



Agriculture and  
Agri-Food Canada

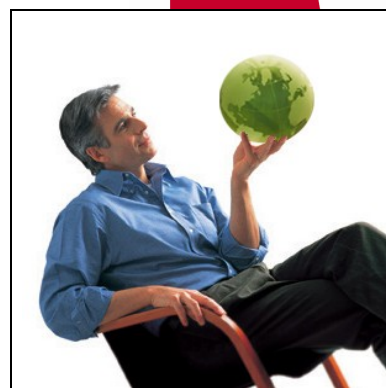
Agriculture et  
Agroalimentaire Canada

**International  
Markets  
Bureau**

**MARKET INDICATOR REPORT | MARCH 2011**



## **Inside the United Kingdom** Seafood Trade





### ► TRADE SUMMARY

The United Kingdom (U.K.) has been a relatively small but important importer of Canadian fish and seafood commodities. From 2007 to 2009, Canada's share in the U.K. fish and seafood market increased, accounting for 3.4%.

From an international perspective, the U.K. is the eighth largest importer of fish and seafood, importing more than CAD<sup>1</sup> \$3.9 billion in 2009, a decline of 9.84%. In comparison, China has a population twenty-two times larger than the U.K. and it imported \$4.1 billion in 2009. However, the U.K.'s fish and seafood imports are lower than France, which has a similar population. The country mainly imports its fish and seafood from Iceland with 14.7% of total imports, followed by Denmark (6.4%), China (6.2%) and Thailand (5.7%).

The U.K.'s main fish and seafood imports from all countries in 2009 included frozen fish fillet (\$830.7 million), prepared/preserved tunas/skipjack/bonito, (\$479.8 million), prepared/preserved shrimp and prawns (\$351.2 million), frozen shrimp and prawns in shell (\$336.3 million), fresh or chilled fish fillet and other meat, excluding steak (\$293.0 million) and prepared/ preserved fish, whole or pieces (\$192.6 million).

In 2009, the U.K. exported just under \$2.1 billion in fish and seafood commodities globally, an increase of 5.34% from 2008. Predominantly, the U.K.'s main exports were represented by frozen or chilled Pacific and Atlantic salmon with bones (\$347.3 million), frozen mackerel, excluding fillets (\$190.5 million), and frozen and cooked crustaceans (\$135.5 million). Top destinations included France (25.2%), Spain (12.6%) and the U.S. (9.0%).

### ► CANADIAN PERFORMANCE

Based on Canadian export data, the United Kingdom was the fifth-largest recipient of Canadian fish and seafood exports in 2010, with imports of \$102.8 million. However, fish and seafood exports to the U.K. decreased by 9.7% from 2009 to 2010. Much of this decline can be attributed to frozen shrimp and prawns, declining to \$15.2 million in 2010 from \$26.5 million in the previous year. In addition, frozen, dried and salted scallops decreased from \$12.7 million to \$7.8 million. Frozen lobsters (\$4.5 million), and frozen cod, excluding filet (\$4.0 million) were other commodities that led the decline.

In 2010, the U.K. received 2.6% of Canada's fish and seafood exports, while the United States received 63.9%, Japan received 7.7% and China 7.5%.

For Canada, fish and seafood represents the fourth most significant export sector to the U.K., behind other commodities such as cereal, vegetables and prepared meat. The fish and seafood sector represents 12% of all agri-food and seafood exports to the U.K. in 2010.

<sup>1</sup> Unless otherwise noted, all figures in this report are listed in Canadian dollars.

### ► INSIDE THIS ISSUE

<i>Trade Summary</i>	2
<i>Canadian Performance</i>	2
<i>By the Numbers</i>	3
<i>Top Ten Suppliers</i>	4



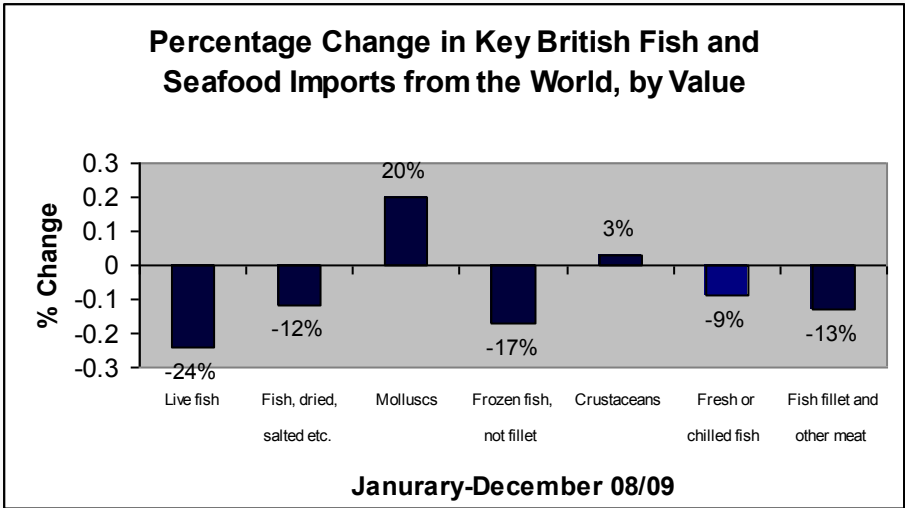
“ The annual per capita consumption of fish and seafood in United Kingdom has averaged at around 13 kg since 2005. ”



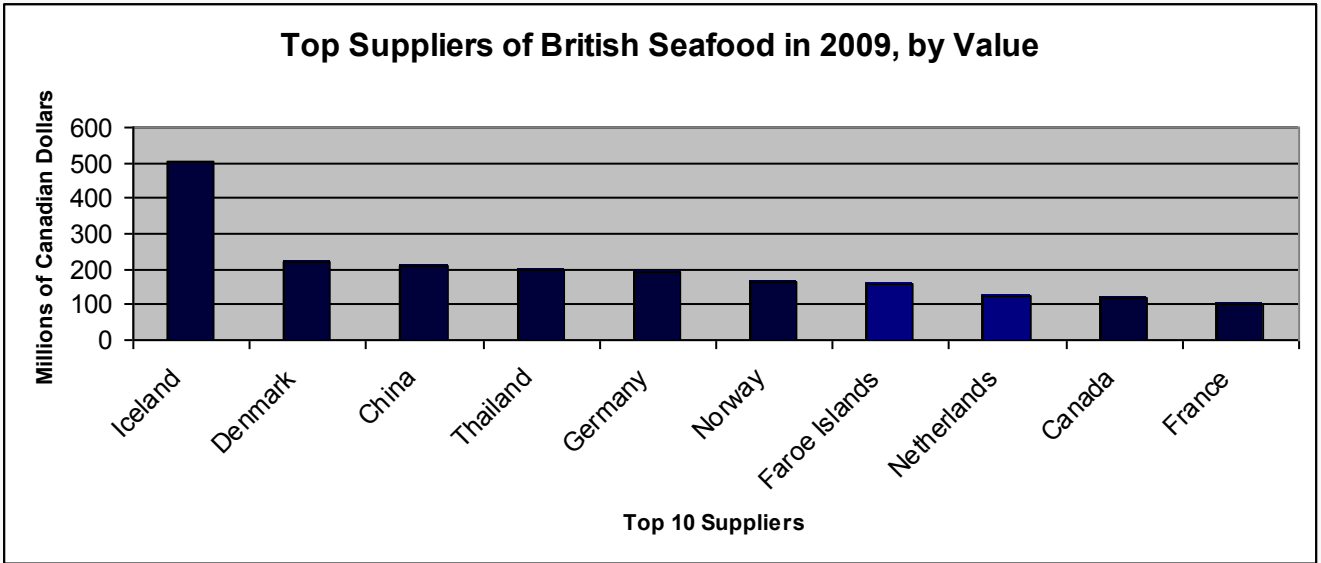
► **BY THE NUMBERS**

Top Seafood Imports in 2009 (United Kingdom)	World (CAD \$ billions)	Top Supplier
Total	2.484	Iceland
Frozen fish, fillet	0.810	China
Prepared or preserved tunas/skipjack/bonito	0.480	Seychelles
Prepared or preserved shrimp and prawns	0.351	Thailand
Frozen shrimp and prawns, in shell	0.336	India
Frozen fish, fillet and other fish meat, excluding steak	0.293	China
Prepared or preserved fish, whole or pieces	0.193	Germany

Source: Global Trade Atlas, 2010



Source: Global Trade Atlas, 2010



Source: Global Trade Atlas, 2010



► **TOP TEN SEAFOOD SUPPLIERS TO THE U.K. IN 2009**

<p><u><b>1. Imports from Iceland</b></u></p> <ul style="list-style-type: none"> <li>▶ Frozen fish, fillet: \$174.7M</li> <li>▶ Frozen fish fillet, excl. steak: \$120.9M</li> <li>▶ Frozen haddock, excl. fillets: \$89.1M</li> <li>▶ Prepared/preserved shrimp and prawns: \$58.6M</li> <li>▶ Fresh fish, with bones: \$48.9M</li> </ul>	<p><u><b>2. Imports from Denmark</b></u></p> <ul style="list-style-type: none"> <li>▶ Frozen fish, fillet: \$66.2M</li> <li>▶ Prepared/preserved shrimp and prawns: \$46.6M</li> <li>▶ Prepared/preserved mackerel, excl. fillets: \$24.4M</li> <li>▶ Frozen fish fillet, excl. steak: \$21.4M</li> <li>▶ Prep/pres fish, whole or pieces: \$16.8M</li> </ul>
<p><u><b>3. Imports from China</b></u></p> <ul style="list-style-type: none"> <li>▶ Frozen fish, fillet: \$188.8M</li> <li>▶ Prepared/preserved crustaceans: \$8.3M</li> <li>▶ Prepared/preserved shrimp and prawns: \$7.5M</li> <li>▶ Prepared or preserved fish, whole or pieces: \$6.2M</li> <li>▶ Frozen crustaceans: \$4.6M</li> </ul>	<p><u><b>4. Imports from Thailand</b></u></p> <ul style="list-style-type: none"> <li>▶ Prepared/preserved shrimp and prawns: \$63.6M</li> <li>▶ Prepared/preserved tuna/skipjack/bonito: \$52.3</li> <li>▶ Frozen shrimp and prawns, in shell: \$40.6M</li> <li>▶ Prepared/preserved fish : \$15.4M</li> <li>▶ Prep/pres sardines/sardinella/brisling: 6.1M</li> </ul>
<p><u><b>5. Imports from Germany</b></u></p> <ul style="list-style-type: none"> <li>▶ Prep/pres fish, whole or pieces : \$100.1M</li> <li>▶ Frozen fish, fillet: \$26.7M</li> <li>▶ Prep/pres fish: \$7.6M</li> <li>▶ Prep/pres tunas/skipjack/bonito: \$7.4</li> <li>▶ Prep/pres shrimp and prawns: \$5.1M</li> </ul>	<p><u><b>6. Imports from Norway</b></u></p> <ul style="list-style-type: none"> <li>▶ Frozen fish, fillet: \$82.4M</li> <li>▶ Fresh or chilled Pacific and Atlantic salmon: \$31.1M</li> <li>▶ Prep/pres shrimp and prawns: \$17.7M</li> <li>▶ Frozen Haddock, excl. fillets: \$17.4M</li> <li>▶ Fresh or chilled Mackerel, excl. fillets: \$7.2M</li> </ul>
<p><u><b>7. Imports from the Faroe Islands</b></u></p> <ul style="list-style-type: none"> <li>▶ Fresh or chilled Pacific and Atlantic salmon: \$82.4M</li> <li>▶ Frozen fish, fillet: \$36.5M</li> <li>▶ Fresh or chilled fish, with bones: \$12.6M</li> <li>▶ Fresh or chilled Haddock, excl. fillets: \$11.3M</li> <li>▶ Fr/ch fish fillet and other meat, excl. steaks: \$ 8.9M</li> </ul>	<p><u><b>8. Imports from the Netherlands</b></u></p> <ul style="list-style-type: none"> <li>▶ Frozen fish, fillet: \$48.9M</li> <li>▶ Prep/pres fish, whole or pieces: \$20.9M</li> <li>▶ Fr/ch fish, with bones: \$14.9M</li> <li>▶ Fr/ch fish fillet/other meat, excl. steaks: \$10.3M</li> <li>▶ Frozen, dried, salted mussels: \$6.2M</li> </ul>
<p><u><b>9. Imports from Canada</b></u></p> <ul style="list-style-type: none"> <li>▶ Prep/pres shrimp and prawns: \$63.1M</li> <li>▶ Prep/pres salmon, whole or pieces: \$24.1M</li> <li>▶ Frozen, dried, salted scallops: \$12.7M</li> <li>▶ Frozen fish, fillet: \$8.5M</li> <li>▶ Live, fresh, chilled or salted lobsters: \$6.6M</li> </ul>	<p><u><b>10. Imports from France</b></u></p> <ul style="list-style-type: none"> <li>▶ Prep/pres tuna/skipjack/bonito: \$19.3M</li> <li>▶ Frozen, dried, salted, scallop: \$16.8M</li> <li>▶ Frozen shrimp and prawns, in shell: \$9.2M</li> <li>▶ Fr/ch fish, with bones: \$8.7M</li> <li>▶ Prep/pres fish, whole or pieces: \$6.6M</li> </ul>

Source: Global Trade Atlas, 2010

The Government of Canada has prepared this report based on primary and secondary sources of information. Although every effort has been made to ensure that the information is accurate, Agriculture and Agri-Food Canada assumes no liability for any actions taken based on the information contained herein.

**Inside the United Kingdom Seafood Trade**

© Her Majesty the Queen in Right of Canada, 2011

ISSN 1920-6615 Market Indicator Report

AAFC No. 11439E

**Photo Credits**

All Photographs reproduced in this publication are used by permission of the rights holders.

All images, unless otherwise noted, are copyright  
Her Majesty the Queen in Right of Canada.

For additional copies of this publication or to request an alternate format, please contact:

Agriculture and Agri-Food Canada  
1341 Baseline Road, Tower 5, 4th floor  
Ottawa, ON  
Canada K1A 0C5  
E-mail: [infoservice@agr.gc.ca](mailto:infoservice@agr.gc.ca)

Aussi disponible en français sous le titre :

**Le commerce du poisson et des produits de la mer au Royaume-Uni**

*Canada* 