

Mission: 409 Berne
Market: 512 Switzerland
Key Sub-Sector: All Sub-sectors

Specific Product Opportunities

Frozen Salmon
Yellow Perch Fillets (fresh/frozen)
Shrimps
Live Lobster
Canned Salmon/Lobster/Shrimp/Crab
Frozen Scallops
Walleye/Pickereel Fillets

General Comments:

Swiss fish production is marginal and only covers 9 percent of total consumption. Per capita fish and products consumption is 7.7 kg per year. In 1989, imports of fish, crustaceans and molluscs totalled 30,167 mt valued at \$269.8 million Cdn, an increase of \$15.2 million over 1988. There seems to be a growing market for processed fish products in Switzerland as indicated by the recent introduction of two new products to the Swiss market by Migros. The products are "golden nuggets" of battered cod pieces in retail packages of 400 gm, and "sea snacks" which are potato flavoured battered cod pieces in retail packages of 400 gm.

There are no barriers to trade on the importation of fresh and frozen fish with imports by licensed swiss importers being duty free. Imports are subject to a vet control at the border for which a tax of 4 SFr per 100 kg gross weight is levied. Import regulations for processed fish products must be accompanied by the public health certificate for the importation of fish preparations, crustaceans, molluscs, sea urchins and products thereof.

Yellow Perch Fillets:

Demand for frozen fillets is for 95 percent skin-on, 20-30 grams per piece, IQF in bulk 5 kg boxes, shipped FCL or in retail packs of 400 grams. Demand for fresh yellow perch fillets is for 60 percent skin-off, imported by air in styrofoam cases of 10 kg, then passed on to distributors who supply the hotel/restaurant trade and chain stores with retail packs.