

New Brunswick agrifood and seafood export highlights

2017



New Brunswick
Nouveau Brunswick

Canada 

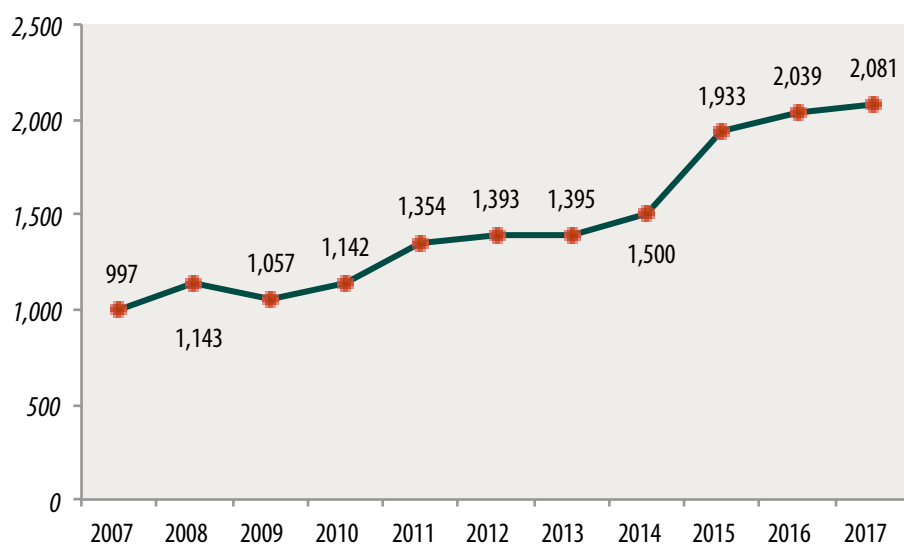
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Summary

- In 2017, New Brunswick exported¹ \$2.1 billion worth of agrifood² and seafood³ products to 84 countries, accounting for 16 per cent of the province's total exports. Particularly, New Brunswick exported \$395 million worth of agrifood products and \$1.7 billion worth of seafood products.
- During the past decade (2007-2017), the value of agrifood and seafood exports has more than doubled (up 109 per cent). In the same period, agrifood exports have expanded by 20 per cent while seafood exports have grown by 153 per cent.
- The top three agrifood exports in 2017 were: potato and potato products; live trees, plants and flowers; and preparations of nuts and seeds. The leading 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, Dominican Republic, Belgium and Vietnam.

Total value of New Brunswick agrifood and seafood exports, 2007-2017 (\$ millions)



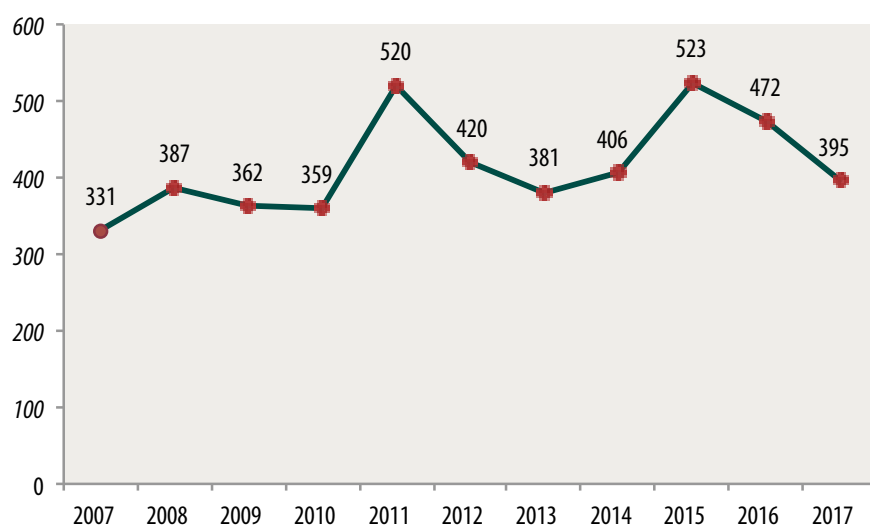
New Brunswick agrifood export highlights – 2017

The total value of agrifood exports has fluctuated significantly over the last ten years (2007-2017), driven largely by changes in US demand.

Below are the key market highlights for 2017 compared to 2016:

- In 2017, New Brunswick exported \$395 million worth of agrifood products to 68 countries, down \$77 million (16 per cent) from 2016. Most products underwent some decline in export value, in part due to a strengthened Canadian dollar.
- Exports of potato and potato products fell notably by \$24 million (nine per cent) to \$248 million in 2017, resulting mainly from a drop in export volume. The United States and Costa Rica accounted for 87 per cent and four per cent of sales, respectively.
- Export revenue for preparations of nuts and seeds decreased by about one-third (\$13 million) to \$27 million in 2017, with almost all sales to the United States. This decline in sales resulted from decreases in market price and export volume.
- Animal feed exports were valued at \$17 million in 2017, down \$12 million (41 per cent) from 2016, due to lower export volume and market price. In 2017, the top export destinations for New Brunswick's animal feed were the United States, with 91 per cent of export share, and Mexico, with five per cent share.
- Exports of live animals fell by \$9.1 million (29 per cent) to \$22 million in 2017, with almost all sales to the United States. Although average market price nearly doubled, export volume fell significantly, outweighing these gains.
- The United States continued to be New Brunswick's largest agrifood export market worth \$350 million, down \$64 million (16 per cent) compared to 2016.
- Other key markets include Costa Rica, Mexico and Colombia valued at \$10.4 million, \$6.1 million and \$2.3 million, respectively.

Total value of New Brunswick agrifood exports, 2007-2017 (\$ millions)



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

Rank	Product	2015	2016	2017	2015-2016 growth	2016-2017 growth	Top markets in 2017
1	Potato and potato products	\$294.7	\$272.5	\$248.3	-7.5%	-8.9%	United States, Costa Rica, Mexico, Colombia, Bahamas, United Arab Emirates, Japan, Ecuador, Kuwait, Dominican Republic
2	Live trees, plants and flowers	\$28.9	\$31.6	\$30.3	9.4%	-4.0%	United States
3	Preparations of nuts and seeds	\$37.2	\$40.2	\$26.9	7.9%	-33.1%	United States
4	Live animals	\$23.9	\$31.4	\$22.3	31.7%	-29.1%	United States
5	Animal feed	\$25.3	\$28.6	\$16.9	13.1%	-40.8%	United States, Mexico
6	Maple products ⁴	\$17.6	\$17.2	\$10.8	-2.7%	-37.0%	United States, Denmark, United Kingdom, Australia, New Zealand
7	Preparations of grain and pasta	\$12.9	\$8.1	\$9.3	-37.0%	14.4%	United States, Mexico, Saudi Arabia, United Arab Emirates
8	Beer	\$39.3	\$8.9	\$7.3	-77.4%	-17.4%	United States
9	Preparations of vegetables	\$5.2	\$3.7	\$3.7	-28.6%	-1.4%	United States
10	Wild blueberries ⁵	\$9.8	\$8.3	\$3.3	-15.8%	-60.2%	United States
11	Chocolate confectionery	\$3.0	\$4.8	\$3.0	57.4%	-37.7%	United States
12	Sugar confectionery	\$0.7	\$0.8	\$1.3	16.0%	54.2%	United States
13	Soups and broths	\$0.9	\$1.2	\$1.1	43.4%	-14.9%	United States
14	Dairy products	\$1.7	\$0.8	\$1.0	-51.5%	20.5%	Mexico
	All other agrifood products	\$22.3	\$14.3	\$9.8			--
	All agrifood products	\$523.5	\$472.5	\$395.2	-9.7%	-16.4%	United States, Costa Rica, Mexico, Colombia, United Arab Emirates, Bahamas, Japan, Denmark, Saudi Arabia, Kuwait

Source: Statistics Canada, CATSNET Analytics (April 2018)

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

Rank	Product	2015	2016	2017	2015-2016 growth	2016-2017 growth	Top markets in 2017
1	Frozen potato	\$227.6	\$195.0	\$167.2	-14.3%	-14.3%	United States, Costa Rica, Mexico, Colombia, Bahamas, United Arab Emirates, Japan, Ecuador, Kuwait, Panama
2	Fresh potato	\$39.7	\$49.4	\$54.2	24.3%	9.7%	United states
3	Other processed potato	\$18.4	\$21.0	\$19.0	13.8%	-9.4%	United states
4	Seed potato	\$8.9	\$7.1	\$7.9	-20.8%	11.2%	United states
	All potato and potato products	\$294.7	\$272.5	\$248.3	-7.5%	-8.9%	Refer to previous table

Source: Statistics Canada, CATSNET Analytics (April 2018)

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

Rank	Country	2015	2016	2017	2015-2016 growth	2016-2017 growth	Top products in 2017
1	United States	\$432.7	\$414.0	\$349.5	-4.3%	-15.6%	Potato and potato products, live trees, plants and flowers, preparations of nuts and seeds, live animals, animal feed, beer, maple products, preparations of grain and pasta, preparations of vegetables, wild blueberries
2	Costa Rica	\$12.7	\$9.8	\$10.4	-23.0%	6.8%	Potato and potato products
3	Mexico	\$8.4	\$7.4	\$6.1	-11.8%	-17.6%	Potato and potato products, animal feed, dairy products, preparations of grain and pasta
4	Colombia	\$0.2	\$0.0	\$2.3	-100.0%	--	Potato and potato products
5	United Arab Emirates	\$2.8	\$2.2	\$2.3	-23.2%	6.1%	Potato and potato products, preparations of grain and pasta
6	Bahamas	\$3.1	\$2.0	\$1.8	-37.1%	-10.8%	Potato and potato products
7	Japan	\$7.3	\$1.7	\$1.6	-76.9%	-5.9%	Potato and potato products, soups and broths
8	Denmark	\$2.7	\$2.7	\$1.6	1.0%	-42.5%	Maple products
9	Saudi Arabia	\$3.1	\$1.7	\$1.3	-46.9%	-18.9%	Potato and potato products, preparations of grain and pasta
10	Kuwait	\$1.7	\$1.4	\$1.3	-18.0%	-2.2%	Potato and potato products
11	Ecuador	\$0.8	\$1.0	\$1.2	26.3%	18.6%	Potato and potato products
12	United Kingdom	\$0.7	\$1.2	\$1.0	80.0%	-15.7%	Maple products
13	Dominican Republic	\$0.9	\$1.3	\$0.9	40.0%	-31.2%	Potato and potato products
14	Panama	\$2.7	\$0.6	\$0.8	-76.0%	29.3%	Potato and potato products
15	Saint Pierre and Miquelon	\$0.7	\$0.8	\$0.8	4.6%	5.1%	Preparations of grain and pasta
16	Trinidad and Tobago	\$1.8	\$4.5	\$0.8	153.6%	-82.0%	Potato and potato products
17	Australia	\$0.5	\$0.6	\$0.8	42.0%	19.7%	Maple products
18	Peru	\$0.3	\$0.5	\$0.7	42.7%	50.8%	Potato and potato products
19	Guatemala	\$1.8	\$0.8	\$0.7	-56.6%	-14.8%	Potato and potato products
20	New Zealand	\$0.6	\$0.6	\$0.6	-10.3%	1.5%	Maple products
All other export markets		\$38.0	\$18.0	\$8.7			--
World		\$523.5	\$472.5	\$395.2	-9.7%	-16.4%	Potato and potato products, live trees, plants and flowers, preparations of nuts and seeds, live animals, animal feed, maple products, preparations of grain and pasta, beer, preparations of vegetables, wild blueberries

Source: Statistics Canada, CATSNET Analytics (April 2018)

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

Rank	State	2015	2016	2017	2015-2016 growth	2016-2017 growth	Top products in 2017
1	Maine	\$67.3	\$71.6	\$70.7	6.4%	-1.3%	Potato and potato products, live trees, plants and flowers, animal feed, preparations of grain and pasta, wild blueberries, live animals
2	Massachusetts	\$34.4	\$47.6	\$50.3	38.5%	5.6%	Potato and potato products, live animals, live trees, plants and flowers, preparations of vegetables, soups and broths, animal feed
3	Puerto Rico*	\$54.4	\$44.8	\$37.7	-17.7%	-15.9%	Potato and potato products, preparations of grain and pasta
4	Pennsylvania	\$51.0	\$48.9	\$36.9	-4.1%	-24.5%	Live animals, potato and potato products, preparations of nuts and seeds, beer, maple products
5	New York	\$36.5	\$48.1	\$36.0	31.8%	-25.1%	Potato and potato products, live trees, plants and flowers, sugar confectionery
All other states		\$189.2	\$153.0	\$118.0			--
Total United States		\$432.7	\$414.0	\$349.5	-4.3%	-15.6%	Refer to previous table

*A territory of the United States

Source: Statistics Canada, CATSNET Analytics (April 2018)

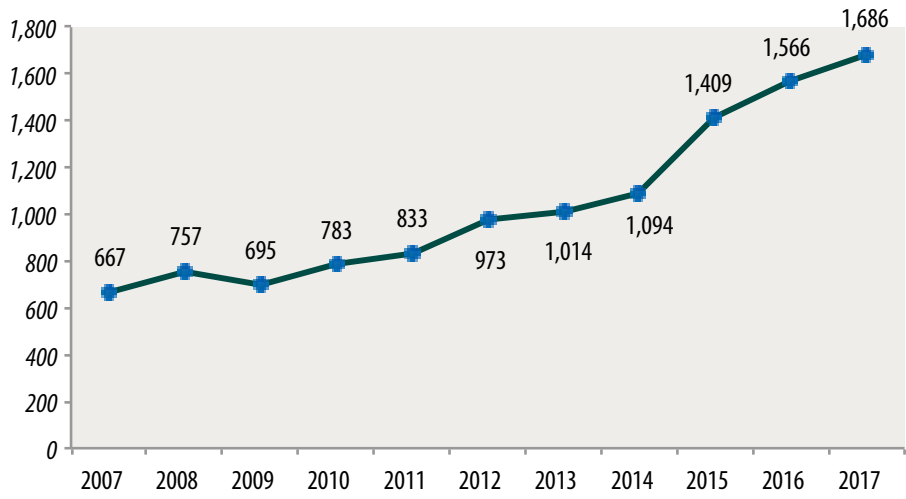
New Brunswick seafood export highlights – 2017

New Brunswick seafood exports have increased significantly over the past decade reaching an all-time high in 2017, due to increased international demand for seafood products.

Below are the key market highlights for 2017 compared to 2016:

- Total value of New Brunswick's seafood exports increased by \$120 million (eight per cent) to reach \$1.7 billion in 2017, resulting mainly from higher crab sales. Otherwise, most products underwent some decline in export value, in part due to a strengthened Canadian dollar.
- Crab exports increased by \$181 million (112 per cent) to total \$342 million in 2017, due to increases in export volume and market price. This reflects better market conditions. The top export destinations for crab were the United States, Japan and China, accounting for 68 per cent, 17 per cent and 11 per cent of export share, respectively.
- Salmon exports were valued at \$392 million in 2017, down \$33 million (eight per cent) from 2016. This decline in sales resulted from a decrease in export volume outweighing an increase in market price. Majority of salmon exports were destined for the United States (95 per cent of export share).
- Lobster exports fell by \$16 million (two per cent), from \$806 million in 2016 to \$790 million in 2017, due to a drop in market price outweighing a slight increase in export volume. Top destinations for New Brunswick's lobster exports include: the United States (82 per cent share), Japan (three per cent share) and China (three per cent share).
- Herring exports amounted to \$65 million in 2017, down \$6.8 million (nine per cent) compared to 2016, largely due to a decline in market price. The Dominican Republic, United States and Haiti were the most important markets for New Brunswick's herring exports, accounting for 34 per cent, 29 per cent and 16 per cent of export share, respectively.
- The United States continued to be New Brunswick's largest seafood export market worth \$1.4 billion, up \$46 million (four per cent) from 2016, mainly due to higher crab sales.
- Other key markets that showed significant increases in 2017 were China, Japan, Vietnam and Belgium. Specifically:
 - » Exports to China were up by \$29 million (63 per cent) to \$75 million in 2017, mostly due to higher crab sales.
 - » Sales to Japan increased by \$21 million (30 per cent) to reach \$93 million in 2017. This resulted mainly from higher sales of crab.
 - » Exports to Vietnam more than tripled in 2017, up \$12 million, totaling \$17 million. This was largely due to higher sales of lobster and crab.
 - » These increases in New Brunswick seafood sales to China, Japan and Vietnam resulted from significant market development efforts by the province.
 - » Exports to Belgium rose by \$9.9 million (76 per cent) to \$23 million in 2017, primarily due to higher lobster sales. The Comprehensive Economic and Trade Agreement (CETA)⁶ between Canada and the EU partly drove this increase in sales.

Total value of New Brunswick seafood exports, 2007-2017 (\$ millions)



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

Rank	Product	2015	2016	2017	2015-2016 growth	2016-2017 growth	Top markets in 2017
1	Lobster	\$800.1	\$806.0	\$790.5	0.7%	-1.9%	United States, Japan, China, Belgium, Vietnam, Spain, South Korea, Hong Kong, France, Taiwan
2	Salmon	\$259.2	\$425.1	\$391.8	64.0%	-7.8%	United States, China, Taiwan, Israel, Vietnam
3	Crab	\$163.3	\$161.4	\$342.1	-1.1%	112.0%	United States, Japan, China, Vietnam, Indonesia, Hong Kong, South Korea, Taiwan
4	Herring	\$62.7	\$71.8	\$65.1	14.6%	-9.4%	Dominican Republic, United States, Haiti, Japan, Trinidad and Tobago, China, Netherlands
5	Sardine	\$31.1	\$19.6	\$21.5	-37.1%	9.7%	United States
6	Scallop	\$16.9	\$17.2	\$16.8	1.9%	-2.5%	United States, Netherlands
7	Seaweed and algae	\$8.5	\$8.0	\$9.0	-5.6%	12.5%	United States
8	Shrimp and prawn	\$13.5	\$11.4	\$8.6	-15.7%	-24.3%	United States, Sweden, United Kingdom
9	Oyster	\$4.1	\$4.8	\$5.7	18.4%	18.6%	United States
10	Sea urchin	\$5.7	\$4.9	\$4.3	-12.6%	-12.4%	United States
11	Trout	\$0.6	\$1.9	\$3.6	204.0%	87.0%	United States
12	Eel	\$17.0	\$4.2	\$3.6	-75.2%	-15.0%	Hong Kong, Belgium, Netherlands
13	Clam	\$5.9	\$4.8	\$2.9	-17.9%	-40.2%	United States
14	Sea cucumber	\$1.7	\$1.9	\$1.9	12.6%	-0.9%	Hong Kong, China
15	Cod	\$1.1	\$1.5	\$1.2	37.2%	-19.6%	United States
All other seafood products		\$18.1	\$21.5	\$17.6			--
All seafood products		\$1,409.2	\$1,566.1	\$1,686.2	11.1%	7.7%	United States, Japan, China, Belgium, Dominican Republic, Vietnam, Haiti, Hong Kong, Spain, South Korea

Source: Statistics Canada, CATSNET Analytics (April 2018).

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

Rank	Product	2015	2016	2017	2015-2016 growth	2016-2017 growth	Top markets in 2017
1	Frozen lobster (excluding lobster meat)	\$453.3	\$436.6	\$413.7	-3.7%	-5.2%	United States, Japan, Belgium, China, Vietnam, Spain, South Korea, Hong Kong, Taiwan, Germany
2	Lobster meat	\$214.6	\$244.7	\$219.0	14.0%	-10.5%	United States, China, United Kingdom, Hong Kong, Belgium
3	Live lobster	\$126.9	\$118.6	\$143.2	-6.6%	20.7%	United States, China, France
4	Other processed lobster	\$5.3	\$6.1	\$14.6	16.0%	138.4%	United States, China, Hong Kong
All lobster		\$800.1	\$806.0	\$790.5	0.7%	-1.9%	Refer to previous table

Source: Statistics Canada, CATSNET Analytics (April 2018)

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

Rank	Country	2015	2016	2017	2015-2016 growth	2016-2017 growth	Top products in 2017
1	United States	\$1,213.0	\$1,307.3	\$1,353.7	7.8%	3.5%	Lobster, salmon, crab, sardine, herring, scallop, seaweed and algae, shrimp and prawn, oyster, sea urchin
2	Japan	\$55.3	\$71.9	\$93.1	30.0%	29.5%	Crab, lobster, herring
3	China	\$13.6	\$46.0	\$75.0	237.0%	63.1%	Crab, lobster, salmon, herring, sea cucumber
4	Belgium	\$7.1	\$13.1	\$23.0	83.7%	75.9%	Lobster, eel
5	Dominican Republic	\$16.6	\$20.0	\$22.4	20.2%	12.2%	Herring
6	Vietnam	\$5.9	\$5.4	\$17.1	-7.4%	213.2%	Lobster, crab, salmon
7	Haiti	\$16.6	\$14.5	\$14.2	-12.9%	-1.6%	Herring
8	Hong Kong	\$20.5	\$16.8	\$12.0	-18.3%	-28.5%	Lobster, crab, eel, sea cucumber
9	Spain	\$6.7	\$8.3	\$10.2	24.1%	22.9%	Lobster
10	South Korea	\$9.0	\$6.9	\$10.2	-23.0%	46.8%	Lobster, crab
11	Taiwan	\$2.2	\$5.6	\$9.1	152.3%	61.9%	Salmon, lobster, crab
12	France	\$7.3	\$8.8	\$7.6	21.2%	-13.2%	Lobster
13	United Kingdom	\$11.3	\$11.0	\$4.3	-3.1%	-60.4%	Lobster, shrimp and prawn
14	Netherlands	\$4.9	\$6.4	\$4.1	30.9%	-36.2%	Scallop, herring, eel, lobster
15	Israel	\$0.0	\$0.1	\$3.9	--	2,584.2%	Salmon
16	Indonesia	\$0.1	\$0.6	\$3.8	438.2%	494.0%	Crab
17	Sweden	\$3.8	\$6.4	\$3.5	68.3%	-44.4%	Lobster, shrimp and prawn
18	Germany	\$1.9	\$3.2	\$3.1	68.3%	-0.5%	Lobster
19	Trinidad and Tobago	\$1.8	\$2.0	\$3.0	13.9%	46.3%	Herring
20	Italy	\$2.9	\$3.9	\$2.7	33.3%	-30.2%	Lobster
All other export markets		\$8.6	\$8.0	\$10.1			--
World		\$1,409.2	\$1,566.1	\$1,686.2	11.1%	7.7%	Lobster, salmon, crab, herring, sardine, scallop, seaweed and algae, shrimp and prawn, oyster, sea urchin

Source: Statistics Canada, CATSNET Analytics (April 2018)

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

Rank	State	2015	2016	2017	2015-2016 growth	2016-2017 growth	Top products in 2017
1	Massachusetts	\$621.1	\$677.7	\$710.5	9.1%	4.8%	Lobster, crab, salmon, scallop, trout, clam, shrimp and prawn, oyster, herring
2	Maine	\$131.2	\$136.2	\$135.6	3.8%	-0.5%	Lobster, salmon, sea urchin, crab, oyster, seaweed and algae, scallop
3	New York	\$75.1	\$106.7	\$110.9	42.0%	3.9%	Salmon, lobster, herring, crab
4	Florida	\$61.6	\$68.8	\$68.4	11.6%	-0.5%	Lobster, crab, salmon, shrimp and prawn, herring, sardine
5	California	\$51.5	\$58.6	\$61.6	13.7%	5.2%	Lobster, salmon, crab, shrimp and prawn, sardine, herring, seaweed and algae
All other states		\$272.5	\$259.3	\$266.7			--
Total United States		\$1,213.0	\$1,307.3	\$1,353.7	7.8%	3.5%	Refer to previous table

Source: Statistics Canada, CATSNET Analytics (April 2018)

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. New Brunswick is the second largest producer of maple products in Canada, behind Quebec. The province accounted for about 4 per cent of Canada’s production with 551,000 gallons of syrup produced in 2017, up four per cent from 2016 and 28 per cent from 2015. A significant proportion of the maple products produced in New Brunswick are transported to neighbouring provinces, predominantly Quebec, for further processing and eventual exportation. Thus, these exports are not counted towards New Brunswick domestic exports.
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 2017, Atlantic Canada exported wild blueberries worth \$97 million, with about 44 per cent of the production coming from New Brunswick. The top three export destinations were the United States, Germany and Japan with market shares of 35 per cent, 19 per cent and 12 per cent, respectively.
6. CETA is a progressive free trade agreement between Canada and the EU which entered into force provisionally on September 21, 2017. With CETA, 98 per cent of EU tariffs on Canadian goods have been eliminated.

Contact information

For more information on New Brunswick agrifood and seafood export statistics, please contact:

Kimberly Watson, Provincial Director of Marketing and Trade – Food
Government of New Brunswick
Email: kimberly.watson@gnb.ca

Or

Ayesha Noël, Economist
Government of New Brunswick
Email: ayesha.noel@gnb.ca

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Province of New Brunswick
P.O. Box 6000, Fredericton NB E3B 5H1 CANADA

www.gnb.ca

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