

# New Brunswick agrifood and seafood export highlights

## 2016



New Brunswick  
Nouveau Brunswick

Canada

## **New Brunswick agrifood and seafood export highlights 2016**

Province of New Brunswick  
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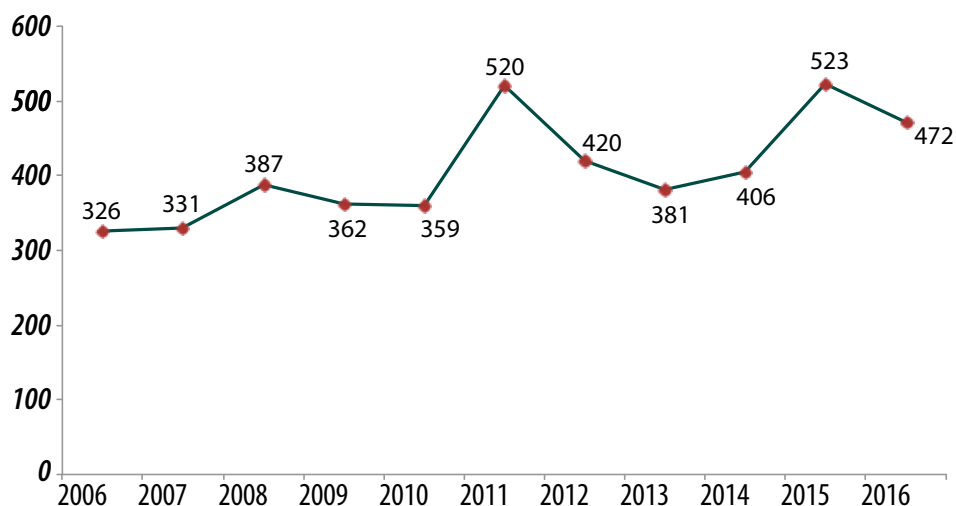
## Summary

- In 2016, New Brunswick exported<sup>1</sup> more than \$2 billion worth of agrifood<sup>2</sup> and seafood<sup>3</sup> products to 88 countries. The province exported \$472 million worth of agrifood products and \$1.6 billion worth of seafood products.
- During the past decade (2006-2016), the value of agrifood and seafood exports has grown by 82 per cent. In the same period, agrifood exports have expanded by 45 per cent while seafood exports have doubled.
- The top three agrifood exports in 2016 were: potato and potato products; live trees, plants and flowers; and live animals. 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 were Japan, China, European Union<sup>4</sup>, Costa Rica and Mexico.

## New Brunswick agrifood export highlights – 2016

- In 2016, New Brunswick exported \$472 million worth of agrifood products to 66 countries.
- The top export commodities were potato and potato products valued at \$273 million, live trees, plants and flowers valued at \$32 million, and live animals valued at \$31 million.
- The United States continued to be New Brunswick's largest agrifood export market with 88 per cent share in 2016, worth \$414 million.
- Other key markets were the European Union (EU 28), Costa Rica and Mexico.
- Worldwide, commodities with the greatest export growth from 2015 to 2016 included:
  - Chocolate confectionery up 60 per cent to \$4.8 million;
  - Live animals up 31 per cent to \$31 million;
  - Animal feed up 13 per cent to \$29 million;
  - Live trees, plants and flowers up 9 per cent to \$32 million.
- Markets that showed significant export growth from 2015 to 2016 included:
  - Germany, up 1,700 per cent to \$1.8 million;
  - Trinidad and Tobago, up 150 per cent to \$4.5 million;
  - United Kingdom, up 71 per cent to \$1.2 million;
  - Dominican Republic, up 44 per cent to \$1.3 million.

### Total value of New Brunswick agrifood exports, 2006-2016 (\$ millions)



## Top New Brunswick agrifood export products by value (\$ millions)

Rank	Product	2014	2015	2016	2014-2015 growth	2015-2016 growth	Top markets in 2016
1	Potato and potato products	\$226.2	\$294.7	<b>\$272.5</b>	30.3%	-7.5%	United States, Costa Rica, Mexico, Trinidad and Tobago, United States Minor Outlying Islands, Bahamas, United Arab Emirates, Dominican Republic, Japan, Ecuador
2	Live trees, plants and flowers (including Christmas trees)	\$32.5	\$28.9	<b>\$31.6</b>	-11.1%	9.3%	United States
3	Live animals	\$19.6	\$23.9	<b>\$31.4</b>	21.9%	31.4%	United States
4	Animal feed	\$18.1	\$25.3	<b>\$28.6</b>	39.8%	13.0%	United States, Mexico
5	Maple products	\$12.0	\$17.7	<b>\$17.2</b>	47.5%	-2.8%	United States, Denmark, United Kingdom, Australia
6	Beer	\$45.7	\$39.3	<b>\$8.9</b>	-14.0%	-77.4%	United States
7	Wild blueberries*	\$6.2	\$9.8	<b>\$8.3</b>	58.1%	-15.3%	United States
8	Preparations of grain and pasta	\$10.1	\$12.9	<b>\$8.1</b>	27.7%	-37.2%	United States, Saudi Arabia, United Arab Emirates
9	Chocolate confectionery	\$3.6	\$3.0	<b>\$4.8</b>	-16.7%	60.0%	United States
10	Medicinal plant parts	\$1.0	\$4.6	<b>\$3.5</b>	360.0%	-23.9%	Germany, Czech Republic
11	Cranberries	\$1.2	\$2.4	<b>\$1.3</b>	100.0%	-45.8%	United States
12	Dairy products	\$2.1	\$1.7	<b>\$0.8</b>	-19.0%	-52.9%	Egypt
All other agrifood products		\$27.2	\$59.3	<b>\$55.4</b>	118.0%	-6.6%	--
<b>Total agrifood products</b>		<b>\$405.5</b>	<b>\$523.5</b>	<b>\$472.4</b>	<b>29.1%</b>	<b>-9.8%</b>	<b>United States, Costa Rica, Mexico, Trinidad and Tobago, United States Minor Outlying Islands, Denmark, United Arab Emirates, Bahamas, Czech Republic, Germany</b>

\*Underestimated – only includes wild blueberries exported directly from New Brunswick. See more explanation under [Notes and definitions](#)

Source: Statistics Canada, CATSNET Analytics (April 2017)

## Top New Brunswick agrifood export product breakdown – potato and potato products (\$ millions)

Rank	Product	2014	2015	2016	2014-2015 growth	2015-2016 growth	Top markets in 2016
1	Frozen potato	\$161.9	\$227.6	<b>\$195.0</b>	40.6%	-14.3%	United States, Costa Rica, Mexico, Trinidad and Tobago, United States Minor Outlying Islands, Bahamas, United Arab Emirates, Japan, Ecuador, Kuwait
2	Fresh potato	\$36.0	\$39.7	<b>\$49.4</b>	10.3%	24.4%	United States
3	Other processed potato	\$19.1	\$18.4	<b>\$21.0</b>	-3.7%	14.1%	United States
4	Seed potato	\$9.2	\$8.9	<b>\$7.1</b>	-3.3%	-20.2%	United States, Dominican Republic
<b>Total potato and potato products</b>		<b>\$226.2</b>	<b>\$294.6</b>	<b>\$272.5</b>	<b>30.2%</b>	<b>-7.5%</b>	<b>Refer to previous table</b>

Source: Statistics Canada, CATSNET Analytics (April 2017)

## Top New Brunswick agrifood export markets by value (\$ millions)

Rank	Country	2014	2015	2016	2014-2015 growth	2015-2016 growth	Top products in 2016
1	United States	\$332.6	\$432.7	<b>\$414.0</b>	30.1%	-4.3%	Potato and potato products, live trees, plants and flowers (including Christmas trees), live animals, animal feed, maple products, beer, wild blueberries, preparations of grain and pasta, chocolate confectionery
2	Costa Rica	\$8.9	\$12.7	<b>\$9.8</b>	42.7%	-22.8%	Potato and potato products
3	Mexico	\$3.8	\$8.4	<b>\$7.4</b>	121.1%	-11.9%	Potato and potato products, animal feed
4	Trinidad and Tobago	\$0.9	\$1.8	<b>\$4.5</b>	100.0%	150.0%	Potato and potato products
5	United States MOI	\$5.1	\$5.5	<b>\$3.2</b>	7.8%	-41.8%	Potato and potato products
6	Denmark	\$3.1	\$2.7	<b>\$2.7</b>	-12.9%	0.0%	Maple products
7	United Arab Emirates	\$2.1	\$2.8	<b>\$2.2</b>	33.3%	-21.4%	Potato and potato products, Preparations of grain and pasta
8	Bahamas	\$4.8	\$3.1	<b>\$2.0</b>	-35.4%	-35.5%	Potato and potato products
9	Czech Republic	\$0.5	\$4.8	<b>\$1.8</b>	860.0%	-62.5%	Medicinal plant parts
10	Germany	\$0.0	\$0.1	<b>\$1.8</b>		1700.0%	Medicinal plant parts
11	Japan	\$8.8	\$7.3	<b>\$1.7</b>	-17.0%	-76.7%	Potato and potato products
12	Saudi Arabia	\$2.1	\$3.1	<b>\$1.7</b>	47.6%	-45.2%	Preparations of grain and pasta, Potato and potato products
13	Kuwait	\$2.3	\$1.7	<b>\$1.4</b>	--	-17.6%	Potato and potato products
14	Dominican Republic	\$0.3	\$0.9	<b>\$1.3</b>	200.0%	44.4%	Potato and potato products
15	United Kingdom	\$0.5	\$0.7	<b>\$1.2</b>	40.0%	71.4%	Maple products
16	Ecuador	\$1.1	\$0.8	<b>\$1.0</b>	-27.3%	25.0%	Potato and potato products
17	Jamaica	\$0.6	\$0.7	<b>\$1.0</b>	16.7%	42.9%	Potato and potato products
18	Egypt	\$0.2	\$1.6	<b>\$0.8</b>	700.0%	-50.0%	Dairy products
19	Saint-Pierre et Miquelon	\$0.7	\$0.7	<b>\$0.8</b>	0.0%	14.3%	Preparations of grain and pasta
20	Guatemala	\$0.4	\$1.8	<b>\$0.8</b>	350.0%	-55.6%	Potato and potato products
All other export markets		\$26.7	\$29.6	<b>\$11.3</b>	10.9%	-61.8%	--
<b>World</b>		<b>\$405.5</b>	<b>\$523.5</b>	<b>\$472.4</b>	<b>29.1%</b>	<b>-9.8%</b>	<b>Potato and potato products, Live trees, plants and flowers (including Christmas trees), live animals, animal feed, maple products, beer, wild blueberries, preparations of grain and pasta, chocolate confectionery</b>

Source: Statistics Canada, CATSNET Analytics (April 2017); MOI is Minor Outlying Islands

## Top New Brunswick agrifood export market breakdown – United States (\$ millions)

Rank	State	2014	2015	2016	2014-2015 growth	2015-2016 growth	Top products in 2016
1	Maine	\$61.3	\$67.3	<b>\$71.6</b>	9.8%	6.4%	Animal feed, live trees, plants and flowers (including Christmas trees), potato and potato products, wild blueberries, preparations of grain and pasta, live animals
2	Pennsylvania	\$43.6	\$51.0	<b>\$48.9</b>	17.0%	-4.1%	Live animals, potato and potato products, beer, maple products
3	New York	\$20.8	\$36.5	<b>\$48.1</b>	75.5%	31.8%	Potato and potato products, live trees, plants and flowers (including Christmas trees), wild blueberries
4	Massachusetts	\$23.9	\$34.4	<b>\$47.6</b>	43.9%	38.4%	Potato and potato products, live animals, live trees, plants and flowers (including Christmas trees), cranberries, animal feed
5	Puerto Rico*	\$48.2	\$54.4	<b>\$44.8</b>	12.9%	-17.6%	Potato and potato products, preparations of grain and pasta
All other States		\$134.8	\$189.1	<b>\$153.0</b>	40.3%	-19.1%	--
<b>Total United States</b>		<b>\$332.6</b>	<b>\$432.7</b>	<b>\$414.0</b>	<b>30.1%</b>	<b>-4.3%</b>	<b>Refer to previous table</b>

\*A territory of the United States

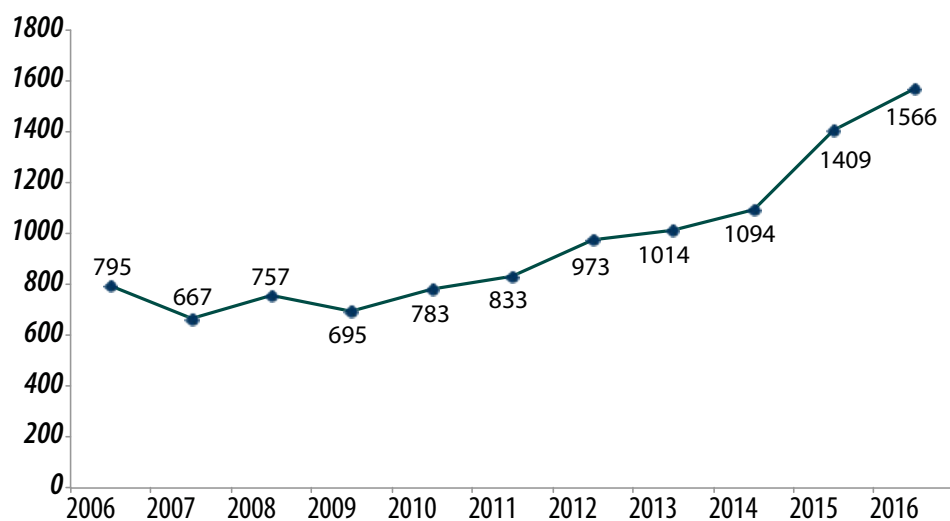
Source: Statistics Canada, CATSNET Analytics (April 2017)



## New Brunswick seafood export highlights – 2016

- In 2016, New Brunswick exported \$1.6 billion worth of seafood products to 57 countries.
- The top export commodities were lobster valued at \$806 million, salmon valued at \$425 million, and crab valued at \$161 million.
- The United States continued to be New Brunswick's largest seafood export market with 83 per cent share in 2016, worth more than \$1.3 billion.
- Other key markets were Japan, China and the European Union (EU 28).
- Worldwide, commodities with the greatest export growth from 2015 to 2016 included:
  - Salmon, up 64 per cent to \$425 million;
  - Oyster, up 17 per cent to \$4.8 million;
  - Herring, up 15 per cent to \$72 million;
  - Sea cucumber, up 12 per cent to \$1.9 million.
- Markets that showed significant export growth from 2015 to 2016 included:
  - Singapore, up 600 per cent to \$2.1 million;
  - China, up 238 per cent to \$46 million;
  - Taiwan, up 155 per cent to \$5.6 million;
  - Belgium, up 85 per cent to \$13 million.

### Total value of New Brunswick seafood exports, 2006-2016 (\$ millions)



## Top New Brunswick seafood export products by value (\$ millions)

Rank	Product	2014	2015	2016	2014-2015 growth	2015-2016 growth	Top markets in 2016
1	Lobster	\$633.9	\$800.0	<b>\$806.0</b>	26.2%	0.8%	United States, Japan, Belgium, China, Hong Kong, United Kingdom, Spain, France, South Korea, Vietnam
2	Salmon	\$149.6	\$259.2	<b>\$425.1</b>	73.3%	64.0%	United States, China, Hong Kong, Taiwan, France, Ukraine
3	Crab	\$140.3	\$163.3	<b>\$161.4</b>	16.4%	-1.2%	United States, Japan, China, Indonesia
4	Herring	\$55.2	\$62.7	<b>\$71.8</b>	13.6%	14.5%	Dominican Republic, United States, Japan, Haiti, China, Trinidad and Tobago, Jamaica, Netherlands
5	Sardine	\$25.6	\$31.1	<b>\$19.6</b>	21.5%	-37.0%	United States
6	Scallop	\$14.0	\$16.9	<b>\$17.2</b>	20.7%	1.8%	United States
7	Shrimp	\$31.5	\$13.5	<b>\$11.4</b>	-57.1%	-15.6%	United States, Sweden, United Kingdom
8	Seaweed and algae	\$7.0	\$8.5	<b>\$8.0</b>	21.4%	-5.9%	United States
9	Sea urchin	\$3.9	\$5.7	<b>\$4.9</b>	46.2%	-14.0%	United States
10	Oyster	\$3.3	\$4.1	<b>\$4.8</b>	24.2%	17.1%	United States
11	Clams	\$3.5	\$5.9	<b>\$4.8</b>	68.6%	-18.6%	United States
12	Eel	\$5.6	\$17.0	<b>\$4.2</b>	203.6%	-75.3%	Hong Kong, Netherlands, United States
13	Alewife	\$4.3	\$4.3	<b>\$3.7</b>	0.0%	-14.0%	Haiti
14	Sea cucumber	\$1.2	\$1.7	<b>\$1.9</b>	41.7%	11.8%	Hong Kong, United States
15	Mackerel	\$1.4	\$1.5	<b>\$1.4</b>	7.1%	-6.7%	United States
All other seafood products		\$14.0	\$13.7	<b>\$19.9</b>	-2.1%	45.3%	--
<b>Total seafood products</b>		<b>\$1,094.3</b>	<b>\$1,409.1</b>	<b>\$1,566.1</b>	<b>28.8%</b>	<b>11.1%</b>	<b>United States, Japan, China, Dominican Republic, Hong Kong, Haiti, Belgium, United Kingdom, France, Spain</b>

Source: Statistics Canada, CATSNET Analytics (April 2017)

## Top New Brunswick seafood export product breakdown – lobster (\$ millions)

Rank	Product	2014	2015	2016	2014-2015 growth	2015-2016 growth	Top markets in 2016
1	Frozen lobster (excluding lobster meat)	\$360.0	\$453.2	<b>\$436.6</b>	25.9%	-3.7%	United States, Japan, Belgium, China, Spain, South Korea, United Kingdom, France, Hong Kong, Vietnam
2	Lobster meat	\$157.2	\$214.6	<b>\$244.7</b>	36.5%	14.0%	United States, United Kingdom, Belgium, Japan, Hong Kong, Sweden
3	Live lobster	\$114.2	\$126.9	<b>\$118.6</b>	11.1%	-6.5%	United States, Hong Kong, France
4	Other processed lobster	\$2.5	\$5.3	<b>\$6.1</b>	112.0%	15.1%	United States, Hong Kong, Vietnam, France
<b>Total lobster</b>		<b>\$633.9</b>	<b>\$800.0</b>	<b>\$806.0</b>	<b>26.2%</b>	<b>0.8%</b>	<b>Refer to previous table</b>

Source: Statistics Canada, CATSNET Analytics (April 2017)

## Top New Brunswick seafood export markets by value (\$ millions)

Rank	Country	2014	2015	2016	2014-2015 growth	2015-2016 growth	Top products in 2016
1	United States	\$927.0	\$1,213.0	<b>\$1,307.3</b>	30.9%	7.8%	Lobster, salmon, crab, sardine, herring, scallop, seaweed and algae, shrimp, sea urchin, oyster
2	Japan	\$54.4	\$55.3	<b>\$71.9</b>	1.7%	30.0%	Crab, lobster, herring
3	China	\$10.3	\$13.6	<b>\$46.0</b>	32.0%	238.2%	Salmon, lobster, crab, herring
4	Dominican Republic	\$12.8	\$16.6	<b>\$20.0</b>	29.7%	20.5%	Herring
5	Hong Kong	\$8.0	\$20.5	<b>\$16.8</b>	156.3%	-18.0%	Lobster, salmon, eel, sea cucumber
6	Haiti	\$14.0	\$16.6	<b>\$14.5</b>	18.6%	-12.7%	Herring, alewife
7	Belgium	\$3.5	\$7.1	<b>\$13.1</b>	102.9%	84.5%	Lobster
8	United Kingdom	\$11.3	\$11.3	<b>\$11.0</b>	0.0%	-2.7%	Lobster, shrimp
9	France	\$5.7	\$7.3	<b>\$8.8</b>	28.1%	20.5%	Lobster, salmon
10	Spain	\$4.0	\$6.7	<b>\$8.3</b>	67.5%	23.9%	Lobster
11	South Korea	\$0.8	\$9.0	<b>\$6.9</b>	1025.0%	-23.3%	Lobster
12	Netherlands	\$3.7	\$4.9	<b>\$6.4</b>	32.4%	30.6%	Lobster, eel, herring
13	Sweden	\$9.3	\$3.8	<b>\$6.4</b>	-59.1%	68.4%	Lobster, shrimp
14	Taiwan	\$0.6	\$2.2	<b>\$5.6</b>	266.7%	154.5%	Lobster, salmon
15	Vietnam	\$7.0	\$5.9	<b>\$5.4</b>	-15.7%	-8.5%	Lobster
16	Italy	\$2.9	\$2.9	<b>\$3.9</b>	0.0%	34.5%	Lobster
17	Germany	\$2.8	\$1.9	<b>\$3.2</b>	-32.1%	68.4%	Lobster
18	Singapore	\$0.0	\$0.3	<b>\$2.1</b>	--	600.0%	Lobster
19	Trinidad and Tobago	\$1.4	\$1.8	<b>\$2.0</b>	28.6%	11.1%	Herring
20	New Zealand	\$0.0	\$0.6	<b>\$1.0</b>	--	66.7%	Lobster
All other export markets		\$14.8	\$7.8	<b>\$5.5</b>	-47.3%	-29.5%	--
<b>World</b>		<b>\$1,094.3</b>	<b>\$1,409.1</b>	<b>\$1,566.1</b>	<b>28.8%</b>	<b>11.1%</b>	<b>Lobster, salmon, crab, herring, sardine, scallop, shrimp, seaweed and algae, sea urchin, oyster</b>

Source: statistics canada, catsnet analytics (april 2017)

## Top New Brunswick seafood export market breakdown – United States (\$ millions)

Rank	State	2014	2015	2016	2014-2015 growth	2015-2016 growth	Top products in 2016
1	Massachusetts	\$491.8	\$621.0	<b>\$677.7</b>	26.3%	9.1%	Lobster, salmon, crab, scallop, clams, shrimp, oyster, eel
2	Maine	\$85.3	\$131.2	<b>\$136.2</b>	53.8%	3.8%	Lobster, salmon, sea urchin, oyster, scallop, clams, seaweed and algae, sea cucumber
3	New York	\$60.4	\$75.1	<b>\$106.7</b>	24.3%	42.1%	Salmon, lobster, herring, mackerel
4	Florida	\$48.7	\$61.6	<b>\$68.8</b>	26.5%	11.7%	Lobster, salmon, crab, sardine, herring
5	California	\$48.4	\$51.5	<b>\$58.6</b>	6.4%	13.8%	Salmon, lobster, shrimp, crab, sardine, herring, seaweed and algae
All other States		\$192.4	\$272.6	<b>\$259.3</b>	41.7%	-4.9%	--
<b>Total United States</b>		<b>\$927.0</b>	<b>\$1,213.0</b>	<b>\$1,307.3</b>	<b>30.9%</b>	<b>7.8%</b>	<b>Refer to previous table</b>

Source: statistics canada, catsnet analytics (april 2017)

## Notes and definitions

1. Export data refer 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 from where ingredients were sourced). 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. 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.
5. New Brunswick’s 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 2016, Atlantic Canada exported wild blueberries worth \$124 million, with about one-half of the production coming from New Brunswick. The top three export destinations were United States, European Union (EU 28), and Japan with market shares of 52 per cent, 33 per cent and 10 per cent, respectively.

## Contact information

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