

## MINNEAPOLIS

The U.S. Upper Midwest market size for seafood is estimated at over \$800 million US. This represents a higher than expected rate of consumption due to highly innovative merchandising efforts at the retail level. U.S. national organizations (F.M.I., N.S.M.I.) indicate this market is 2-3 years ahead of the rest of the US in marketing, inspection, quality control, transportation, merchandising, presentation and advertising. Currently, the market division is: 60 percent of fish and seafood is sold in retail stores; and 40 percent in the restaurant/foodservice trade. The major growth potential is in the retail sector, with future large increases possible if there are innovations in packaging, quality control and product formulation (eg. boneless fillets, further processing) to give the customer a more appealing product. Current sales at the retail level are approximately 50 percent frozen and 50 percent fresh.

The domestic fishery consists mainly of walleye (200,000 lbs of the 300,000 lbs sold in the Minneapolis/St. Paul market last year were domestic in source). There is continuous strong demand for walleye, and demands that more be made available from Canadian sources. There are also small quantities of farmed freshwater salmon and trout being raised locally. The most popular species are as follows: salmon (steaks more than fillets), cod fillets, walleye fillets, orange roughy, pollock, catfish, swordfish, shark, shrimp, clams, scallops and lobster.

### MAJOR UPPER MIDWEST U.S. SEAFOOD IMPORTERS

#### AMERICAN FISH AND SEAFOOD COMPANY

5501 Opportunity Court,  
Minnetonka, Minnesota 55343  
Contact: Larry Bialick/Larry Braufman  
Tel:(612) 935-3474  
Products: seafood

#### BELLBOY MEAT CORPORATION

2220 Florida Avenue South,  
St. Louis Park, Minnesota 55426  
Contact: Brad Eisenberg  
Tel:(612) 544-7791  
Products: seafood

#### FOR FURTHER INFORMATION:

Canadian Consulate General  
Suite 900,  
701 Fourth Avenue South,  
Minneapolis, Minnesota 55415-1899  
Tel:(612) 333-4641  
Telex: 29-0229  
Fax:(612) 332-4061  
Ms. Margaret L. Mearns  
Commercial Officer

#### COASTAL SEAFOODS

2330 Minnehaha Avenue  
Minneapolis, Minnesota 55404  
Contact: Tim Lauer/Suzanne Weinstein  
Tel:(612) 724-5911  
Products: seafood

#### MINN-CON MARKETING CORPORATION

P.O. Box 26068,  
St. Louis Park, Minnesota 55426  
Contact: Dave Conner  
Tel:(612) 922-0234  
Products: seafood

#### PYA MONARCH

9605 54th Avenue North,  
Plymouth, Minnesota 55442  
Tel:(612) 559-9494  
Products: seafood

#### WJF INTERNATIONAL

742 Decatur Avenue North,  
Minneapolis, Minnesota 55427  
Contact: Bill/Greg Frank  
Tel:(612) 541-7400  
Products: seafood