3760
(617) 262-3415

Mid-Atlantic

New York

Specialty food sales are up in terms of dollar volume, especially cookies and crackers. Bottled waters from Canada continue to appear in the marketplace, although distribution remains a problem. Most successful companies have found that they can improve their sales by having a soft drink company take on the distribution.

There are opportunities in this market for products of good quality and value. While many traditional products will continue to be sold, a greater number of people are looking for products which are convenient and nutritious.

Fish and Seafood

The market is changing in this region for many food products. The recession has caused changes in the economy and coupled with strong competition, Canadian exporters will have to emphasize merchandising and price.

Seafood remains an important product sector in this area. For a variety of reasons, including shortages in certain species, 1991 has not been a good year. Value-added products are selling at higher prices, while products offering convenience and quality can