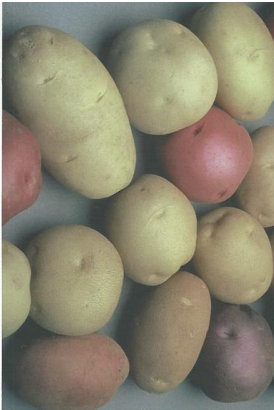




# NEW BRUNSWICK AGRIFOOD & SEAFOOD EXPORT HIGHLIGHTS 2015



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## SUMMARY

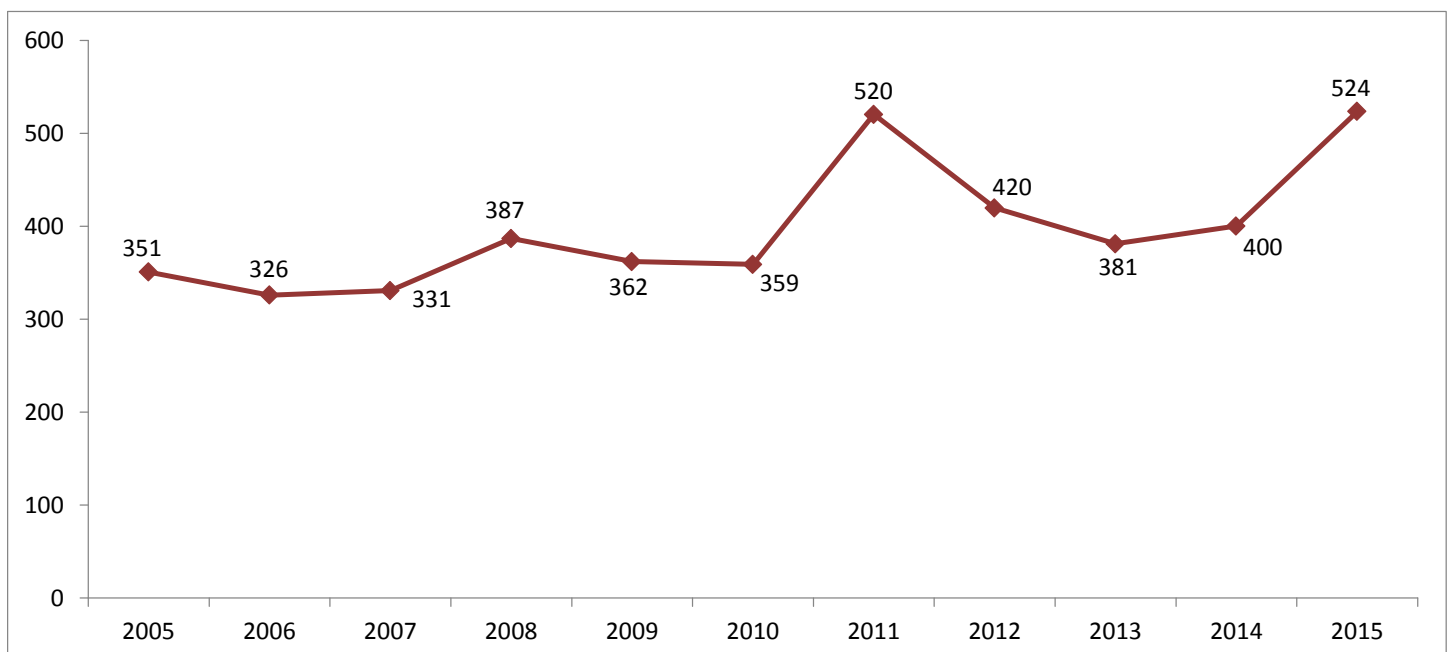
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- ✚ In 2015, New Brunswick exported<sup>1</sup> close to \$2.0 billion worth of agrifood<sup>2</sup> and seafood<sup>3</sup> products to 90 countries. The province exported \$524 million worth of agrifood products and \$1.4 billion worth of seafood products.
- ✚ The value of New Brunswick agrifood and seafood exports increased by about \$440 million (almost 30 per cent) in 2015 compared to 2014. Agrifood exports rose by more than \$120 million (31 per cent) while seafood exports increased by nearly \$320 million (29 per cent).
- ✚ Over the past decade (2005-2015), the value of agrifood and seafood exports have grown by 63 per cent. During the same period, agrifood exports have expanded by close to 50 per cent while seafood exports have risen by close to 70 per cent.
- ✚ The top three agrifood exports in 2015 were: potato and potato products; beer; and live trees, plants and flowers. Top three seafood exports were: lobster; salmon; and crab.
- ✚ The United States continued to be the largest export market for New Brunswick’s agrifood and seafood products. Other key markets are Asia<sup>4</sup> and the European Union<sup>5</sup>.

# NEW BRUNSWICK AGRIFOOD EXPORT HIGHLIGHTS – 2015

- In 2015, New Brunswick exported \$524 million worth of agrifood products to 70 countries. This is an increase of \$123 million (31 per cent) over 2014.
- The top export commodities were potato and potato products valued at \$295 million, beer valued at \$39 million, and live trees, plants and flowers valued at \$29 million.
- Potato and potato products exports increased by \$74 million (33 per cent) in 2015 over 2014.
- The United States continued to be New Brunswick's largest agrifood export market with 83 per cent share in 2015, worth \$433 million.
- Other key markets were Asia and the European Union (EU 28), with agrifood exports worth over \$30 million and \$9 million, respectively.
- Commodities with the greatest growth from 2014 to 2015 included:
  - Cranberries up 100 per cent to \$2.4 million
  - Wild blueberries<sup>6</sup> up 58 per cent to \$10 million
  - Maple products up 48 per cent to \$18 million
  - Animal feed up 40 per cent to \$25 million
- Markets showing significant growth from 2014 to 2015 included:
  - Czech Republic up 860 per cent to \$4.8 million
  - Egypt up 700 per cent to \$1.6 million
  - Singapore up 550 per cent to \$1.3 million
  - Guatemala up 350 per cent to \$1.8 million

## TOTAL VALUE OF NEW BRUNSWICK AGRIFOOD EXPORTS, 2005-2015 (\$ MILLIONS)



## TOP NEW BRUNSWICK AGRIFOOD EXPORTS IN 2015 BY VALUE (\$ MILLIONS)

RANK	PRODUCT	2013	2014	2015	13-14 GROWTH	14-15 GROWTH	TOP MARKETS IN 2015
1	Potato and potato products	\$226.8	\$221.2	<b>\$294.7</b>	-2.5%	33.2%	United States, Costa Rica, Malaysia, Mexico, Japan, United States Minor Outlying Islands, Bahamas, Panama, Taiwan, Cuba, Trinidad and Tobago, Thailand, Singapore
2	Beer	\$47.6	\$45.7	<b>\$39.3</b>	-4.0%	-14.0%	United States
3	Live trees, plants and flowers (incl. Christmas trees)	\$28.5	\$32.5	<b>\$28.9</b>	14.0%	-11.1%	United States
4	Animal feed	\$19.4	\$18.1	<b>\$25.3</b>	-6.7%	39.8%	United States, Mexico, Philippines
5	Live animals	\$15.0	\$19.6	<b>\$23.9</b>	30.7%	21.9%	United States
6	Maple products	\$9.5	\$12.0	<b>\$17.7</b>	26.3%	47.5%	United States, Denmark, United Kingdom, Australia, New Zealand
7	Preparations of grain and pasta	\$7.4	\$10.0	<b>\$12.9</b>	35.1%	29.0%	United States, Saudi Arabia, United Arab Emirates, Guatemala, Kuwait, Oman
8	Wild blueberries*	\$0.5	\$6.2	<b>\$9.8</b>	1140.0%	58.1%	United States
9	Chocolate confectionery	\$4.1	\$3.6	<b>\$3.0</b>	-12.2%	-16.7%	United States
10	Cranberries	\$3.4	\$1.2	<b>\$2.4</b>	-64.7%	100.0%	United States
11	Dairy products	\$3.7	\$2.1	<b>\$1.7</b>	-43.2%	-19.0%	Egypt
<b>All Other Agrifood Products</b>		\$15.1	\$28.0	<b>\$63.9</b>	85.4%	128.2%	--
<b>TOTAL AGRIFOOD PRODUCTS</b>		<b>\$381.0</b>	<b>\$400.2</b>	<b>\$523.5</b>	<b>5.0%</b>	<b>30.8%</b>	<b>United States, Costa Rica, Mexico, Malaysia, Japan, United States Minor Outlying Islands, Czech Republic, Bahamas, Saudi Arabia, United Arab Emirates</b>

\*Underestimated; see more explanation under "[Notes and Definitions](#)"

Source: Statistics Canada, CATSNET Analytics (October 2016)

## TOP NEW BRUNSWICK AGRIFOOD EXPORT PRODUCT BREAKDOWN – POTATO AND POTATO PRODUCTS (\$ MILLIONS)

RANK	PRODUCT	2013	2014	2015	13-14 GROWTH	14-15 GROWTH	TOP MARKETS IN 2015
1	Frozen potato	\$173.6	\$156.9	\$227.6	-9.6%	45.1%	Same as for all potato products (see the Table above)
2	Fresh potato	\$31.8	\$36.0	\$39.7	13.2%	10.3%	United States
3	Other processed potato	\$12.5	\$19.1	\$18.4	52.8%	-3.7%	United States
4	Seed potato	\$8.9	\$9.2	\$9.0	3.4%	-2.2%	United States, Cuba
<b>TOTAL POTATO AND POTATO PRODUCTS</b>		<b>\$226.8</b>	<b>\$221.2</b>	<b>\$294.7</b>	<b>-2.5%</b>	<b>33.2%</b>	<b>Refer to previous table</b>

Source: Statistics Canada, CATSNET Analytics (October 2016)

## TOP NEW BRUNSWICK AGRIFOOD EXPORT MARKETS IN 2015 BY VALUE (\$ MILLIONS)

RANK	COUNTRY	2013	2014	2015	13-14 GROWTH	14-15 GROWTH	TOP PRODUCTS IN 2015
1	United States	\$281.5	\$327.3	<b>\$432.7</b>	16.3%	32.2%	Potato and potato products, Beer, Live trees, plants and flowers (incl. Christmas trees), Live animals, Animal feed, Maple products, Wild blueberries
2	Costa Rica	\$4.6	\$8.9	<b>\$12.7</b>	93.5%	42.7%	Potato and potato products
3	Mexico	\$7.0	\$3.8	<b>\$8.4</b>	-45.7%	121.1%	Potato and potato products, Animal feed
4	Malaysia	\$0.1	\$3.3	<b>\$7.8</b>	3200.0%	136.4%	Potato and potato products
5	Japan	\$29.0	\$8.8	<b>\$7.3</b>	-69.7%	-17.0%	Potato and potato products
6	United States MOI	\$3.1	\$5.1	<b>\$5.5</b>	64.5%	7.8%	Potato and potato products
7	Czech Republic	\$0.3	\$0.5	<b>\$4.8</b>	66.7%	860.0%	Plants and parts of plants
8	Bahamas	\$7.6	\$4.8	<b>\$3.1</b>	-36.8%	-35.4%	Potato and potato products
9	Saudi Arabia	\$3.5	\$2.1	<b>\$3.1</b>	-40.0%	47.6%	Preparations of grain and pasta, Potato and potato products
10	United Arab Emirates	\$0.3	\$2.1	<b>\$2.8</b>	600.0%	33.3%	Preparations of grain and pasta, Potato and potato products
11	Panama	\$0.4	\$1.2	<b>\$2.7</b>	200.0%	125.0%	Potato and potato products
12	Denmark	\$3.3	\$3.1	<b>\$2.7</b>	-6.1%	-12.9%	Maple products
13	Taiwan	\$0.0	\$0.6	<b>\$2.2</b>	--	266.7%	Potato and potato products
14	Guatemala	\$0.2	\$0.4	<b>\$1.8</b>	100.0%	350.0%	Preparations of grain and pasta, Potato and potato products
15	Trinidad and Tobago	\$0.2	\$0.9	<b>\$1.8</b>	350.0%	100.0%	Potato and potato products
16	Kuwait	\$3.4	\$2.3	<b>\$1.7</b>	-32.4%	-26.1%	Preparations of grain and pasta, Potato and potato products
17	Cuba	\$1.2	\$1.0	<b>\$1.6</b>	-16.7%	60.0%	Potato and potato products
18	Egypt	\$0.1	\$0.2	<b>\$1.6</b>	100.0%	700.0%	Dairy products
19	Singapore	\$1.6	\$0.2	<b>\$1.3</b>	-87.5%	550.0%	Potato and potato products
20	Thailand	\$0.1	\$1.6	<b>\$1.3</b>	1500.0%	-18.8%	Potato and potato products
<b>All Other Export Markets</b>		\$33.5	\$22.0	<b>\$16.6</b>	-34.3%	-24.5%	--
<b>WORLD</b>		<b>\$381.0</b>	<b>\$400.2</b>	<b>\$523.5</b>	<b>5.0%</b>	<b>30.8%</b>	<b>Potato and potato products, Beer, Live trees, plants and flowers (incl. Christmas trees), Animal feed, Live animals, Maple products, Preparations of grain and pasta, Wild blueberries</b>

Source: Statistics Canada, CATSNET Analytics (October 2016)

## TOP NEW BRUNSWICK AGRIFOOD EXPORT MARKET BREAKDOWN – UNITED STATES (\$ MILLIONS)

RANK	STATE	2013	2014	2015	13-14 GROWTH	14-15 GROWTH	TOP PRODUCTS IN 2015
1	Maine	\$49.8	\$60.9	<b>\$67.3</b>	22.3%	10.5%	Live trees, plants and flowers (incl. Christmas trees), Animal feed, Potato and potato products, Wild blueberries, Preparations of grain and pasta, Live animals
2	Puerto Rico*	\$38.7	\$47.1	<b>\$54.4</b>	21.7%	15.5%	Potato and potato products, Preparations of grain and pasta
3	Pennsylvania	\$38.1	\$43.2	<b>\$51.0</b>	13.4%	18.1%	Potato and potato products, Live animals, Maple products, Beer
4	Connecticut	\$6.6	\$13.3	<b>\$38.3</b>	101.5%	188.0%	Potato and potato products, Beer
5	New York	\$21.2	\$20.0	<b>\$36.5</b>	-5.7%	82.5%	Potato and potato products, Live trees, plants and flowers (incl. Christmas trees), Wild blueberries, Beer
<b>All Other States</b>		\$127.1	\$142.8	<b>\$185.2</b>	12.4%	29.7%	--
<b>TOTAL UNITED STATES</b>		<b>\$281.5</b>	<b>\$327.3</b>	<b>\$432.7</b>	<b>16.3%</b>	<b>32.2%</b>	<b>Refer to previous table</b>

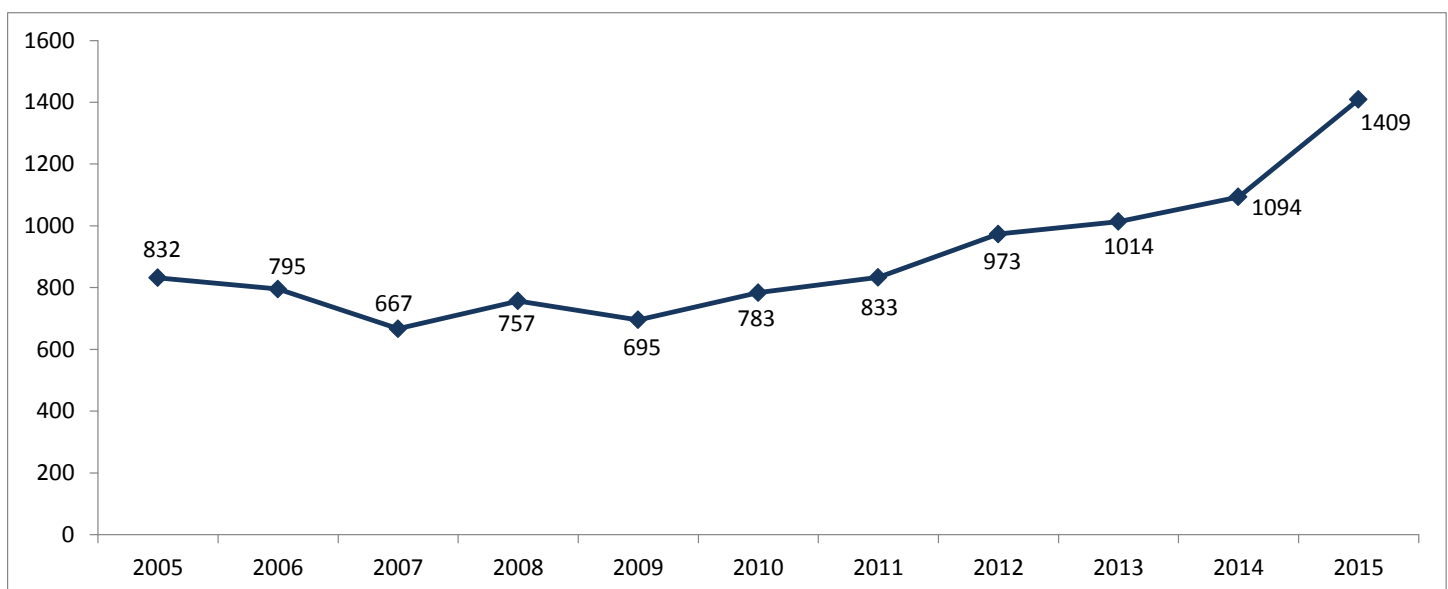
\*A territory of the United States

Source: Statistics Canada, CATSNET Analytics (October 2016)

# NEW BRUNSWICK SEAFOOD EXPORT HIGHLIGHTS – 2015

- ✚ In 2015, New Brunswick exported \$1.4 billion worth of seafood products to 50 countries. This is an increase of \$316 million (29 per cent) over 2014.
- ✚ The top export commodities were lobster valued at \$800 million, salmon valued at \$259 million, and crab valued at \$163 million.
- ✚ Lobster exports increased by \$166 million (26 per cent) in 2015 over 2014. Salmon exports increased by \$110 million (74 per cent) while crab exports rose by \$23 million (16 per cent).
- ✚ The United States continued to be New Brunswick’s largest seafood export market with 86 per cent share in 2015, worth over \$1.2 billion.
- ✚ Other key markets were Asia and the European Union (EU 28), with seafood exports worth over \$100 million and \$50 million, respectively.
- ✚ Commodities with the greatest growth from 2014 to 2015 included:
  - Eel up 204 per cent to \$17 million
  - Salmon up 74 per cent to \$259 million
  - Clams up 69 per cent to \$5.9 million
  - Sea urchin up 46 per cent to \$5.7 million
- ✚ Markets showing significant growth from 2014 to 2015 included:
  - South Korea up 1025 per cent to \$9 million
  - Taiwan up 267 per cent to \$2.2 million
  - Hong Kong up 156 per cent to \$21 million
  - Belgium up 103 per cent to \$7.1 million

## TOTAL VALUE OF NEW BRUNSWICK SEAFOOD EXPORTS, 2005-2015 (\$ MILLIONS)



## TOP NEW BRUNSWICK SEAFOOD EXPORTS IN 2015 BY VALUE (\$ MILLIONS)

RANK	PRODUCT	2013	2014	2015	13-14 GROWTH	14-15 GROWTH	TOP MARKETS IN 2015
1	Lobster	\$493.4	\$633.9	<b>\$800.0</b>	28.5%	26.2%	United States, Japan, South Korea, United Kingdom, Spain, France, Hong Kong, Belgium, Vietnam, China
2	Salmon	\$228.9	\$149.1	<b>\$259.2</b>	-34.9%	73.8%	United States, China, Hong Kong
3	Crab	\$126.2	\$140.3	<b>\$163.3</b>	11.2%	16.4%	United States, Japan, China
4	Herring	\$58.9	\$55.2	<b>\$62.7</b>	-6.3%	13.6%	United States, Dominican Republic, Haiti, Japan, China, Trinidad and Tobago, Jamaica, Netherlands
5	Sardine	\$18.1	\$25.6	<b>\$31.1</b>	41.4%	21.5%	United States
6	Eel	\$17.5	\$5.6	<b>\$17.0</b>	-68.0%	203.6%	Hong Kong, Belgium
7	Scallop	\$9.5	\$14.0	<b>\$16.9</b>	47.4%	20.7%	United States, Netherlands
8	Shrimp	\$21.4	\$31.5	<b>\$13.5</b>	47.2%	-57.1%	United Kingdom, Denmark, United States, Sweden
9	Seaweed and algae	\$6.3	\$7.0	<b>\$8.5</b>	11.1%	21.4%	United States
10	Clams	\$3.3	\$3.5	<b>\$5.9</b>	6.1%	68.6%	United States
11	Sea urchin	\$3.6	\$3.9	<b>\$5.7</b>	8.3%	46.2%	United States
12	Alewife	\$4.1	\$4.3	<b>\$4.3</b>	4.9%	0.0%	Haiti
13	Oyster	\$4.3	\$3.3	<b>\$4.1</b>	-23.3%	24.2%	United States
14	Sea cucumber	\$1.2	\$1.2	<b>\$1.7</b>	0.0%	41.7%	Vietnam
15	Mackerel	\$1.6	\$1.3	<b>\$1.5</b>	-18.8%	15.4%	United States
<b>All Other Seafood Products</b>		\$15.3	\$13.9	<b>\$13.7</b>	-9.2%	-1.4%	--
<b>TOTAL SEAFOOD PRODUCTS</b>		<b>\$1,013.6</b>	<b>\$1,093.6</b>	<b>\$1,409.1</b>	<b>7.9%</b>	<b>28.8%</b>	<b>United States, Japan, Hong Kong, Haiti, Dominican Republic, China, United Kingdom, South Korea, France, Belgium</b>

Source: Statistics Canada, CATSNET Analytics (October 2016)

## TOP NEW BRUNSWICK SEAFOOD EXPORT PRODUCT BREAKDOWN – LOBSTER (\$ MILLIONS)

RANK	PRODUCT	2013	2014	2015	13-14 GROWTH	14-15 GROWTH	TOP MARKETS IN 2015
1	Frozen lobster (excl. lobster meat)	\$269.7	\$360.0	<b>\$453.2</b>	33.5%	25.9%	United States, Japan, South Korea, Spain, United Kingdom, Hong Kong, China, Vietnam, France, Belgium
2	Lobster meat	\$139.6	\$157.2	<b>\$214.6</b>	12.6%	36.5%	United States, Japan, Belgium
3	Live lobster	\$80.0	\$114.2	<b>\$126.9</b>	42.8%	11.1%	United States, France, Belgium
4	Other processed lobster	\$4.1	\$2.5	<b>\$5.3</b>	-39.0%	112.0%	United States, Belgium
<b>TOTAL LOBSTER</b>		<b>\$493.4</b>	<b>\$633.9</b>	<b>\$800.0</b>	<b>28.5%</b>	<b>26.2%</b>	<b>Refer to previous table</b>

Source: Statistics Canada, CATSNET Analytics (October 2016)



## TOP NEW BRUNSWICK SEAFOOD EXPORT MARKETS IN 2015 BY VALUE (\$ MILLIONS)

RANK	COUNTRY	2013	2014	2015	13-14 GROWTH	14-15 GROWTH	TOP PRODUCTS IN 2015
1	United States	\$858.8	\$926.3	<b>\$1,213.0</b>	7.9%	31.0%	Lobster, Salmon, Crab, Sardine, Herring, Scallop, Seaweed and algae, Clams, Sea Urchin, Oyster
2	Japan	\$56.2	\$54.4	<b>\$55.3</b>	-3.2%	1.7%	Lobster, Crab, Herring
3	Hong Kong	\$15.7	\$8.0	<b>\$20.5</b>	-49.0%	156.3%	Eel, Lobster, Salmon
4	Haiti	\$12.1	\$14.0	<b>\$16.6</b>	15.7%	18.6%	Herring, Alewife
5	Dominican Republic	\$15.9	\$12.8	<b>\$16.6</b>	-19.5%	29.7%	Herring
6	China	\$9.8	\$10.3	<b>\$13.6</b>	5.1%	32.0%	Lobster, Herring, Crab, Salmon
7	United Kingdom	\$6.4	\$11.3	<b>\$11.3</b>	76.6%	0.0%	Lobster, Shrimp
8	South Korea	\$3.9	\$0.8	<b>\$9.0</b>	-79.5%	1025.0%	Lobster, Eel
9	France	\$6.5	\$5.7	<b>\$7.3</b>	-12.3%	28.1%	Lobster, Scallop
10	Belgium	\$0.8	\$3.5	<b>\$7.1</b>	337.5%	102.9%	Lobster, Eel
11	Spain	\$1.3	\$4.0	<b>\$6.7</b>	207.7%	67.5%	Lobster
12	Vietnam	\$1.0	\$7.0	<b>\$5.9</b>	600.0%	-15.7%	Lobster, Sea cucumber
13	Netherlands	\$3.5	\$3.7	<b>\$4.9</b>	5.7%	32.4%	Scallop, Lobster, Herring
14	Denmark	\$7.0	\$8.4	<b>\$4.0</b>	20.0%	-52.4%	Shrimp
15	Sweden	\$4.4	\$9.3	<b>\$3.8</b>	111.4%	-59.1%	Lobster, Shrimp
16	Italy	\$2.0	\$2.9	<b>\$2.9</b>	45.0%	0.0%	Lobster
17	Taiwan	\$0.3	\$0.6	<b>\$2.2</b>	100.0%	266.7%	Lobster
18	Germany	\$2.4	\$2.8	<b>\$1.9</b>	16.7%	-32.1%	Lobster
19	Trinidad and Tobago	\$1.5	\$1.4	<b>\$1.8</b>	-6.7%	28.6%	Herring
20	Jamaica	\$0.5	\$0.6	<b>\$0.7</b>	20.0%	16.7%	Herring
<b>All Other Export Markets</b>		\$3.6	\$5.8	<b>\$4.0</b>	61.1%	-31.0%	--
<b>WORLD</b>		<b>\$1,013.6</b>	<b>\$1,093.6</b>	<b>\$1,409.1</b>	<b>7.9%</b>	<b>28.8%</b>	<b>Lobster, Salmon, Crab, Herring, Sardine, Eel, Scallop, Shrimp, Seaweed and algae, Clams, Sea Urchin</b>

Source: Statistics Canada, CATSNET Analytics (October 2016)

## TOP NEW BRUNSWICK SEAFOOD EXPORT MARKET BREAKDOWN – UNITED STATES (\$ MILLIONS)

RANK	STATE	2013	2014	2015	13-14 GROWTH	14-15 GROWTH	TOP PRODUCTS IN 2015
1	Massachusetts	\$463.1	\$491.7	<b>\$621.0</b>	6.2%	26.3%	Lobster, Crab, Salmon, Scallop, Clams, Shrimp, Oyster
2	Maine	\$63.7	\$85.3	<b>\$131.2</b>	33.9%	53.8%	Lobster, Salmon, Sea Urchin, Oyster, Scallop, Clams, Seaweed and algae
3	New York	\$74.5	\$60.3	<b>\$75.1</b>	-19.1%	24.5%	Salmon, Lobster, Herring, Mackerel
4	Florida	\$40.0	\$48.7	<b>\$61.6</b>	21.8%	26.5%	Lobster, Crab, Salmon, Sardine, Herring
5	California	\$36.2	\$48.4	<b>\$51.5</b>	33.7%	6.4%	Lobster, Salmon, Sardine, Crab, Herring, Shrimp, Seaweed and algae
<b>All Other States</b>		\$181.3	\$191.9	<b>\$272.6</b>	5.8%	42.1%	--
<b>TOTAL UNITED STATES</b>		<b>\$858.8</b>	<b>\$926.3</b>	<b>\$1,213.0</b>	<b>7.9%</b>	<b>31.0%</b>	<b>Refer to previous table</b>

Source: Statistics Canada, CATSNET Analytics (October 2016)



## NOTES AND DEFINITIONS

1. Export data refers to “New Brunswick Domestic Exports”, not “New Brunswick Origin Exports”. Domestic exports consist of the exports of all goods grown, produced, extracted, or manufactured in New Brunswick, leaving the province (through customs) for a foreign destination. Exports of imported merchandise that have been substantially enhanced in value are also included.
2. “Agrifood” includes agricultural products produced by farmers, growers, and ranchers in New Brunswick, as well as food and beverage products manufactured by the province’s food and beverage processors (regardless of where ingredients were sourced from). Agrifood does not include any fish, shellfish or marine plant products.
3. “Seafood” includes fish, shellfish, and marine plants and their products harvested or cultured in marine and freshwater as well as seafood products manufactured by New Brunswick’s seafood processors.
4. Asian countries include China, Hong Kong, India, Indonesia, Japan, Kuwait, Malaysia, Philippines, Qatar, Saudi Arabia, South Korea, Taiwan, Thailand, and United Arab Emirates.
5. European Union (EU 28) includes Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Ireland, Romania, Slovakia, Slovenia, Spain, Sweden, and United Kingdom.
6. New Brunswick wild blueberry exports are underestimated and should therefore be interpreted with caution. This is because a significant proportion of blueberries produced in New Brunswick are shipped and processed in Nova Scotia. This makes Nova Scotia the province of origin for these exports. It is hence more plausible to analyze wild blueberry exports from an Atlantic Canada perspective. Atlantic Canada comprises New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador. In 2015, Atlantic Canada exported wild blueberries worth \$153 million, with about half of the production coming from New Brunswick. The top three export destinations were United States, Germany, and Japan with market shares of 58 per cent, 15 per cent, and seven per cent, respectively.



## CONTACT INFORMATION

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