

INTRODUCTION

The European Community is Canada's second largest market for seafood after the United States. Exports in 1988 were \$445 million compared with \$438 million in 1987. Exports to non- EC countries (Switzerland, Sweden, Austria, Finland, Norway and Switzerland were \$80 million in 1988.

Canadian seafood exports to western Europe consist mainly of products in the upper end of the price range. The most important products in order of value are canned salmon, frozen salmon, live and frozen lobster and shrimp. Europeans value high quality products and pay premium prices.

Many of our European missions identify seafood products a priority export. While EC tariffs remain relatively high the formation of the single market in 1992 and harmonization of internal market regulations should improve trading conditions. The EC with imports of some \$ 8 billion in 1988, is increasingly dependent upon imports to meet consumer demand for seafood products. With an affluent single market of some 320 million consumers, many third country suppliers will be competing with Canada to meet the demand.

Canadian seafood companies wishing to take advantage of export opportunities in Europe should consider participation at the major promotional events which introduce Canadian products to Europe. The two most important events are ANUGA in Cologne, Federal Republic of Germany and SIAL held in alternative years in Paris, France. (A report is available on the most recent SIAL).

ANUGA is the most important food show in the world. While an international show this event is especially important as an entree to the West German seafood market.

The FRG represents one of the largest fisheries markets in Europe. The total size of the market is estimated at 8 billion DM with imports accounting for some 80 per cent of requirements. Fish consumption per capita was recorded at 12-13 kilograms in 1988. Consumer research shows that this will increase to 18-20 kilograms by the year 2000. Every kilogram increase in consumption is expected to come from imports. Canadian seafood exports to the FRG increased by two thirds to \$50 million between 1987 and 1988. This the largest increase for any European market and indicates the strong potential for Canadian exports.

German fish consumption has depended for a long time on certain traditional species, principally herring which accounts for almost 30 per cent of total consumption. Groundfish, at the lower end of the price spectrum including hake, pollock and redfish is also important. In recent years there has been dramatic growth in the demand for more expensive and higher quality speciality products including crab, shrimp, prawns, lobster, exotic fresh fish and delicatessen preparations.