

- The quantity imported in 1990 was not regarded as an oversupply by industry people by the end of 1990. However, there is a concern among industry people about possible detrimental effects on seasoned herring roe products by the salted herring roe market at the end of year, although it is estimated that there will continue to be a strong demand for frozen herring roe in 1991.
- Trade contacts believe that younger consumers prefer seasoned herring roe to salted herring roe due to both taste and convenience of preparation.

Imports from Canada (Metric Tons)

Year	1987	1988	1989	1990
Quantity (Metric Tons)	12,100	12,500	12,500	12,500
Value (US\$)	1,200,000	1,250,000	1,250,000	1,250,000

  

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Market Situation and Outlook

- After a miserable year in 1989, Canadian exports of frozen herring roe reached the highest level ever in 1990 as low inventories at the end of 1989 led to a strong demand situation for 1990.

- The market is still expanding although the growth rate is not as high as in past years.