Mission: 435 Copenhagen

Market: 093 Denmark

Key Sub-Sector: All Sub-sectors

Specific Product Opportunities   *Current Imports ($Cdn)*

All Fish Products $1033M
Fish (fresh/chilled/frozen) $842M
Processed Fish Products $191M

General Comments:

        All figures for Denmark are for 1988, as the
1989 statistics are not yet available. The total Danish catch and
foreign landings were $459m Cdn, total imports were $1.033b Cdn,
and total exports of value-added fish products were $2.07b Cdn.
Total Danish fish imports from Canada during 1988 were $52.4m Cdn.,
and for the first 9 months of 1989 they were $41.2m Cdn.

        Due to falling quotas for fish within the EEC,
indications are that countries like Denmark may be forced to look
further afield for raw product. Even though the statistics show a
significant continuing market for Canadian fish product exports,
the situation is still very volatile. This is due to several
factors: first, apart from lobster(live for catering trade and
frozen in brine for retail trade) almost all Canadian fish products
imported into Denmark go to Danish factories for further
processing. With Canadian plans to process shrimp in the Atlantic
provinces, exports to Danish plants could drop significantly.
Secondly, exports of lower priced species to Denmark are currently
limited by the proportionally high transportation costs. However,
as local supplies of fish products for processing and consumption
fall, prices will increase, thus making lower priced species more
attractive and competitive as transportation costs fall
proportionally. Thirdly, and related to the first two, with reduced
quotas and catches for many species, Danish processors could find
themselves in an overcapacity situation, and it is unsure how this
will affect Canadian exports to Denmark.

Eels:

        Demand is for live and frozen, in 150-500 gm
packs, and graded according to size.

Salmon:

        Frozen or whole, Atlantic or Pacific (Chum).

Cod:

        Frozen whole in H/G blocks, wet salted, minced,
and fillets with/without skin-on and in brine.