

Mission: 606 Los Angeles

Market: 577 United States of America

Key Subsector: 999 All Sub-Sectors

Specific Product Opportunities: Current Imports (\$CDN)

All seafood \$32.70 M

General Outlook:

The California market has the highest per capita consumption of seafood in the United States. It offers Canadian seafood suppliers excellent opportunities for all species of fish. The only exceptions would be for herring, saltfish and smoked fish where limited opportunities exist.

Post Comments on Products/Species:

Farmed Salmon:

The salmon market provides an excellent potential for Canadian producers. Salmon is a very popular Canadian export to this area, and will continue to be popular. The major concerns for exporters should be competitive pricing and exports from Chile and Norway.

Shellfish:

There is great potential for all types of Canadian shellfish. Crab, lobster and shrimp will continue to have growing markets. Additionally, imitation crab meat is very popular in this area. Fresh and frozen crab are used at retail and in restaurants. Live lobster is in high demand for restaurants. Fresh and frozen shrimp are used for retail and restaurants.

Groundfish:

Cod, halibut and Pacific red snapper are popular and demand is increasing each year.

Hake/Whiting:

The demand for hake/whiting is stable. Therefore, marketing these products would involve competitive pricing and specialized distribution. The popcicle pack (whole cooked and frozen) is more for