

DETROIT

SUPPLY AND CONSUMPTION

The Michigan/Indiana market area offers Canadian suppliers opportunities to market salmon products, although continued market penetration will be difficult as Canada now controls an estimated 50 percent market share. Salmon consumption in the market area is estimated to be approximately 1 million pounds per year. The majority of the volume, or approximately 60 percent, is marketed in fresh form with the balance sold as frozen.

Traditionally, salmon is positioned as an up-scale menu item compared to cod or haddock (used in fish and chip combinations) which are consumed in abundance by the predominantly blue-collar populace. Salmon has not represented a good alternative to these other species. Nonetheless, salmon is available in fresh fillet or steak format in most retail fish counters, as well as with fish wholesalers. Frozen fillets and steaks are the most popular in the vacuum packed 4-6 ounce, and 6-9 ounce portion sizes due to the convenience of preparation at the restaurant level. The abundance of international competition is evident with salmon being sourced from Iceland, Alaska, and the United States East coast.