

**The Seafood Market in  
North America  
Thursday 20th May  
4pm-5pm**



Department for  
International Trade

The logo for seafish, featuring a stylized blue fish shape above the word "seafish" in a bold, blue, lowercase sans-serif font.

**seafish**

The logo for EXPORTING IS GREAT, featuring a stylized Union Jack flag to the left of the text. The text "EXPORTING IS GREAT" is in a bold, blue, uppercase sans-serif font, with "IS" and "GREAT" stacked vertically. Below "GREAT" is a red rectangular box containing the word "GREAT" in white, uppercase letters. Below the entire logo is the text "BRITAIN & NORTHERN IRELAND" in a smaller, blue, uppercase sans-serif font.

**EXPORTING  
IS  
GREAT**  
BRITAIN & NORTHERN IRELAND





# AGENDA

Topic	Speaker	Timing
Welcome	Menna McNiven Food Industry Specialist, DIT	<b>5 minutes</b>
Overview of the Seafood Market in the US	John Madigan IBIS World	<b>10 minutes</b>
Overview of the Seafood Market in Canada	Samuel Kanda IBIS World	<b>10 minutes</b>
Q&A 's for IBIS World	John Madigan, Samuel Kanda IBIS World	<b>5 minutes</b>
Discussion and Q&A	Alisha Lumea, Chief Marketing Officer, Cleanfish and Wulf's Fish, Boston	<b>10 minutes</b>
Market Access for Seafood	Carlo Bella, Trade Policy Adviser, DEFRA	<b>5 minutes</b>
Connecting with North American Seafood Buyers	Angela Ferguson, Vice Consul Kathryn Wade, Food & Drink Trade Officer DIT North America	<b>5 minutes</b>
Q&A and Finish	Dr Lynn Gilmore Head of International Trade & UK Regions (West, Seafish)	<b>10 minutes</b>



May 20, 2021

# US Seafood Market Analysis

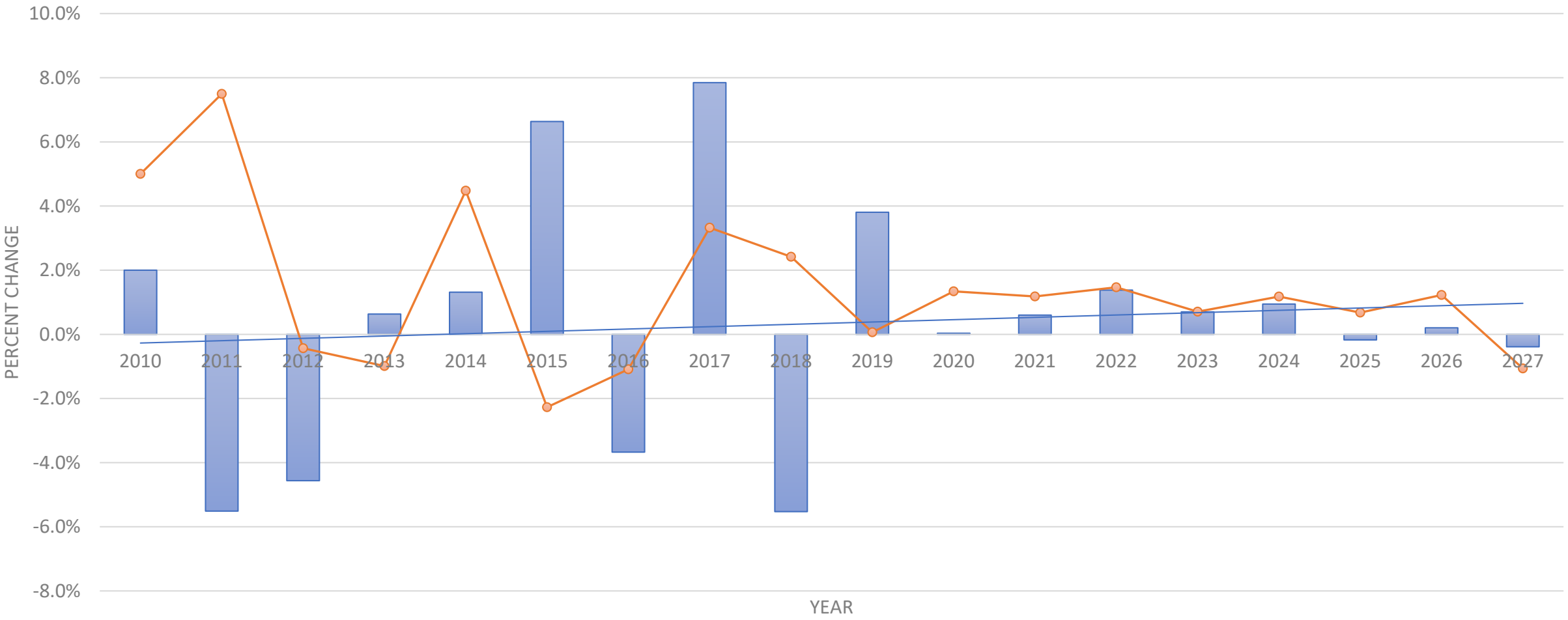
John V. Madigan, Senior Analyst

“Why should the United Kingdom consider developing seafood export markets in the United States?”

# Consumption Drives Price Growth



## Percent Change in Per Capita US Seafood Consumption Vs. Seafood Price Index

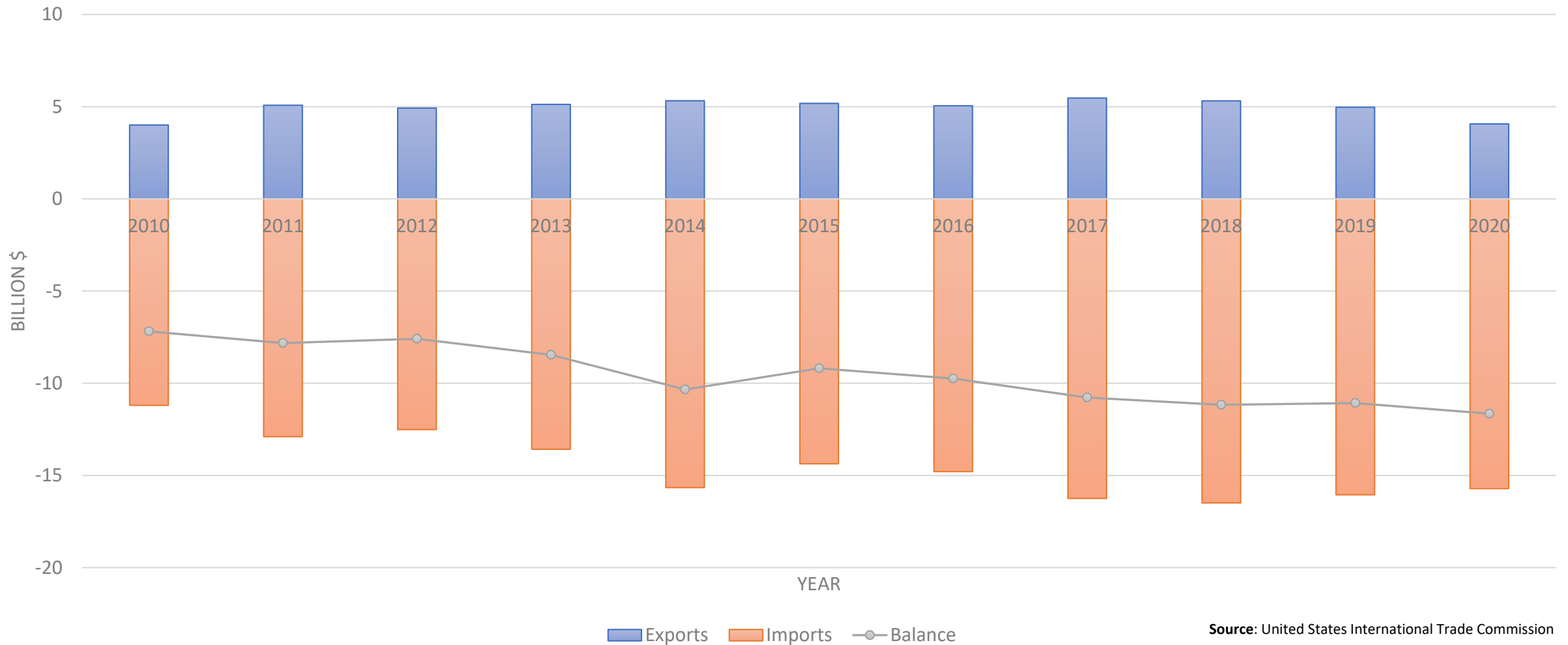


Lbs/ Year Price Index Linear (Lbs/ Year)

Source: IBISWorld, United States Department of Agriculture and Bureau of Labor Statistics

# The United States is a Net Importer of Seafood

### US NAICS 11411: Fishing Balance of Trade (B\$)



Source: United States International Trade Commission

# Shellfish Garner Greater Profitability



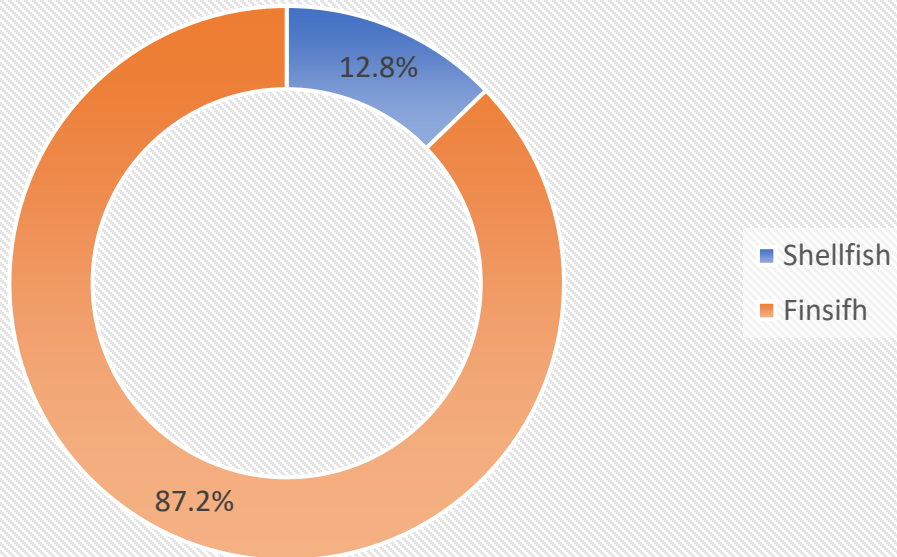
## Percent Profit Margin (EBITDA) Shellfish Vs. Finfish NAICS 11411: Fishing



Source: IBISWorld, RMAU

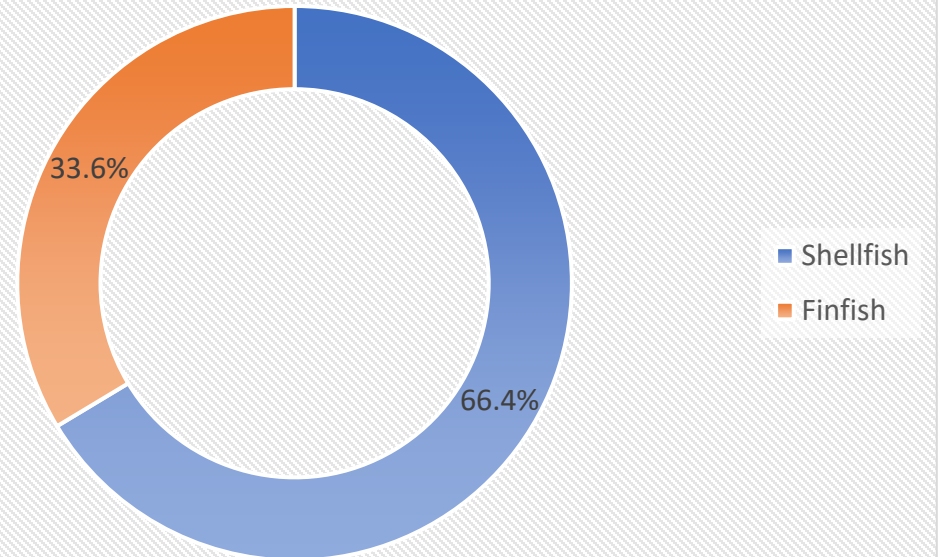
# Shellfish Exhibit Highest Value to Weight Ratio

### Share of Total Landings NAICS 11411: Fishing, by Volume



Source: IBISWorld, National Oceanic and Atmospheric Administration

### Share of Total Value of Landings NAICS 11411: Fishing, by Type

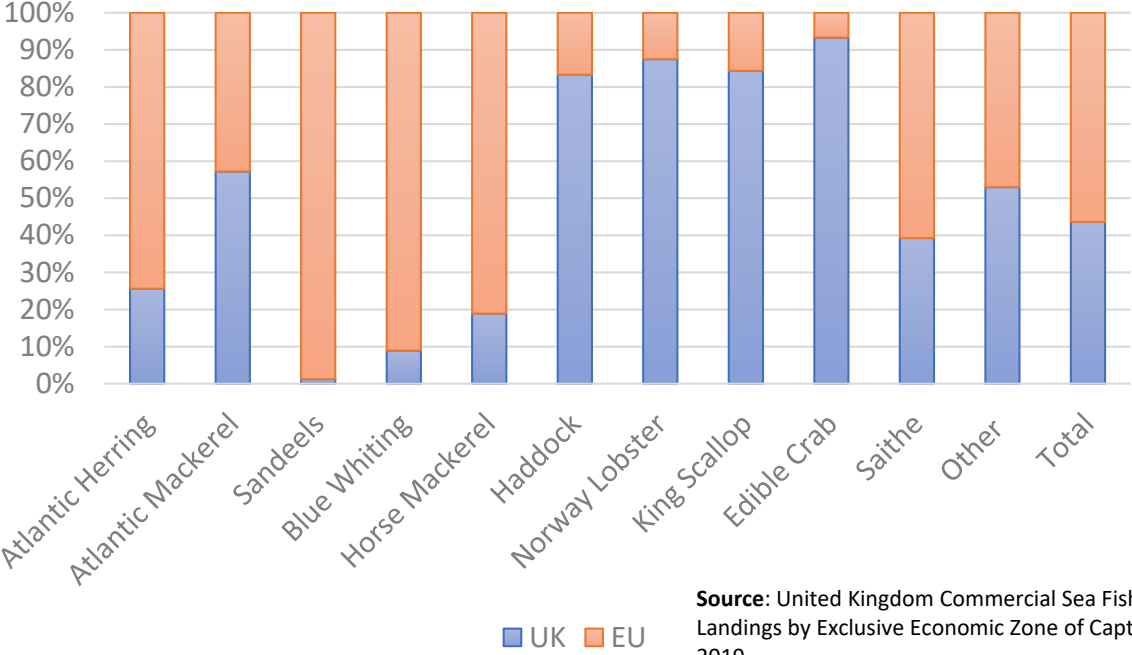


Source: IBISWorld, National Oceanic and Atmospheric Administration

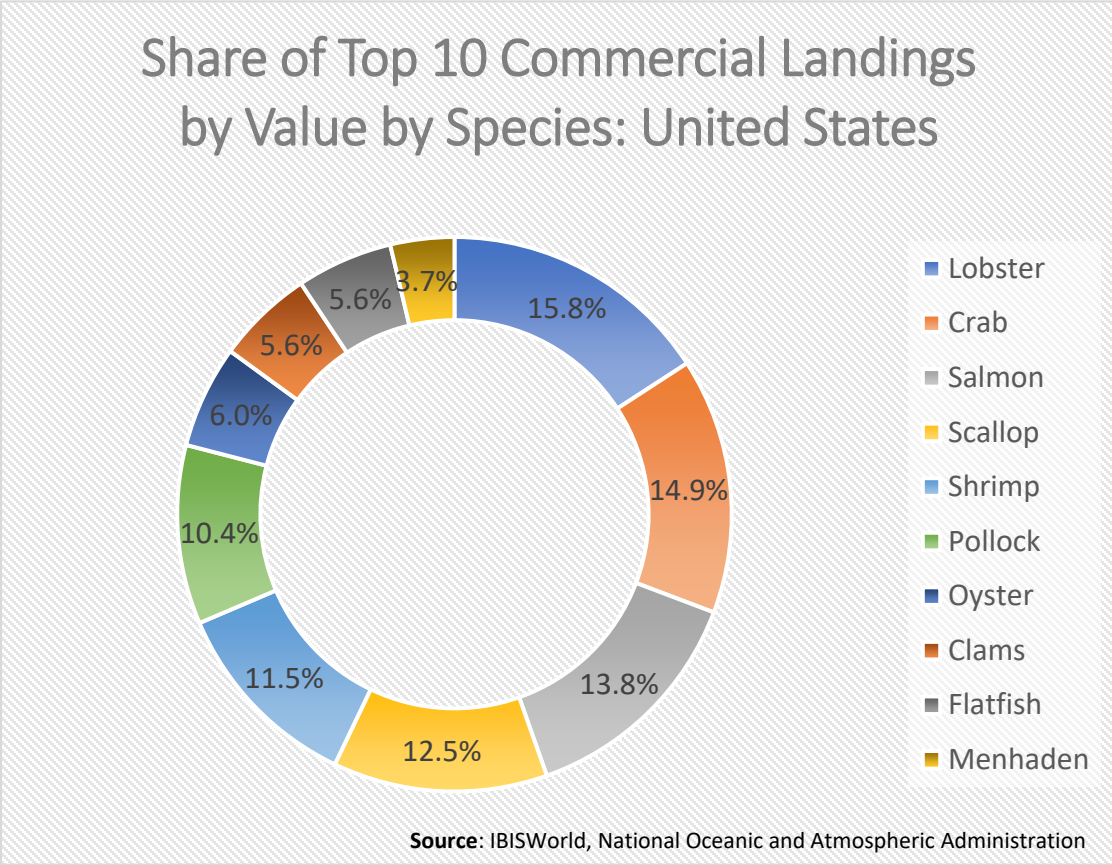


# Shellfish are a Dominant Product Segment

### Share of Top 10 Species Landed from UK Waters by Tonnage

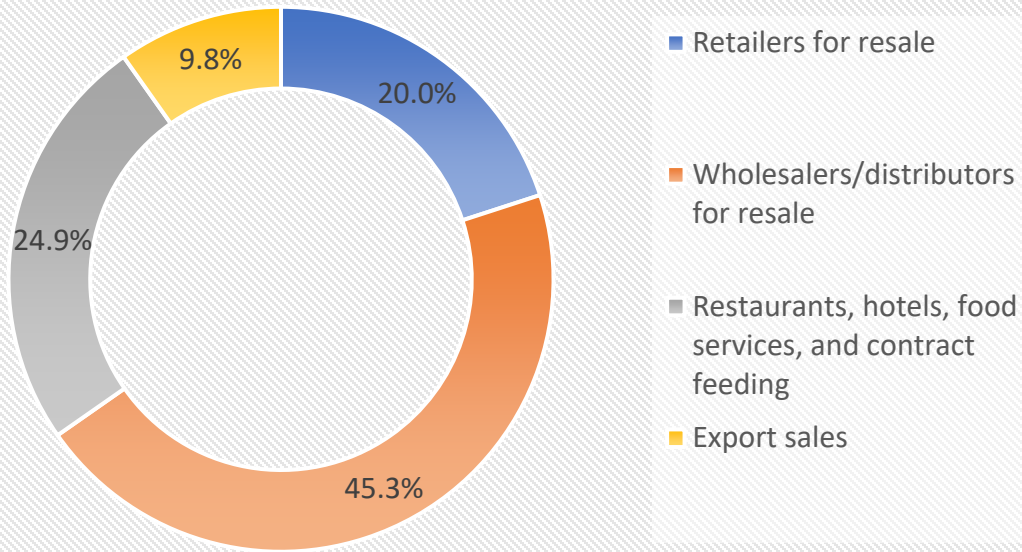


### Share of Top 10 Commercial Landings by Value by Species: United States



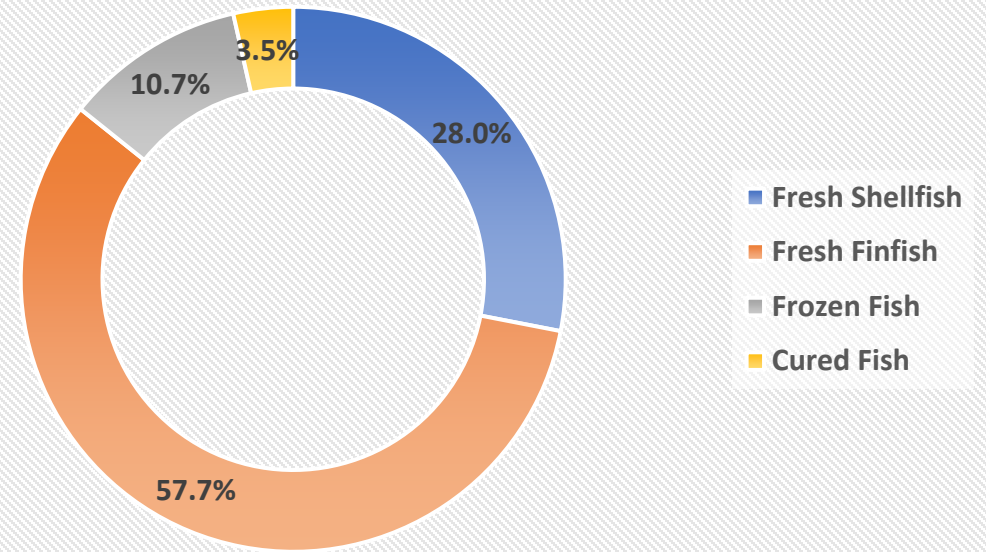
# Most Shellfish are Wholesaled to Fresh Markets

### Major Markets by Revenue NAICS 42446: Fish & Seafood Wholesaling



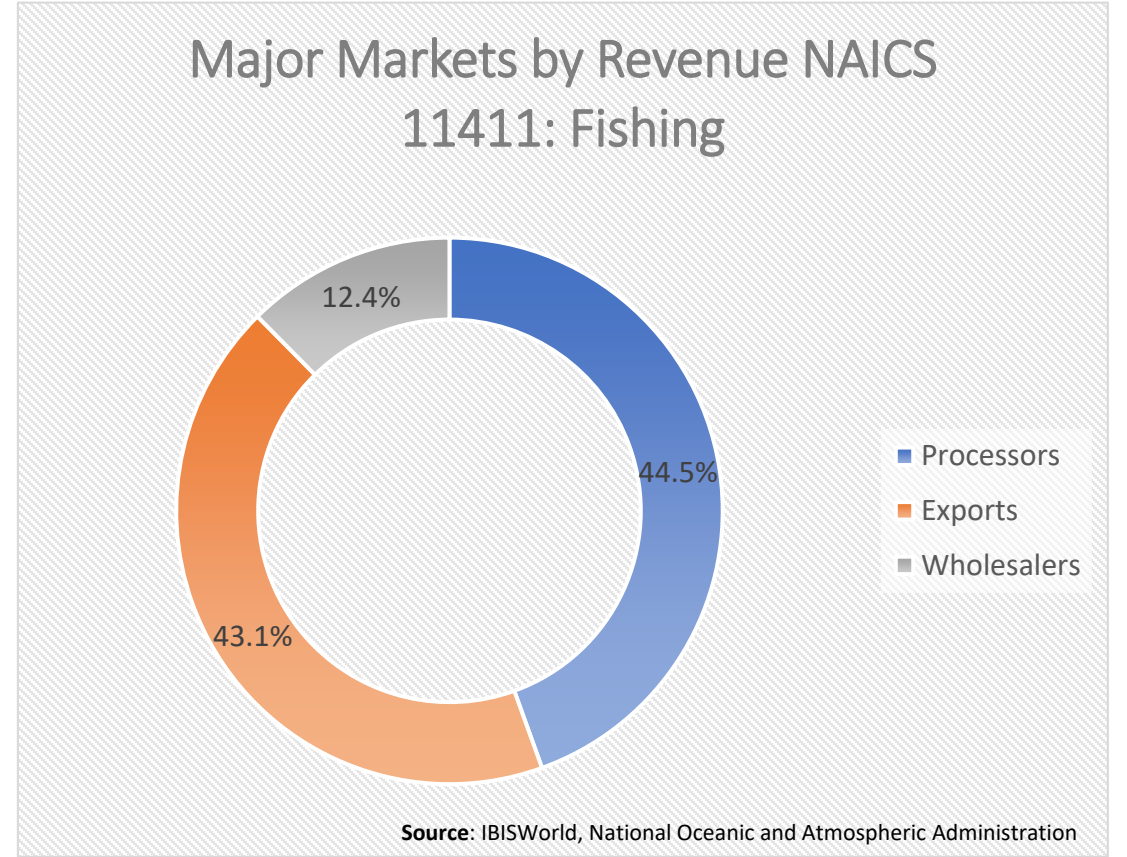
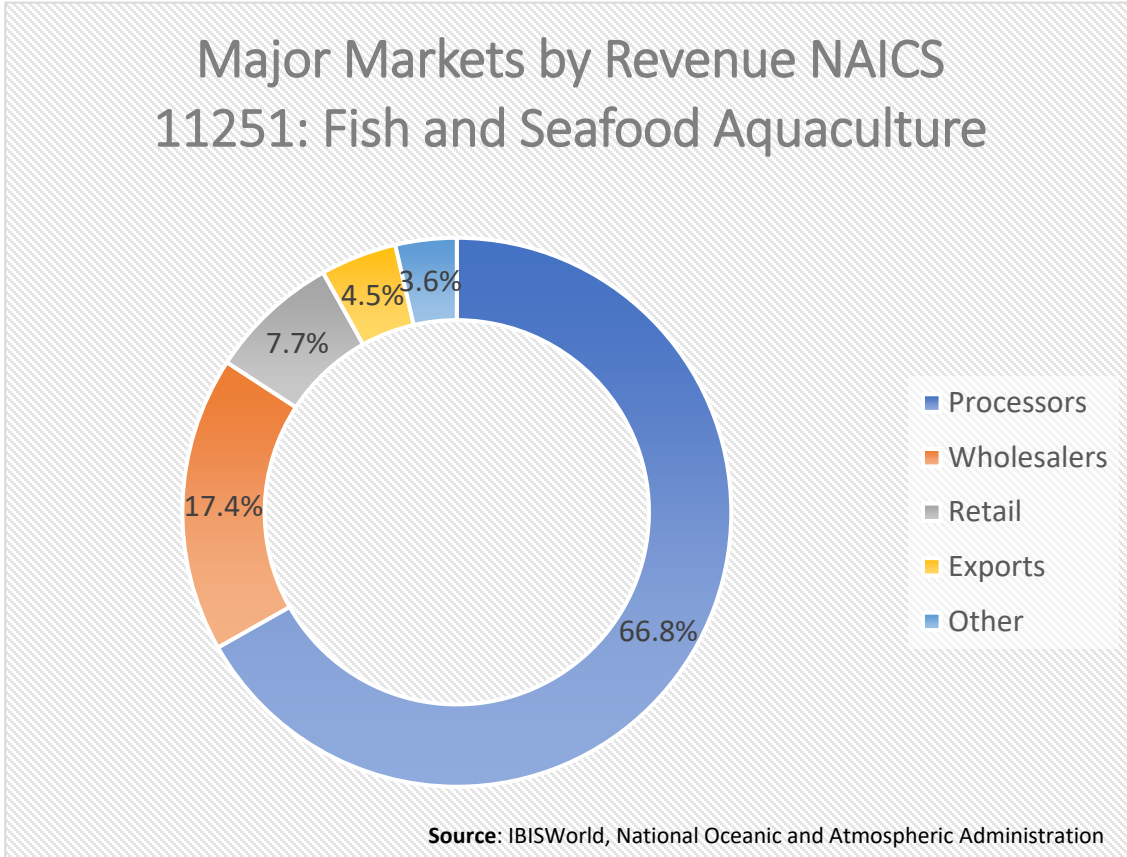
Source: IBISWorld, National Oceanic and Atmospheric Administration, US Census Bureau

### Products by Revenue NAICS 42446: Fish & Seafood Wholesaling

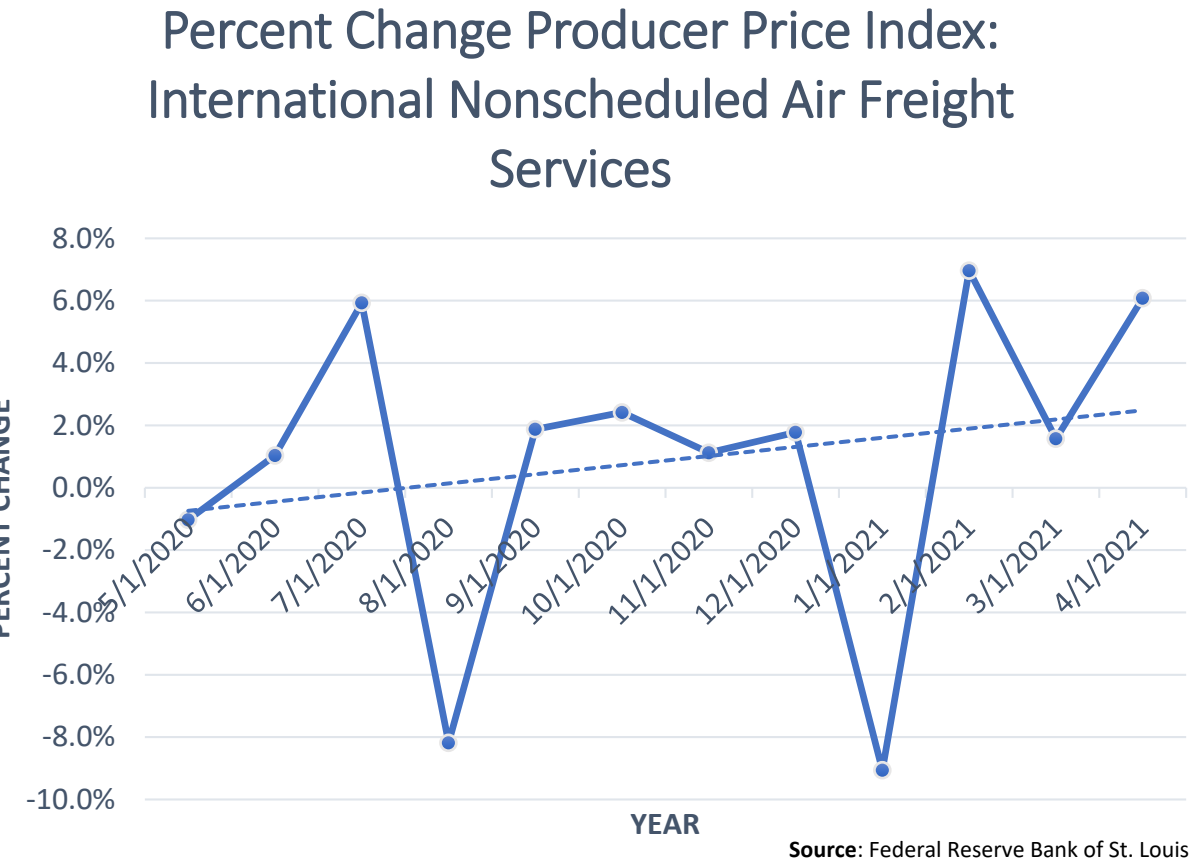
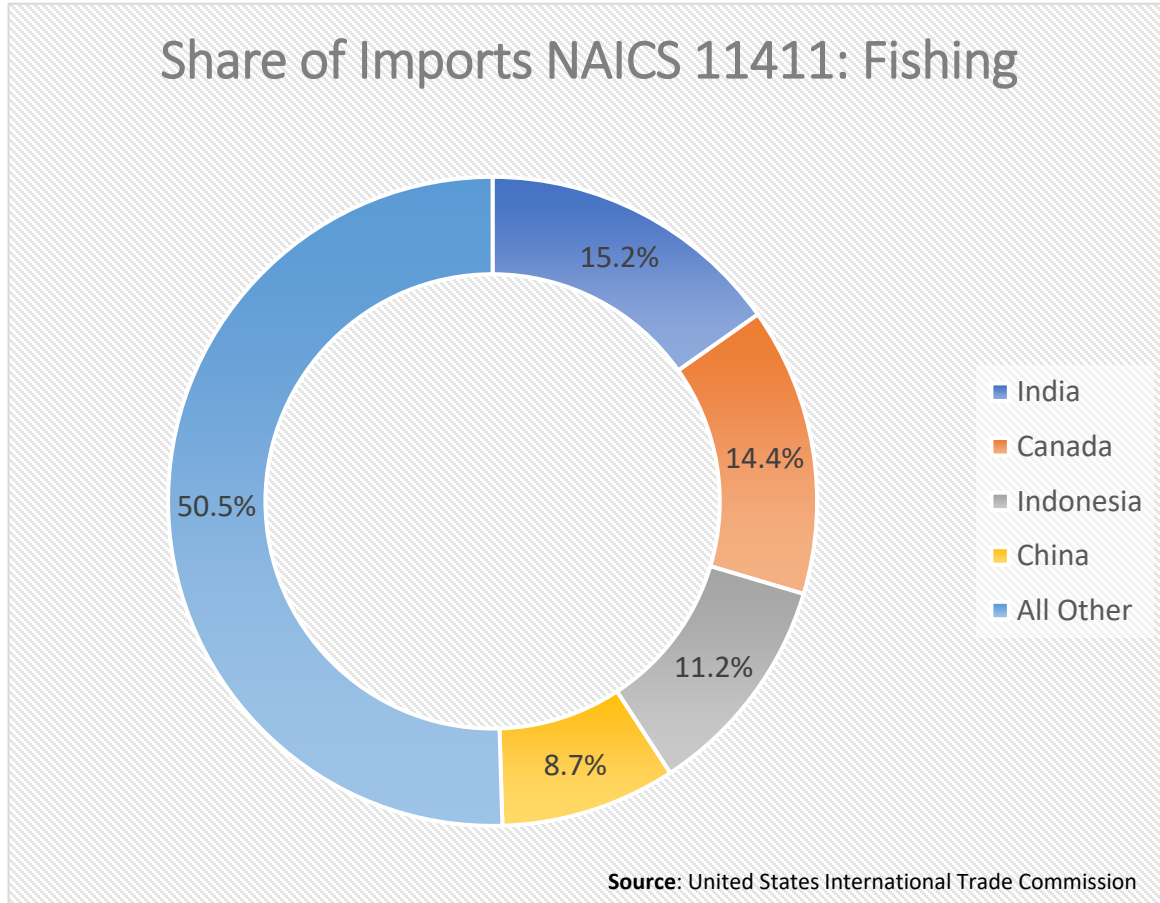


Source: IBISWorld, National Oceanic and Atmospheric Administration, US Census Bureau

# Competitive Threats: Domestic Production and Processors



# Competitive Threats: International Competition and Headwinds



“Why should the United Kingdom consider developing seafood export markets in the United States?”



May 20, 2021

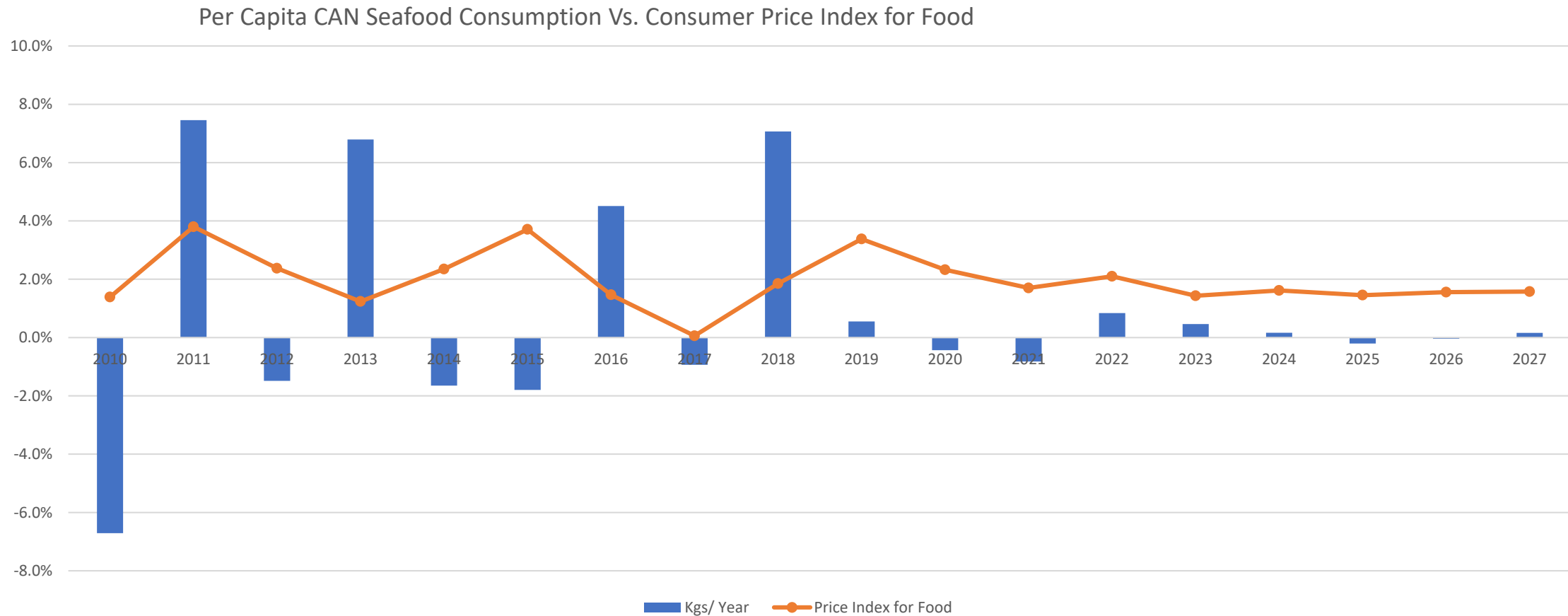
# Canadian Seafood Market

Samuel Kanda, Industry Research Analyst

“Why should the United Kingdom consider developing seafood export markets in Canada?”

# Canadian Seafood Trends

- Canadian Per Capita Seafood Consumption is on the rise
- Food Prices are also rising

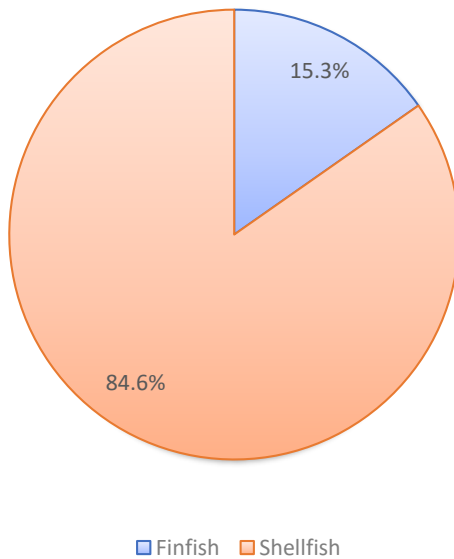




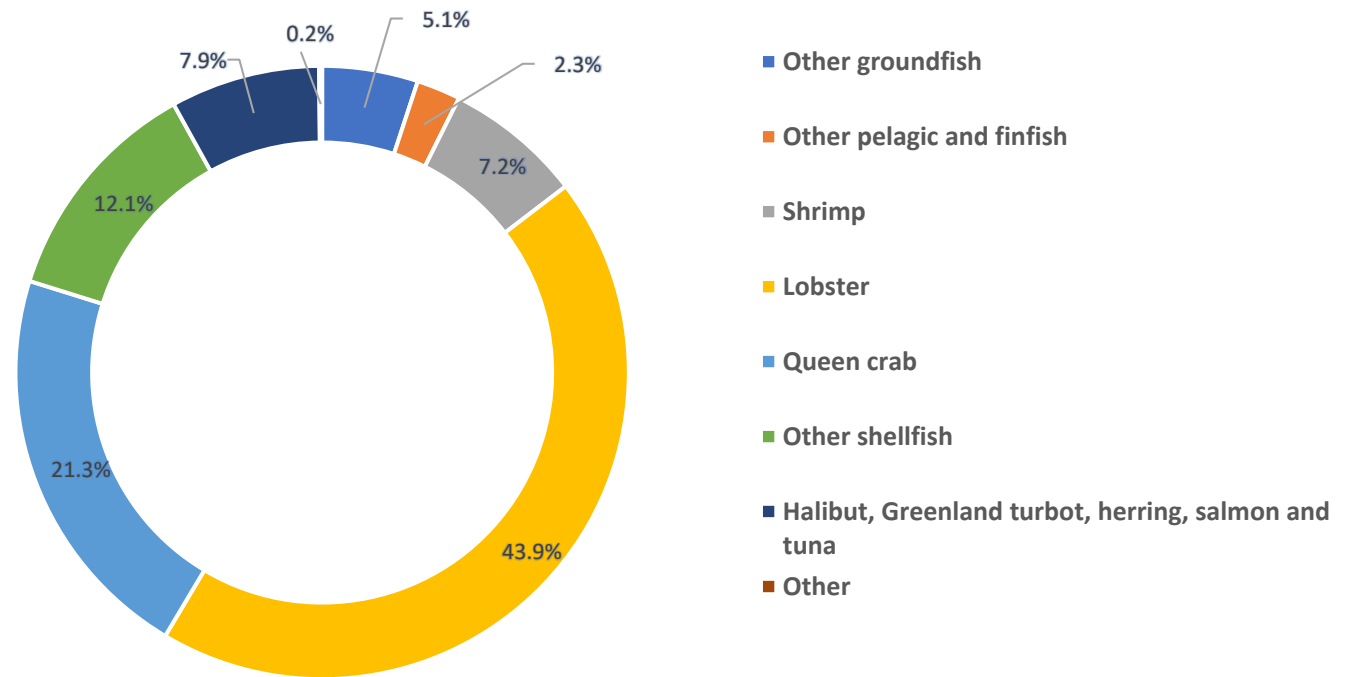
# Key Products

- Shellfish (Lobster, Crab and Langoustine)
- Live Bivalve Mollusks (Muscles, Oysters, Scallops, Cockles and Clams)

Share of Total Value of Landings NAICS:  
41314CA by Type



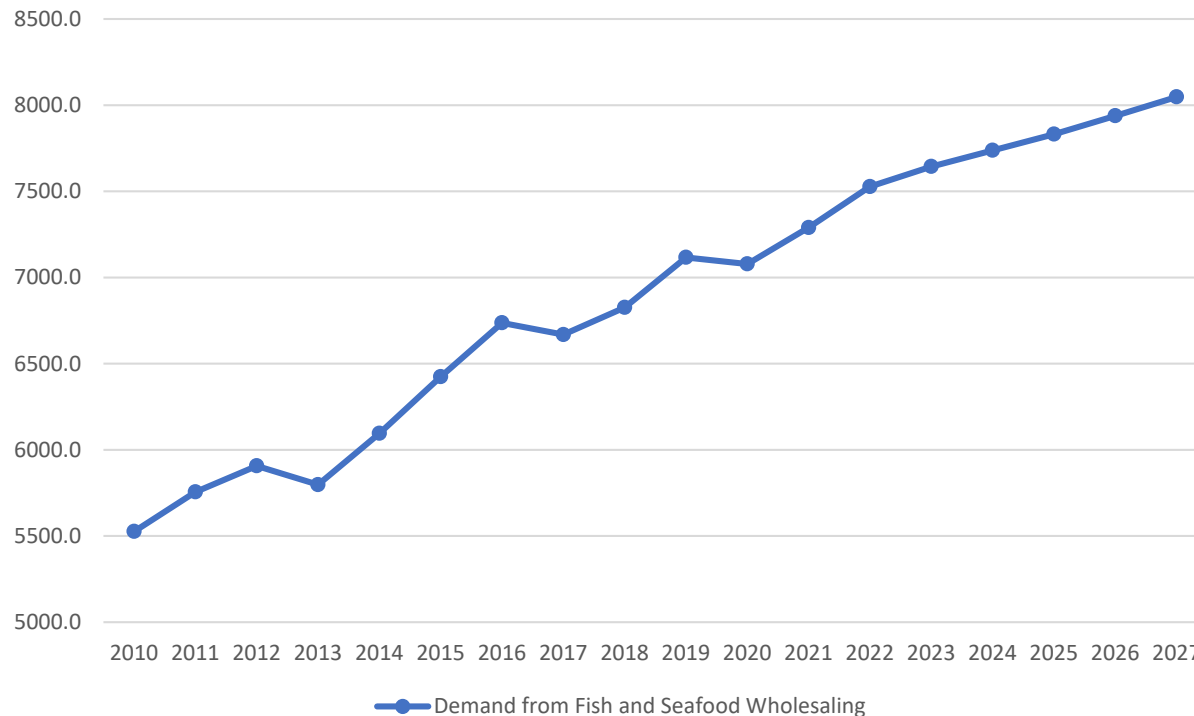
Seafood Wholesaling Products Distribution by Value



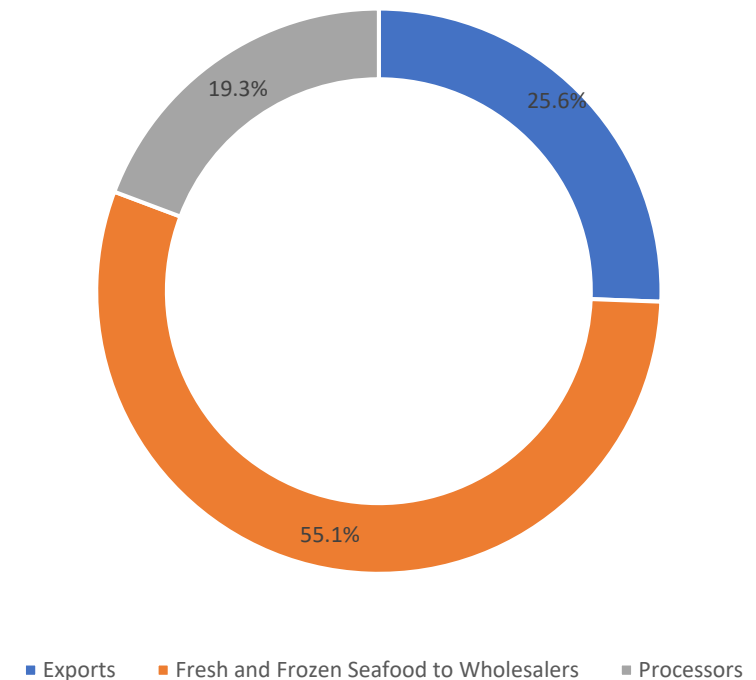
# Key Downstream Markets

- Restaurants/ other food service establishments
- Grocery stores
- Wholesalers
- Daily fresh seafood markets

Demand from Fish and Seafood Wholesaling



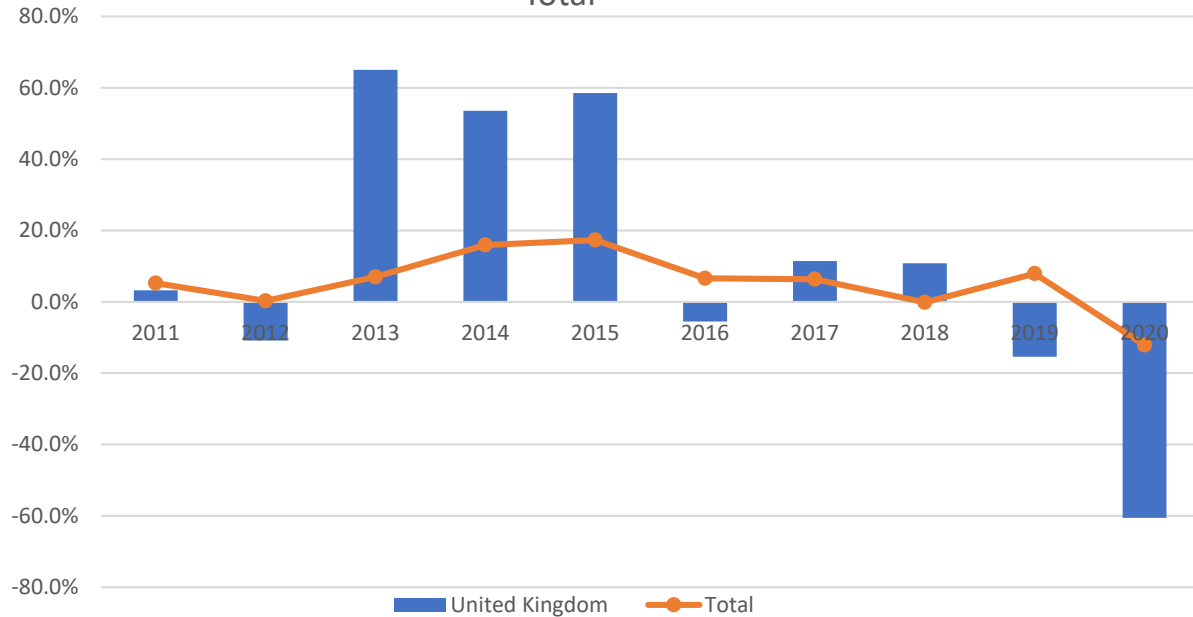
Major Markets by Revenue NAICS 11411CA: Aquaculture



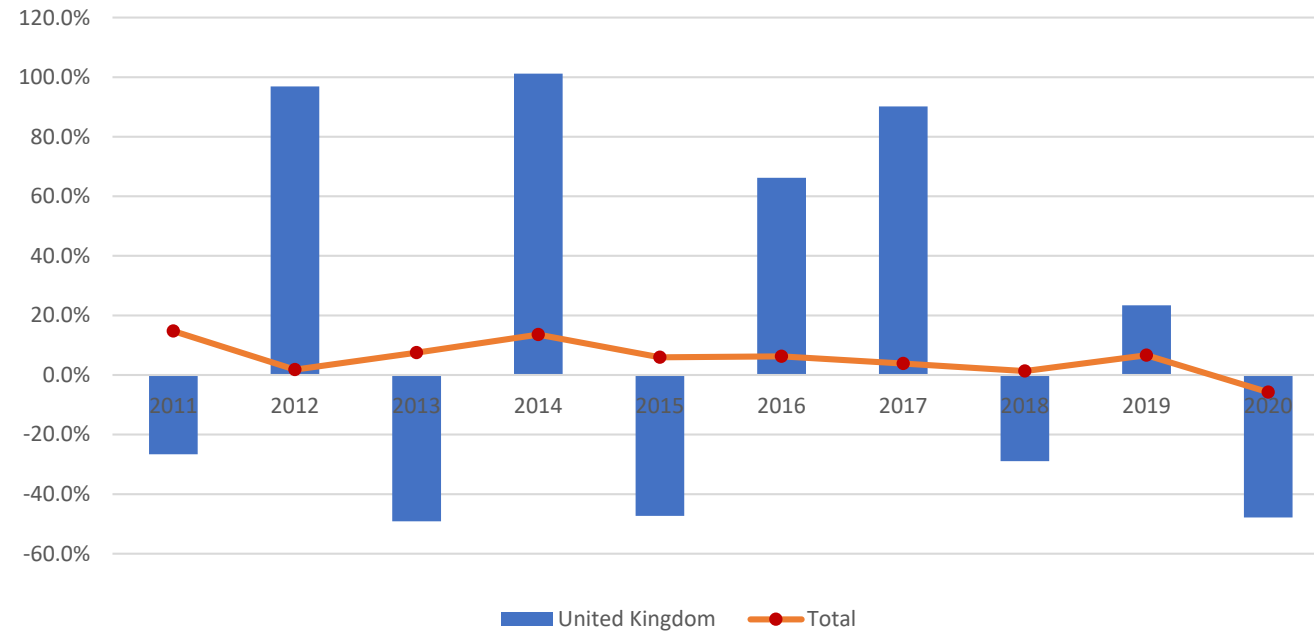
# Trade between the UK and Canada

- The Canada-United Kingdom Trade Continuity Agreement (Canada-UK TCA)

Percent Change CAN NAICS 11411 (Fishing) Exports to UK and Total



Percent Change CAN NAICS 11411 (Fishing) Imports to UK and Total



# Market Access for Seafood

Carlo Bella,  
Trade Policy Adviser, DEFRA



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seafish

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# MARINE MAMMAL PROTECTION ACT

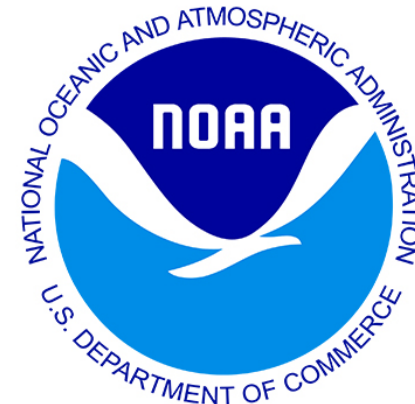
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New import regulations from 1<sup>st</sup> Jan 2023.

- Defra and the Devolved Administrations working together to ensure UK compliance by 30<sup>th</sup> November 2021.
- Some exporters may be contacted later this year for input.

## A note for UK processors exporting or planning to export to the USA:

- Exporters using third country raw material need to be listed as ‘intermediaries’.
- We already have business details from Seafish and industry, but please inform us if you haven’t already done so.



# SEAFOOD: MARKET ACCESS IN THE USA

- Very few active barriers to trade have been reported for seafood.
- Some exporters have reported that the FDA's registration process can be hard to navigate – assistance is available for this.
- There is no market access for whole ('roe on') bivalves. Defra were previously pursuing this, but due to a number of industry concerns and low exporter interest, we are not pursuing this at present. Other formats, e.g. processed, are accepted.
- Business are encouraged to inform Defra and DIT of any barriers currently restricting seafood trade via online tool. We are working closely with British Embassy in D.C. and can work to address barriers to help exporters.



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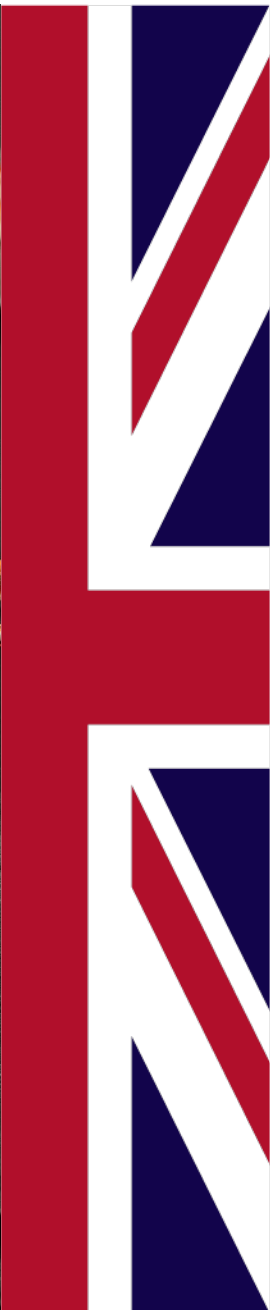




# FOOD IS

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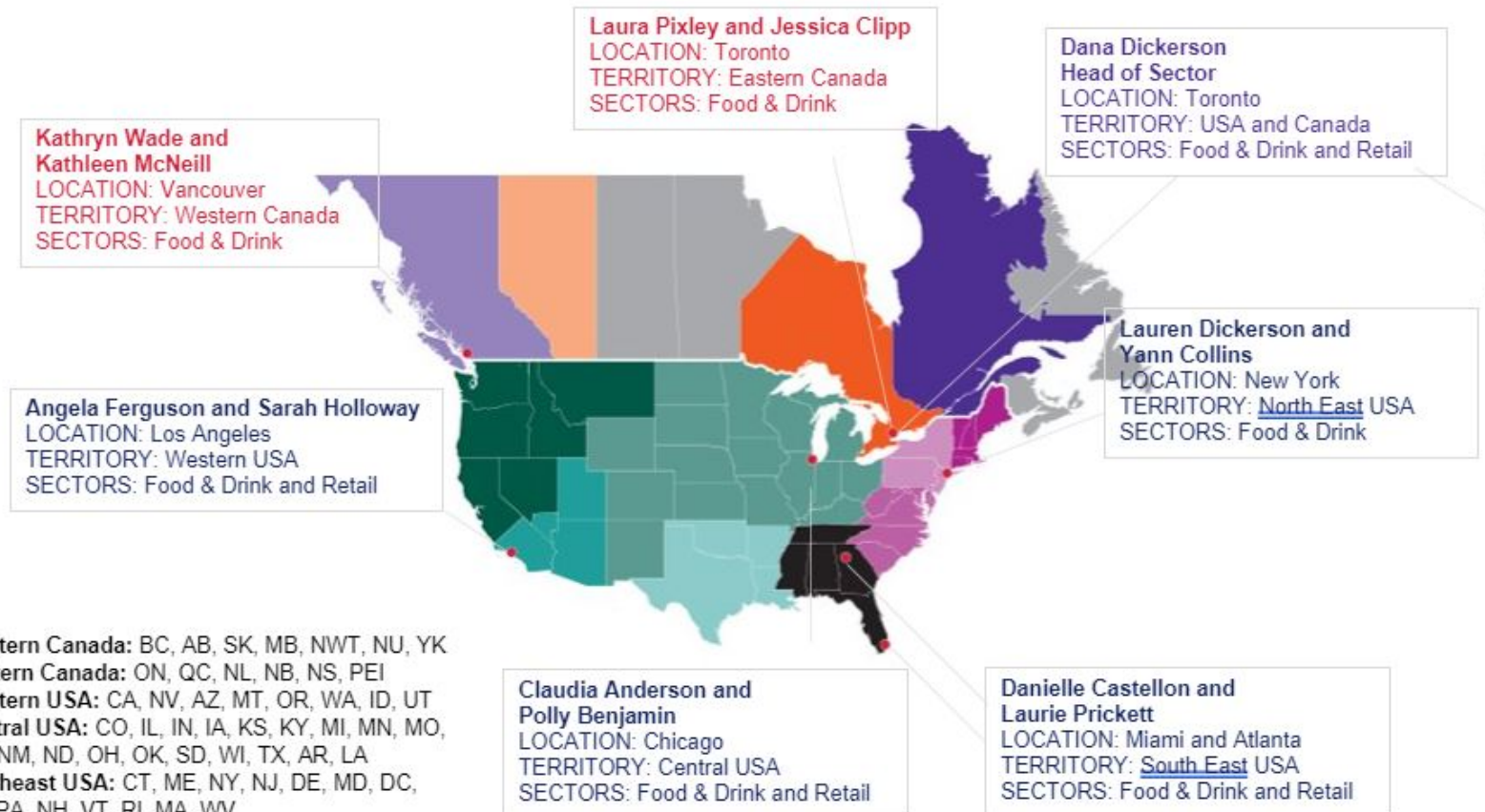
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# Food and Drink Team North America



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## North America Consumer Goods Sector Team



**Western Canada:** BC, AB, SK, MB, NWT, NU, YK  
**Eastern Canada:** ON, QC, NL, NB, NS, PEI  
**Western USA:** CA, NV, AZ, MT, OR, WA, ID, UT  
**Central USA:** CO, IL, IN, IA, KS, KY, MI, MN, MO, NE, NM, ND, OH, OK, SD, WI, TX, AR, LA  
**Northeast USA:** CT, ME, NY, NJ, DE, MD, DC, VA, PA, NH, VT, RI, MA, WV  
**Southeast USA:** FL, GA, NC, SC, MS, TN, AL, PR

Email: [firstname.lastname@mobile.trade.gov.uk](mailto:firstname.lastname@mobile.trade.gov.uk)



# Seafood Activities

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## **Virtual Show:**

DIT, Los Angeles attended SENA Reconnect in March 2021 (the industry's virtual replacement for the Boston Seafood Show).

- We took a virtual Industry Pod where we highlighted the UK seafood offer
- Attended virtual education sessions
- Were able to network with other conference attendees in real time

## **Seafood Webinar: Casting across the pond: Perspectives from the UK seafood industry on recovery through innovation**

Seafood Webinar on Seafood Source.com on 13 May, 2021

- Over 190 attendees from North America and other parts of the globe attended
- Chef C J Jackson Creative Director with Billingsgate Seafood School gave a seafood demonstration and talked about various ways to cook the seafood and highlighted the various regions and nations during her discussion
- We also were joined with representatives from Seafish and MSC

# Opportunities in the United States

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## Home Chef:

A meal subscription service that delivers pre-portioned ingredients to your doorstep. Home Chef has served over 200 million meals to over 97% of the U.S. population.

## Bloomin' Brands:

The parent brand of notable American restaurant chains such as:

- **Outback Steakhouse:** Shrimp, Ahi, Lobster (tails), salmon
- **Carrabbas Italian Grill:** Shrimp, Sea Scallops, salmon, lump crab, Mahi, mussels, lobster, calamari
- **Bonefish Grill:** Shrimp, Cod, Tuna, Trout, Lobster Tails, Salmon
- **Flemings Prime Steakhouse and Wine Bar:** Alaskan King Crab, ahi tuna, shrimp, lobster tails, calamari, north Atlantic lobster, shrimp, lump crab meat, Scottish salmon filet,

**If you think your products would be a good fit for Bloomin' Brands or you currently work with a subscription service such as Home Chef please contact us.**



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# Questions and Enquiries

Please contact:

**Angela Ferguson, Vice Consul**

**[Angela.Ferguson@mobile.trade.gov.uk](mailto:Angela.Ferguson@mobile.trade.gov.uk)**

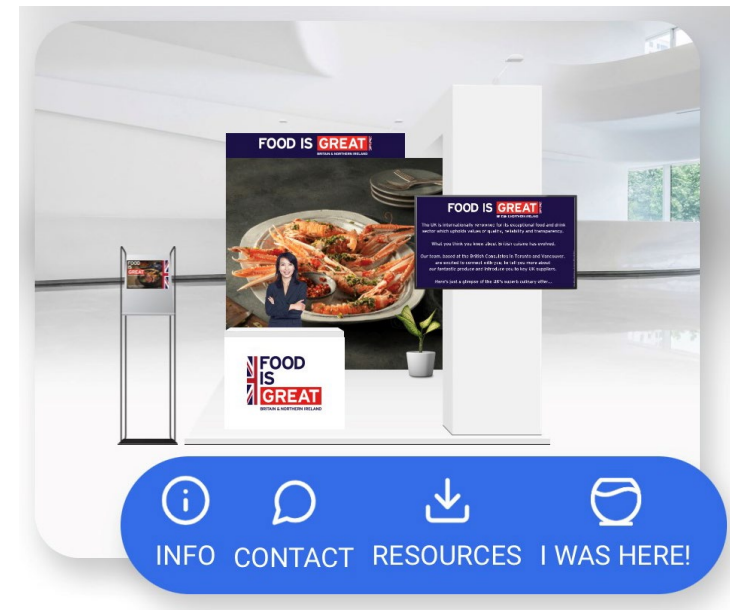
# Seafood Activities in Canada

## Virtual Restaurants Canada Show: 'Feeding the recovery', 28<sup>th</sup> Feb-March 3rd

- DIT Canada had a Food is GREAT virtual booth showcasing the UK culinary offer, particularly highlighting seafood
- Our team attended virtual education sessions
- We were able access key contacts, schedule meetings and follow up post event

### Key 'Take Aways' :

- Consumers are more food & drink literate, experimenting with new proteins at home.
- More NA consumers are eating fish than ever before, most citing health reasons and a growing preference for foods with added benefits
- Sustainable fisheries are important to consumers and foodservice - MSC and Ocean Wise
- New business models to continue; meal and experience kits, virtual events and home delivery.



# Seafood Activities in Canada

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## Seafood Webinar: *'What's cooking across the pond? Why UK seafood should have a place on your menu'*

On June 16<sup>th</sup> Restaurants Canada will host a webinar for members across Canada

**CJ Jackson** - Creative Director, Billingsgate Seafood School

**Chef John Higgins** - Director of Hospitality & Culinary Enterprises, George Brown College

**Mitch Tonks** - Restaurateur, seafood writer, MSC Ambassador

### How this webinar will help us help you:

- We'll be highlighting the wide variety of premium, sustainable seafood from the UK and helping Canadian restaurant chefs, owners, and buyers see how easy it is to prepare high quality, nutritious, gourmet dishes in minutes
- Our goal is to communicate why UK seafood is an ideal ingredient for professional chefs in Canada and get more UK seafood on Canadian restaurant menus
- This webinar will allow us to connect with industry professionals who we can build relationships with and open routes to market for UK seafood exporters



# Opportunities in Canada

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## **Retail:**

- Our team has strong relationships with grocery retail chains, importers and distributors
- We work with Canadian buyers to help them source both branded and private label products
- UK food & drink in Canada is highlighted in our annual Grocery Business Magazine feature – this is a national trade publication distributed to grocery retail buyers across Canada

**Key opportunity:** Grocery Retail Chains are looking to expand their private label range and offer

## **Food Service:**

- Now members of Restaurants Canada with activities planned in new few months
- New contacts made with Hotel Chains, Foodservice distributors and Restaurant groups

**Key opportunity:** Protein Buyer from National Restaurant Chain requesting information on British protein including seafood.

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# Questions and Enquiries

Please contact:

**Kathryn Wade, Trade Officer**

**[Kathryn.wade@mobile.trade.gov.uk](mailto:Kathryn.wade@mobile.trade.gov.uk)**



# How To Access Support?

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Department for International Trade

Local International Trade Advisors can be found at:

[www.great.gov.uk/contact/office-finder/](http://www.great.gov.uk/contact/office-finder/)

Seafish

Dr Lynn Gilmore

Head of International Trade & UK Regions (West)

[Lynn.Gilmore@seafish.co.uk](mailto:Lynn.Gilmore@seafish.co.uk)



[www.seafish.org/trade-and-regulation/international-trade](http://www.seafish.org/trade-and-regulation/international-trade)

Or for information Seafish Market data see:

[www.seafish.org/insight-and-research/market-data/](http://www.seafish.org/insight-and-research/market-data/)