

New Brunswick agrifood and seafood export highlights

2018



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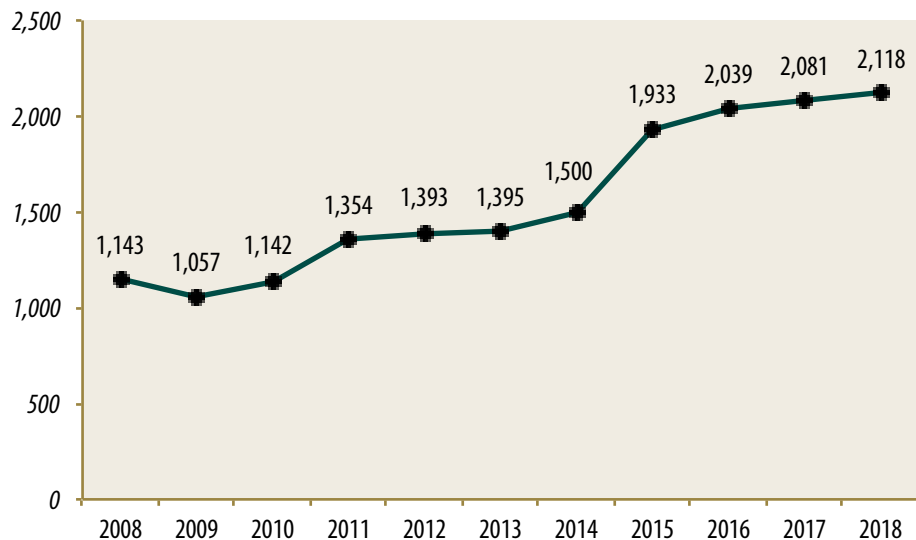
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Summary

- In 2018, New Brunswick exported¹ \$2.1 billion worth of agrifood² and seafood³ products to 90 countries, accounting for 17 per cent of the province's total exports. Particularly, New Brunswick exported \$448 million worth of agrifood products and \$1.7 billion worth of seafood products.
- Since 2008, the total value of New Brunswick agrifood and seafood exports has risen 85 per cent. Specifically, agrifood exports have expanded by 16 per cent while seafood exports have grown by 121 per cent.
- The top exported agrifood commodities in 2018 were: potato and potato products; live trees, plants and flowers; and animal feed. The leading exported seafood commodities were: lobster, salmon and crab.
- The United States continued to be the largest export market for New Brunswick's agrifood and seafood products, accounting for 83 per cent of sales. Other key markets included China, Japan, Hong Kong, Dominican Republic, South Korea and Taiwan.

Total value of New Brunswick agrifood and seafood exports, 2008-2018 (\$ millions)



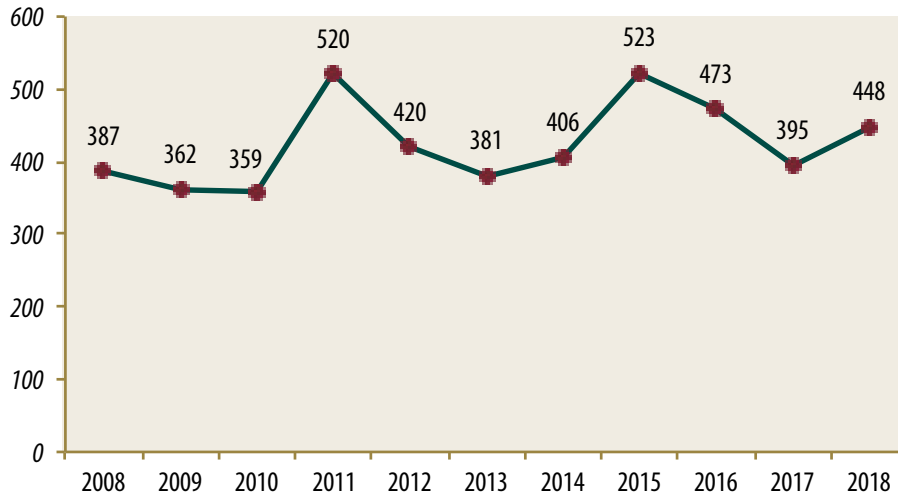
New Brunswick agrifood export highlights – 2018

The total value of agrifood exports has fluctuated significantly over the last 10 years (2008-2018), driven largely by changes in the United States' demand.

Below are the key market highlights for 2018 compared to 2017:

- New Brunswick agrifood exports rose in value by \$53 million (13 per cent) to total \$448 million in 2018, with notable growth in sales of potato and potato products, animal feed and preparations of grain and pasta. The United States, Costa Rica and Mexico were the most important markets for New Brunswick's agrifood exports, accounting for 86 per cent, two per cent and two per cent of export share, respectively.
- Exports of potato and potato products increased notably by \$36 million (15 per cent) to reach \$285 million in 2018, largely due to higher sales of frozen french fries. Exports to the United States contributed most to this increase, with sales up by \$22 million (10 per cent).
- Animal feed exports rose by \$11 million (65 per cent) to \$28 million, as a result of a significant increase in export volume outweighing a drop in market price. Sales to the United States accounted for 98 per cent of export share.
- Export revenue for preparations of nuts and seeds fell by \$4.3 million (16 per cent) to \$23 million, with almost all sales destined for the United States. This decline in sales resulted from a drop in export volume outweighing a rise in average price.
- Exports of live animals decreased by \$1.5 million (seven per cent) to \$21 million, mainly due to declines in cattle and horse sales. Practically all of New Brunswick's live animal exports are destined for the United States.
- Exports of preparations of grain and pasta increased by \$7 million (75 per cent) to \$16 million, mainly due to greater export volume of baked goods. Exports to the United States increased the most, up by \$5.2 million (95 per cent). The top destinations for these products in 2018 were the United States, Saudi Arabia and the United Arab Emirates accounting for 65 per cent, seven per cent and seven per cent of export value, respectively.
- The United States continued to be New Brunswick's largest agrifood export market valued at \$384 million in 2018, up \$35 million (10 per cent) compared to 2017. Exports of potato and potato products, animal feed and preparations of grain and pasta contributed most to this increase.
- Other top markets that increased in value include Japan and Mexico, valued at \$5.8 million and \$7.8 million, respectively. Particularly, exports to Japan increased by \$4.2 million (266 per cent), while those to Mexico rose by \$1.7 million (27 per cent). These increases mainly resulted from higher sales of potato and potato products.

Total value of New Brunswick agrifood exports, 2008-2018 (\$ millions)



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

Rank	Product	2016	2017	2018	2016-2017 growth	2017-2018 growth	Top markets in 2018
1	Potato and potato products	\$272.5	\$248.2	\$284.6	-8.9%	14.7%	United States, Costa Rica, Mexico, Japan, Bahamas, United Arab Emirates, Panama, Kuwait, Iceland, Ecuador
2	Live trees, plants and flowers	\$31.6	\$30.3	\$34.4	-4.1%	13.3%	United States
3	Animal feed	\$28.6	\$16.9	\$28.0	-40.8%	65.4%	United States, Russian Federation, Mexico
4	Preparations of nuts and seeds	\$40.2	\$26.9	\$22.6	-33.1%	-16.1%	United States
5	Live animals	\$31.4	\$22.3	\$20.8	-29.1%	-6.7%	United States
6	Preparations of grain and pasta	\$8.1	\$9.3	\$16.3	14.4%	75.3%	United States, Saudi Arabia, United Arab Emirates, Kuwait, Qatar, Oman, Bahrain, Sweden, Mexico, French Polynesia
7	Maple products ⁴	\$17.2	\$10.8	\$9.7	-37.0%	-10.6%	United States, Denmark, United Kingdom, Australia, New Zealand, Italy
8	Beer	\$8.9	\$7.3	\$7.9	-17.4%	7.9%	United States
9	Wild blueberries ⁵	\$8.3	\$3.2	\$4.5	-60.8%	38.6%	United States
10	Preparations of vegetables (other than potatoes)	\$3.7	\$3.7	\$4.5	-1.4%	22.1%	United States, Kuwait, Jamaica, Costa Rica, Trinidad and Tobago
11	Chocolate confectionery	\$4.8	\$3.0	\$3.6	-37.7%	21.5%	United States
12	Soups and broths	\$1.2	\$1.1	\$1.4	-14.9%	32.2%	United States, Japan
13	Coffee	\$0.0	\$0.0	\$0.6	--	--	South Korea
14	Dairy products	\$0.8	\$1.0	\$0.6	20.5%	-42.3%	Saint Pierre and Miquelon, Iceland, Jamaica
	All other agrifood products	\$16.0	\$12.0	\$10.2			
	Total agrifood products	\$472.5	\$395.2	\$448.5	-16.4%	13.5%	United States, Costa Rica, Mexico, Japan, United Arab Emirates, Bahamas, Denmark, Kuwait, Saudi Arabia, Panama

-- Export value in the base period is zero or so close to zero that the percentage change is meaningless.

Source: Statistics Canada, CATSNET Analytics (March 2019).

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

Rank	Product	2016	2017	2018	2016-2017 growth	2017-2018 growth	Top markets in 2018
1	Prepared or preserved potato	\$203.4	\$175.1	\$214.7	-13.9%	22.6%	United States, Costa Rica, Mexico, Japan, Bahamas, United Arab Emirates, Panama, Kuwait, Iceland, Ecuador
2	Fresh potato	\$49.4	\$54.2	\$51.3	9.7%	-5.4%	United States, Saint Lucia, Dominican Republic
3	Potato flakes	\$11.5	\$9.9	\$9.7	-13.8%	-2.5%	United States, Malaysia
4	Seed potato	\$7.1	\$7.9	\$7.2	11.2%	-8.7%	United States, Brazil, Dominican Republic, Jamaica
	All other potato and potato products	\$1.1	\$1.1	\$1.8			
	Total potato and potato products	\$272.5	\$248.2	\$284.6	-8.9%	14.7%	Refer to previous table

Source: Statistics Canada, CATSNET Analytics (March 2019).

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

Rank	Market	2016	2017	2018	2016-2017 growth	2017-2018 growth	Top products in 2018
1	United States	\$414.0	\$349.5	\$384.2	-15.6%	9.9%	Potato and potato products, live trees, plants and flowers, animal feed, preparations of nuts and seeds, live animals, preparations of grain and pasta, beer, maple products, wild blueberries, chocolate confectionery
2	Costa Rica	\$9.8	\$10.4	\$9.6	6.8%	-7.5%	Potato and potato products, preparations of vegetables (other than potatoes)
3	Mexico	\$7.4	\$6.1	\$7.8	-17.6%	27.4%	Potato and potato products, preparations of grain and pasta, animal feed
4	Japan	\$1.7	\$1.6	\$5.8	-5.9%	265.8%	Potato and potato products, soups and broths
5	United Arab Emirates	\$2.2	\$2.3	\$3.7	6.1%	59.6%	Potato and potato products, preparations of grain and pasta
6	Bahamas	\$2.0	\$1.8	\$3.1	-10.8%	74.9%	Potato and potato products, preparations of grain and pasta
7	Denmark	\$2.7	\$1.6	\$2.6	-42.5%	64.6%	Maple products
8	Kuwait	\$1.4	\$1.3	\$2.6	-2.2%	91.7%	Potato and potato products, preparations of grain and pasta, preparations of vegetables (other than potatoes)
9	Saudi Arabia	\$1.7	\$1.3	\$2.1	-18.9%	57.2%	Preparations of grain and pasta, potato and potato products
10	Panama	\$0.6	\$0.8	\$1.9	29.3%	130.5%	Potato and potato products
11	Iceland	\$0.4	\$0.5	\$1.7	15.1%	260.7%	Potato and potato products, dairy products
12	Trinidad and Tobago	\$4.5	\$0.8	\$1.6	-82.0%	95.4%	Potato and potato products, preparations of vegetables (other than potatoes)
13	Ecuador	\$1.0	\$1.2	\$1.4	18.6%	15.5%	Potato and potato products
14	Colombia	\$0.0	\$2.3	\$1.3	--	-45.1%	Potato and potato products
15	Honduras	\$0.5	\$0.2	\$1.1	-54.2%	359.7%	Potato and potato products
16	South Korea	\$0.3	\$0.3	\$1.1	-4.3%	310.3%	Coffee
17	Peru	\$0.5	\$0.7	\$1.0	50.8%	35.8%	Potato and potato products, preparations of grain and pasta
18	Taiwan	\$0.2	\$0.4	\$1.0	111.9%	171.2%	Potato and potato products
19	Qatar	\$0.4	\$0.5	\$0.9	7.6%	97.3%	Potato and potato products, preparations of grain and pasta
20	Indonesia	\$0.4	\$0.5	\$0.9	28.5%	83.8%	Potato and potato products
All other export markets		\$21.0	\$11.1	\$13.2			
World		\$472.5	\$395.2	\$448.5	-16.4%	13.5%	Potato and potato products, live trees, plants and flowers, animal feed, preparations of nuts and seeds, live animals, preparations of grain and pasta, maple products, beer, wild blueberries, preparations of vegetables (other than potatoes)

-- Export value in the base period is zero or so close to zero that the percentage change is meaningless.

Source: Statistics Canada, CATSNET Analytics (March 2019).

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

Rank	State	2016	2017	2018	2016-2017 growth	2017-2018 growth	Top products in 2018
1	Maine	\$71.6	\$70.7	\$84.0	-1.3%	18.8%	Potato and potato products, live trees, plants and flowers, animal feed, wild blueberries, preparations of grain and pasta, live animals, beer
2	Pennsylvania	\$48.9	\$36.9	\$43.6	-24.5%	18.2%	Potato and potato products, live animals, preparations of nuts and seeds, beer, maple products, preparations of vegetables (other than potatoes), preparations of grain and pasta
3	New York	\$48.1	\$36.0	\$42.6	-25.1%	18.4%	Potato and potato products, live trees, plants and flowers, preparations of vegetables (other than potatoes), beer, animal feed
4	Puerto Rico*	\$44.8	\$37.7	\$40.9	-15.9%	8.7%	Potato and potato products, preparations of grain and pasta
5	Massachusetts	\$47.6	\$50.3	\$40.1	5.6%	-20.2%	Potato and potato products, live trees, plants and flowers, animal feed, live animals, soups and broths, preparations of vegetables (other than potatoes), preparations of grain and pasta, beer
All other States		\$153.0	\$118.0	\$132.9			
Total United States		\$414.0	\$349.5	\$384.2	-15.6%	9.9%	Refer to previous table

*A territory of the United States.

Source: Statistics Canada, CATSNET Analytics (March 2019).

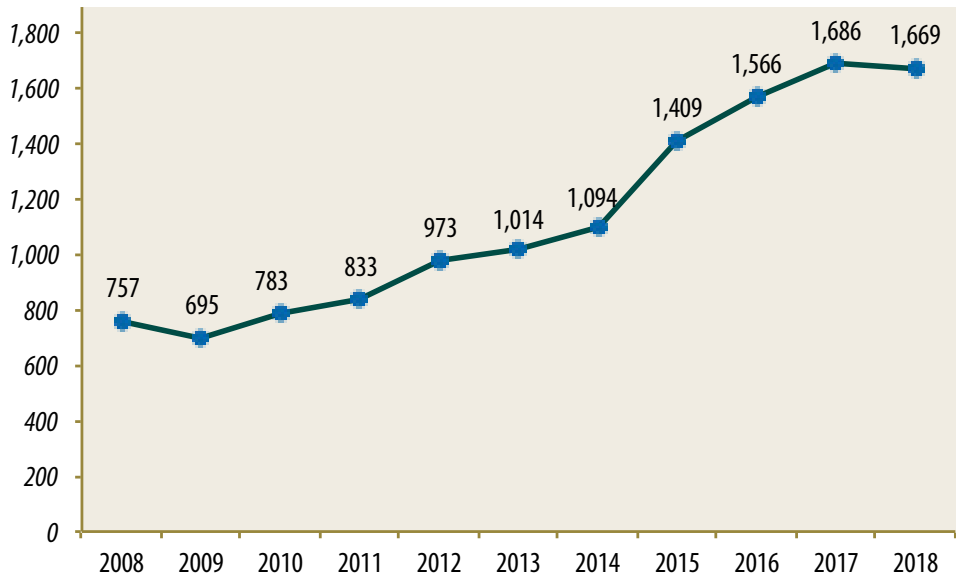
New Brunswick seafood export highlights – 2018

New Brunswick seafood exports have increased significantly over the past decade reaching \$1.7 billion in 2018, due to increased international demand for seafood products.

Below are the key market highlights for 2018 compared to 2017:

- New Brunswick's seafood exports fell marginally by \$17 million (one per cent) to \$1.7 billion in 2018. Although crab exports declined significantly because of lower quota, sales of other key species, such as lobster, salmon and eel, increased notably. In 2018, the top export destinations included the United States, China and Japan, with 83 per cent, three per cent and three per cent of export share, respectively.
- Lobster exports increased by \$50 million (six per cent) to \$841 million in 2018, largely due to higher sales of frozen lobster as a result of a rise in market price. Exports to the United States and South Korea contributed most to this increase, with sales up by \$85 million (13 per cent) and \$10 million (116 per cent), respectively.
- Salmon exports rose by \$24 million (6 per cent) to reach \$415 million in 2018, due to slight increases in export volume and market price. The most significant increases were seen in China, by \$7.9 million (81 per cent), Taiwan, by \$7.8 million (177 per cent), and the United States, by \$6.7 million (two per cent).
- Crab exports fell by \$105 million (31 per cent) to \$237 million in 2018. This resulted from a significant decline in export volume outweighing an increase in average price. The drop in export volume was largely due to significant quota cutbacks. Exports to the United States, Japan and China declined most, by \$54 million (23 per cent), \$37 million (63 per cent) and \$21 million (55 per cent), respectively. On a more positive note, crab exports to Indonesia grew by 103 per cent to reach \$7.8 million in 2018, while sales to Vietnam rose by 24 per cent to total \$5.4 million.
- Herring exports rose by \$4.2 million (6 per cent) to total \$69 million in 2018. This mainly resulted from higher sales of smoked herring, due to increased price and volume. Exports to the Dominican Republic increased the most, with sales up by \$4 million (18 per cent).
- Exports of eels rose significantly by \$21 million (594 per cent) to \$25 million, due to substantial increases in market price and export volume of live eels. Sales to Hong Kong contributed most, up by \$20 million.
- The United States continued to be New Brunswick's most important trading partner with sales up by \$25 million (2 per cent) to \$1.4 billion in 2018. This increase mainly resulted from higher lobster sales.
- Other key markets that showed notable increases in 2018 were Hong Kong, South Korea and Taiwan. Particularly:
 - » Exports to Hong Kong rose by \$19 million (161 per cent) to reach \$31 million, largely due to higher eel sales.
 - » Sales to South Korea increased by \$11 million (107 per cent) to \$21 million, mainly due to greater lobster exports.
 - » Exports to Taiwan were up by \$6.6 million (72 per cent) to total \$16 million, due to higher salmon sales.

Total value of New Brunswick seafood exports, 2008-2018 (\$ millions)



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

Rank	Product	2016	2017	2018	2016-2017 growth	2017-2018 growth	Top markets in 2018
1	Lobster	\$806.0	\$790.5	\$840.8	-1.9%	6.4%	United States, South Korea, Japan, China, Belgium, United Kingdom, Hong Kong, Spain, France, Taiwan
2	Salmon	\$425.1	\$391.8	\$415.5	-7.8%	6.0%	United States, China, Taiwan, Vietnam, Israel, Hong Kong, France, Qatar, Guam, Gambia
3	Crab	\$161.4	\$342.1	\$236.7	112.0%	-30.8%	United States, Japan, China, Indonesia, Vietnam, Hong Kong, France, South Korea, United Kingdom, Netherlands
4	Herring	\$71.8	\$65.1	\$69.3	-9.4%	6.5%	Dominican Republic, United States, Haiti, Japan, China, Trinidad and Tobago, Netherlands, Jamaica, Suriname, United Kingdom
5	Eel	\$4.2	\$3.6	\$24.8	-15.0%	594.1%	Hong Kong, Belgium, South Korea, Portugal, United States, China
6	Sardine	\$19.6	\$21.5	\$16.9	9.7%	-21.4%	United States
7	Scallop	\$17.2	\$16.8	\$11.8	-2.5%	-29.7%	United States, Netherlands
8	Shrimp	\$11.4	\$8.6	\$9.0	-24.3%	4.4%	United States, United Kingdom, China, Sweden, Morocco, Norway
9	Seaweed and algae	\$8.0	\$9.0	\$7.4	12.5%	-17.2%	United States, France, Singapore, South Korea
10	Oyster	\$4.8	\$5.7	\$6.1	18.6%	7.0%	United States
11	Sea urchin	\$4.9	\$4.3	\$3.0	-12.4%	-30.1%	United States
12	Sea cucumber	\$1.9	\$1.9	\$2.1	-0.9%	10.4%	Hong Kong, United States, China
13	Clam	\$4.8	\$2.9	\$2.0	-40.2%	-29.7%	United States
14	Trout	\$1.9	\$3.6	\$1.9	87.0%	-47.1%	United States
15	Cod	\$1.5	\$1.2	\$1.5	-19.6%	27.3%	United States
16	Halibut	\$1.5	\$0.8	\$0.7	-44.8%	-16.6%	United States
All other seafood products		\$20.0	\$16.8	\$19.6			
Total seafood products		\$1,566.1	\$1,686.2	\$1,669.1	7.7%	-1.0%	United States, China, Japan, Hong Kong, Dominican Republic, South Korea, Haiti, Taiwan, Belgium, United Kingdom

Source: Statistics Canada, CATSNET Analytics (March 2019).

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

Rank	Product	2016	2017	2018	2016-2017 growth	2017-2018 growth	Top markets in 2018
1	Frozen lobster	\$436.6	\$413.7	\$483.1	-5.2%	16.8%	United States, Japan, South Korea, Belgium, China, Spain, Hong Kong, Taiwan, Italy, France
2	Prepared or preserved lobster	\$250.7	\$231.7	\$212.4	-7.6%	-8.3%	United States, United Kingdom, South Korea, Belgium, China, Hong Kong, Singapore, Italy, Germany, Japan
3	Live lobster	\$118.6	\$143.2	\$145.2	20.7%	1.4%	United States, China, France, United Kingdom, Hong Kong
All other lobster		\$0.1	\$1.9	\$0.0			
Total lobster		\$806.0	\$790.5	\$840.8	-1.9%	6.4%	Refer to previous table

Source: Statistics Canada, CATSNET Analytics (March 2019).

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

Rank	Market	2016	2017	2018	2016-2017 growth	2017-2018 growth	Top products in 2018
1	United States	\$1,307.3	\$1,353.7	\$1,378.4	3.5%	1.8%	Lobster, salmon, crab, herring, sardine, scallop, shrimp, seaweed and algae, oyster, sea urchin
2	China	\$46.0	\$75.0	\$54.5	63.1%	-27.3%	Salmon, crab, lobster, herring, shrimp, sea cucumber, eel
3	Japan	\$71.9	\$93.1	\$47.9	29.5%	-48.5%	Crab, lobster, herring
4	Hong Kong	\$16.8	\$12.0	\$31.3	-28.5%	160.9%	Eel, lobster, salmon, crab, sea cucumber
5	Dominican Republic	\$20.0	\$22.4	\$26.4	12.2%	18.1%	Herring
6	South Korea	\$6.9	\$10.2	\$21.1	46.8%	106.8%	Lobster, eel, crab, seaweed and algae
7	Haiti	\$14.5	\$14.2	\$15.7	-1.6%	10.3%	Herring
8	Taiwan	\$5.6	\$9.1	\$15.7	61.9%	72.5%	Salmon, lobster
9	Belgium	\$13.1	\$23.0	\$15.1	75.9%	-34.3%	Lobster, eel
10	United Kingdom	\$11.0	\$4.3	\$8.4	-60.4%	94.0%	Lobster, shrimp, crab, herring
11	Vietnam	\$5.4	\$17.1	\$8.2	213.2%	-51.8%	Crab, salmon
12	Indonesia	\$0.6	\$3.8	\$7.8	494.0%	103.1%	Crab
13	France	\$8.8	\$7.6	\$7.0	-13.2%	-8.3%	Lobster, crab, salmon, seaweed and algae, herring
14	Spain	\$8.3	\$10.2	\$5.4	22.9%	-47.3%	Lobster
15	Netherlands	\$6.4	\$4.1	\$3.8	-36.2%	-7.4%	Herring, scallop, lobster, crab
16	Italy	\$3.9	\$2.7	\$2.7	-30.2%	0.4%	Lobster, herring
17	Israel	\$0.1	\$3.9	\$2.6	2,584.2%	-31.6%	Salmon
18	Trinidad and Tobago	\$2.0	\$3.0	\$2.4	46.3%	-20.3%	Herring
19	Germany	\$3.2	\$3.1	\$2.1	-0.5%	-32.7%	Lobster
20	Singapore	\$2.1	\$1.8	\$1.9	-14.0%	5.9%	Lobster, seaweed and algae
All other export markets		\$12.3	\$11.9	\$10.6			
World		\$1,566.1	\$1,686.2	\$1,669.1	7.7%	-1.0%	Lobster, salmon, crab, herring, eel, sardine, scallop, shrimp, seaweed and algae, oyster

Source: Statistics Canada, CATSNET Analytics (March 2019).

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

Rank	State	2016	2017	2018	2016-2017 growth	2017-2018 growth	Top products in 2018
1	Massachusetts	\$677.7	\$710.5	\$779.0	4.8%	9.6%	Lobster, crab, salmon, scallop, shrimp, trout, clam, oyster, cod, herring
2	Maine	\$136.2	\$135.6	\$115.3	-0.5%	-15.0%	Lobster, salmon, oyster, sea urchin, scallop, seaweed and algae, sea cucumber, clam, halibut, crab
3	New York	\$106.7	\$110.9	\$100.9	3.9%	-9.0%	Salmon, lobster, herring, oyster, crab, sardine, trout, cod, eel
4	California	\$58.6	\$61.6	\$75.4	5.2%	22.4%	Salmon, lobster, crab, shrimp, sardine, herring, seaweed and algae, oyster
5	Florida	\$68.8	\$68.4	\$66.9	-0.5%	-2.1%	Lobster, crab, salmon, herring, shrimp, sardine, cod
All other states		\$259.3	\$266.7	\$240.8			
Total United States		\$1,307.3	\$1,353.7	\$1,378.4	3.5%	1.8%	Refer to previous table

Source: Statistics Canada, CATSNET Analytics (March 2019).

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 products harvested or cultured in marine and fresh water as well as seafood products manufactured by New Brunswick’s seafood processors.
4. New Brunswick was the third largest producer of maple products in Canada in 2018, behind Quebec and Ontario. The province accounted for about 4 per cent of Canada’s production with 361,000 gallons of syrup produced in 2018. 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. A significant proportion of wild blueberries produced in New Brunswick are processed in and shipped out of Nova Scotia. Thus, these exports are counted towards Nova Scotia domestic exports. It is hence more plausible to analyze blueberry exports from an Atlantic Canada perspective. Atlantic Canada comprises New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador. In 2018, Atlantic Canada exported wild blueberries worth \$131 million, with about 55 per cent of the production coming from New Brunswick. The top three export destinations were the United States, Germany and Poland with market shares of 30 per cent, 19 per cent and 10 per cent, respectively.

Contact information

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

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