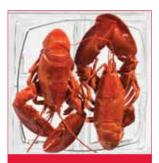




Canadian Lobster and Snow Crab

Fresh From the Ocean



If your ideal seafood is lobster or snow crab, Canada has a feast for you. Canada is the world's largest exporter, by value, of both. Our clean, cold waters provide a bountiful harvest of the two species and our dedication to quality, freshness and taste means that these Canadian delicacies are prized around the world.

Atlantic lobster, the king of seafood 🔌



Canada's Atlantic lobster comes from the salt waters around Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Québec, and is our most valuable and best-known seafood export. People in more than 50 countries enjoy the delicacy, either by itself or in a myriad of gourmet dishes.







Because the lobster catch is so valuable, we have used advanced techniques to monitor the seabed and the lobster population so that the fishery will continue to be sustainable and environmentally sound. Methods of lobster storage and processing are equally advanced; while lobsters are still caught in traps hauled one at a time from the ocean, just as they were a century ago, modern lobster boats are equipped with on-board refrigeration that greatly improves the freshness of the catch. Landed at the dock within hours of being caught, the lobsters go directly to holding tanks for live sale, or to sophisticated packing plants where innovative quick-freezing methods guarantee their freshness and flavour.

Canadian lobster is available live, frozen whole, as lobster tails, as lobster meat and in several other forms. Prepared hot, it's superb in casseroles, bisques, omelettes, soufflés, quiches and crêpes. Cold, it adds elegance to salads, hors d'oeuvres and lobster rolls.

Splendid snow crab

Canadian snow crab is caught in all the Atlantic provinces and in Québec. While it is not the only crab species harvested in Canada, the snow crab catch is by far the largest, making it the cornerstone of our Atlantic crab industry.

Canada's snow crab harvest is highly sustainable because fishers carefully sort the catch and put the females and immature crabs back into the





ocean. Only mature males are used in our modern processing plants, where they are quickly precooked and flash-frozen to preserve their ocean-fresh flavour.

As a result of this meticulous care, gourmets worldwide appreciate Canada's frozen and snow crab meat for its rich, sweet taste and the firm texture of its meat. Gently steamed when fresh and presented whole or in sections, it's superb with drawn butter. The cooked claws make elegant hors d'oeuvres, and the meat is excellent when served hot in soups, omelettes and canapés, or cold in crab salad, stuffed mushrooms or crab dip.

Assured quality

Canadian lobster and snow crab are very safe to eat. Canada has one of the world's most rigorous seafood inspection and control systems, overseen by the Canadian Food Inspection Agency (CFIA), which sets stringent standards for seafood products and for seafood handling and processing. All establishments that harvest and prepare Canadian seafood for export must be federally registered and must comply strictly with international Hazard Analysis Critical Control Points (HACCP) principles.

The CFIA also inspects our seafood for contaminants and ensures that ongoing testing falls within the guidelines established by Health Canada. These guidelines meet the standards of both the U.S. Food and Drug Administration and the World Health Organization.

Taste the Canadian difference



Succulent and delicious, Canadian lobster and snow crab will delight the most discriminating palate. For further information on Canada's seafood industry, please visit:

Government websites

- Fish and Seafood Canada: www5.agr.gc.ca/eng/?id=1383756909777
- Fisheries and Oceans Canada: www.dfo-mpo.gc.ca/fm-gp/index-eng.htm
- Canadian Food Inspection Agency: www.inspection.gc.ca
- New Brunswick: www.gnb.ca/0027/Index-e.asp
- Newfoundland and Labrador: www.fishaq.gov.nl.ca
- Nova Scotia: www.gov.ns.ca/fish
- Prince Edward Island: www.gov.pe.ca/fard

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Industry websites

 Lobster Council of Canada: www.lobstercouncilcanada.ca

- Atlantic Canada Lobster & Seafood
 Promotion Group:
 - www.tastelobster.ca
- Newfoundland Association of Seafood
 Producers:

www.seafoodproducers.org





Canadian Lobster

Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

Canada's Exports to All Countries (\$CAD)

HS	2007	2008	2009	2010	Growth 2007-2010
03061290	297,155,984	347,753,671	272,557,775	381,890,767	28.5%
03062210	422,915,154	369,097,512	378,386,938	345,539,816	-18.3%
16053011	111,275,304	146,948,261	106,079,575	154,631,363	39.0%
03061210	59,447,648	44,092,993	37,585,920	51,243,524	-13.8%
16053099	3,426,490	4,475,730	1,919,594	5,466,617	59.5%
16053019	5,092,083	4,814,362	4,761,174	4,254,162	-16.5%
03062290	1,047,582	1,192,868	1,308,798	1,487,920	42.0%
16053091	5,506,055	2,592,537	848,217	1,458,729	-73.5%
03061100	1,347,449	3,211,309	1,817,000	879,314	-34.7%
03062100	0	4,130	0	5,169	-

Canada's Exports to All Countries (Quantity, KGM)

HS	2007	2008	2009	2010	Growth 2007-2010
03061290	9,397,242	10,744,536	10,392,226	13,891,432	47.8%
03062210	25,159,870	25,311,806	26,605,417	26,949,207	7.1%
16053011	4,082,590	5,158,228	4,386,392	6,105,093	49.5%
03061210	3,119,865	2,249,588	2,464,771	3,009,535	-3.5%
16053099	349,264	411,640	379,739	596,233	70.7%
16053019	181,287	156,177	159,954	144,360	-20.4%
03062290	52,487	43,929	87,227	112,533	114.4%
16053091	180,815	83,179	51,230	49,900	-72.4%
03061100	110,462	176,719	151,549	90,545	-18.0%
03062100	0	216	0	1,544	-

HS Codes

03061100 - Roo	k lobster & other sea crawfish,
fro	zen in shell or not, incl boiled in
she	Il

- 03061210 Lobsters in brine, (Homarus spp), frozen, in shell, including boiled in shell
- 03061290 Lobsters, (Homarus spp), nes, frozen, in shell, including boiled in shell
- 03062100 Rock lobster & other sea crawfish not fz, in shell or not, incl boiled in shell
- 03062210 Lobsters, (Homarus spp), live
- 03062290 Lobsters, (Homarus spp), not frozen, exc live, in shell, including boiled in shell
- 16053011 Lobster meat, frozen, simply boiled in water
- 16053019 Lobster meat, not frozen, simply boiled in water
- 16053091 Lobster, prepared or preserved, in airtight containers
- 16053099 Lobster, prepared or preserved, not in airtight containers





Canada





Canada's Monthly Exports to All Countries (HS Codes 03061100, 03061210, 03061290, 03062100, 03062210,

03062290, 16053011, 16053019, 16053091, 16053099, Value \$CAD)

Month	2007	2008	2009	2010
Jan	59,168,773	42,057,482	42,228,827	43,860,090
Feb	49,215,682	44,294,629	38,949,141	40,060,647
Mar	38,921,397	39,434,311	42,393,589	35,432,035
Apr	37,938,530	39,947,653	37,004,950	32,421,574
May	92,454,646	110,761,033	101,996,887	133,256,025
Jun	145,066,251	154,795,206	126,724,039	133,537,337
Jul	84,719,376	89,503,126	60,668,583	88,811,006
Aug	83,086,860	86,194,328	65,972,603	90,715,899
Sep	75,177,516	78,932,152	65,130,049	67,678,013
Oct	67,077,049	66,498,692	58,485,872	77,870,675
Nov	57,269,850	58,878,540	62,306,921	63,998,623
Dec	117,117,819	112,886,221	103,403,530	139,215,457
TOTAL	907,213,749	924,183,373	805,264,991	946,857,381

Canada's Exports to All Countries by Province

(HS Codes 03061100, 03061210, 03061290, 03062100, 03062210, 03062290, 16053011, 16053019, 16053091, 16053099, Value \$CAD)

Province	2007	2008	2009	2010
British Columbia	54,139	255,892	44,485	93,347
Manitoba	0	0	0	38,775
New Brunswick	327,673,190	364,060,575	294,613,909	388,844,638
Newfoundland and Labrador	13,926,264	11,825,471	9,885,623	12,807,266
Northwest Territories	41,280	57,463	28,800	14,400
Nova Scotia	388,426,723	353,158,715	354,256,016	330,169,704
Nunavut	15,600	14,848	0	0
Ontario	2,037,088	486,314	810,834	4,634,871
Prince Edward Island	143,106,885	149,707,206	103,051,180	132,003,882
Québec	31,884,772	44,597,723	42,568,533	78,237,736
Saskatchewan	47,808	19,166	5,611	12,762

Canada's Top 10 Lobster Markets (HS Codes 03061100, 03061210, 03061290, 03062100, 03062210, 03062290, 16053011, 16053019, 16053091, 16053099, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	907,213,749	924,183,373	805,264,991	946,857,381	4.4%
United States	701,991,260	758,089,498	645,342,863	768,410,639	9.5%
Japan	40,291,966	26,449,688	19,868,922	28,679,844	-28.8%
France	23,310,502	24,876,036	19,016,952	24,235,479	4.0%
Belgium	29,715,450	21,737,042	22,047,934	21,872,014	-26.4%
South Korea	14,398,562	13,060,543	15,445,702	17,178,747	19.3%
Hong Kong	6,869,742	6,717,445	9,435,183	15,970,542	132.5%
Netherlands	13,296,849	7,516,777	8,046,652	10,658,692	-19.8%
China	1,608,426	1,668,345	4,919,417	9,812,335	510.1%
United Kingdom	14,698,641	8,869,320	13,040,607	8,267,857	-43.8%
Italy	11,729,941	9,168,178	7,737,733	6,976,361	-40.5%



