

largest state in the U.S., by area, and ranks third in population, after California and New York. Texas has a long border with Mexico and a long coastline on the Gulf of Mexico. It is considered a wealthy state with a population of 17 million. Approximately one-half of all Texans live in the following four major metropolitan areas: Houston (3.2 million), Dallas (2.5 million), San Antonio (1.3 million) and Fort Worth (1.2 million).

It is estimated that one-half of the retail food business in Texas is split among six supermarket chains: H.E. Butts, Kroger, Furr's, Tom Thumb, Winn Dixie and Albertsons. As well, there are a number of other smaller grocery chains that have significant volumes of retail food sales. These smaller chains do not necessarily have stores throughout the state, but are usually located in certain specific regions. Although Texas is considered to be a consumer of meat and poultry, there is a definite market for the seafood industry. All of the above mentioned supermarket chains carry a wide array of seafood (fresh, frozen and canned). The seafood is imported from Louisiana, California and Massachusetts, mainly Boston.

At the wholesale level of the food market, the following distributor are felt to have the biggest percentage of share in the Texas market: HEB, Sysco, Grocers Supply, Flemmings, Southland Foods and Scrivner. While waiting to export to this post territory, it is highly recommended that Canadian seafood producers and manufacturers find a broker and/or distributor and/or wholesaler. The Canadian Consulate General in Dallas is pursuing market opportunities and activities which could help the Canadian seafood industry. The market has definite potential.

## Louisiana

Louisiana is one of the south central states, with a population of approximately 4.7 million. The state is composed of major cities such as New Orleans, Baton Rouge, Lafayette, Shreveport, Monroe and Alexandria. The mainstays of Louisiana's economic are agriculture, oil and

gas and the seafood industry. Louisiana produces 99 percent of the crawfish (or little lobster) in the world, and it represents a \$50 million-a-year industry for the state. Louisiana's warm gulf waters and fertile estuarine systems are home to more than 100 commercially valuable seafood species, a variety unmatched anywhere else in the nation. Louisiana is also the nation's second largest seafood producer, with 1.2 billion pounds landed in 1989, for a dockside value of more than \$272 million. Louisiana's commercial seafood industry contributes \$2 billion to the state's economy and employs more than 55,000 people in harvesting, processing, wholesaling and distribution. There are more than 500 companies involved in processing and wholesaling seafood in the state, handling primary and value-added processing of shrimp, crabmeat, crawfish, oysters and all species of fin fish.

Louisiana is the top producer in the nation of many valuable seafood species: crawfish (119 million pounds), shrimp (100.4 million pounds), blue crab (33.6 million pounds), oysters (11.6 million pounds), tuna (8.6 million pounds), wild catfish (6.1 million pounds), black drum (4.4 million pounds), mullet (2.4 million pounds), sea trout (1.5 million pounds) and red snapper (1.4 million pounds). In addition, Louisiana is ranked second in the nation in landings of swordfish, shark and grouper, three other very popular species nationwide. Of the top 20 ports in volume in the U.S. Louisiana has five: Cameron (No. 1), Empire/Venice (No.4), Dulac/ Chauvin (No.6), Intracoastal City (No.8) and Morgan City/Berwick (No.10).

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

Ms. Joanne Legault  
Vice-Consul and Assistant  
Trade Commissioner  
Canadian Consulate General  
St. Paul Place, Suite 1700  
750 N. St. Paul Street  
Dallas, TX 75201-9990