



New Brunswick Agri-Food and Seafood Export Highlights 2022

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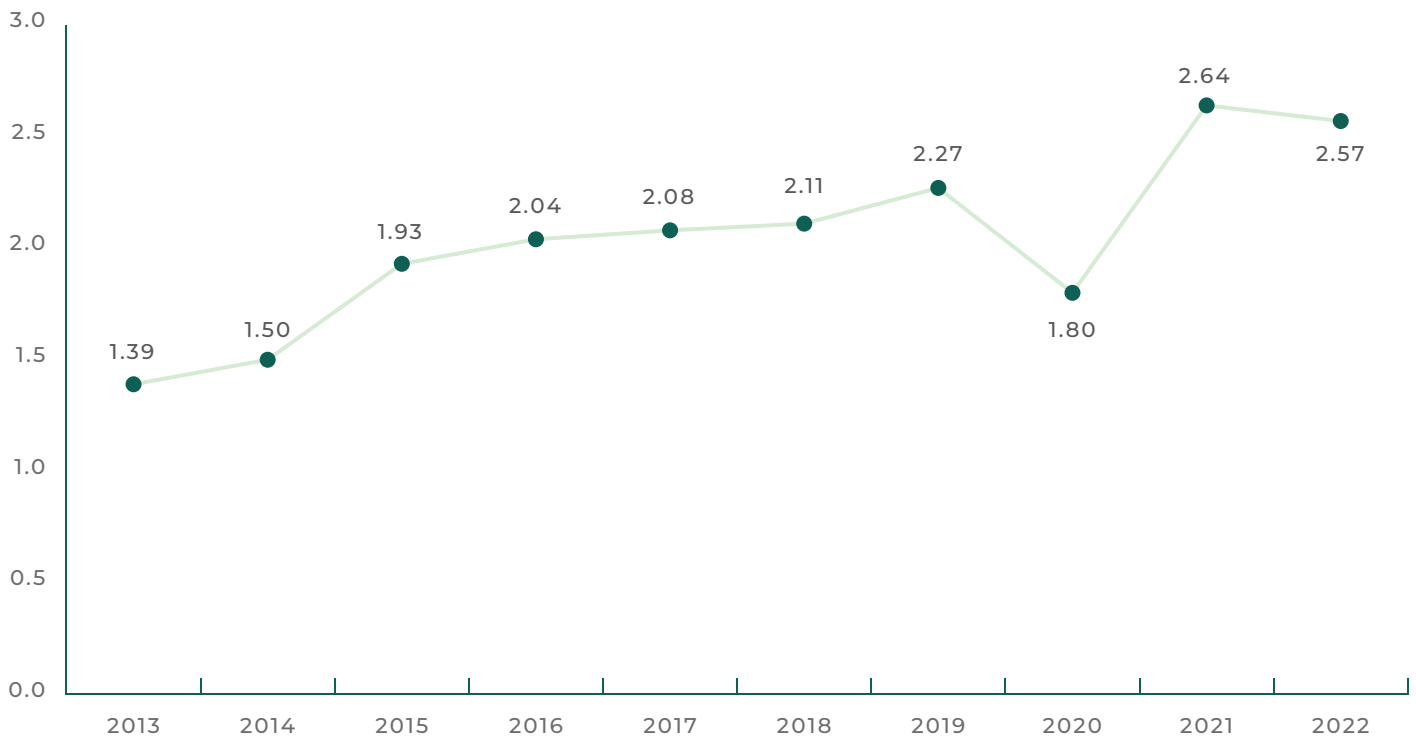
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SUMMARY

- In 2022, New Brunswick exported¹ \$2.57 billion worth of agri-food² and seafood³ products to 91 countries, accounting for 14 per cent of the province's total exports. Particularly, New Brunswick exported \$690.1 million worth of agri-food products and \$1.88 billion worth of seafood products.
- The total value of New Brunswick's agri-food and seafood exports has risen 84 per cent over the last decade (2013-2022). Specifically, agri-food exports have expanded by 81 per cent and seafood exports by 85 per cent.
- The top three exported agri-food products in 2022 were: potatoes and potato products, animal feed, and live trees, plants, and flowers. The leading exported seafood products were lobster, crab, and salmon.
- The United States continued to be the largest export market for New Brunswick's agri-food and seafood products, accounting for 79 per cent of sales. Other key markets included China, Japan, Dominican Republic, South Korea, Hong Kong, Taiwan, and the United Kingdom.

TOTAL VALUE OF NEW BRUNSWICK AGRI-FOOD AND SEAFOOD EXPORTS, 2013-2022 (\$ BILLIONS)



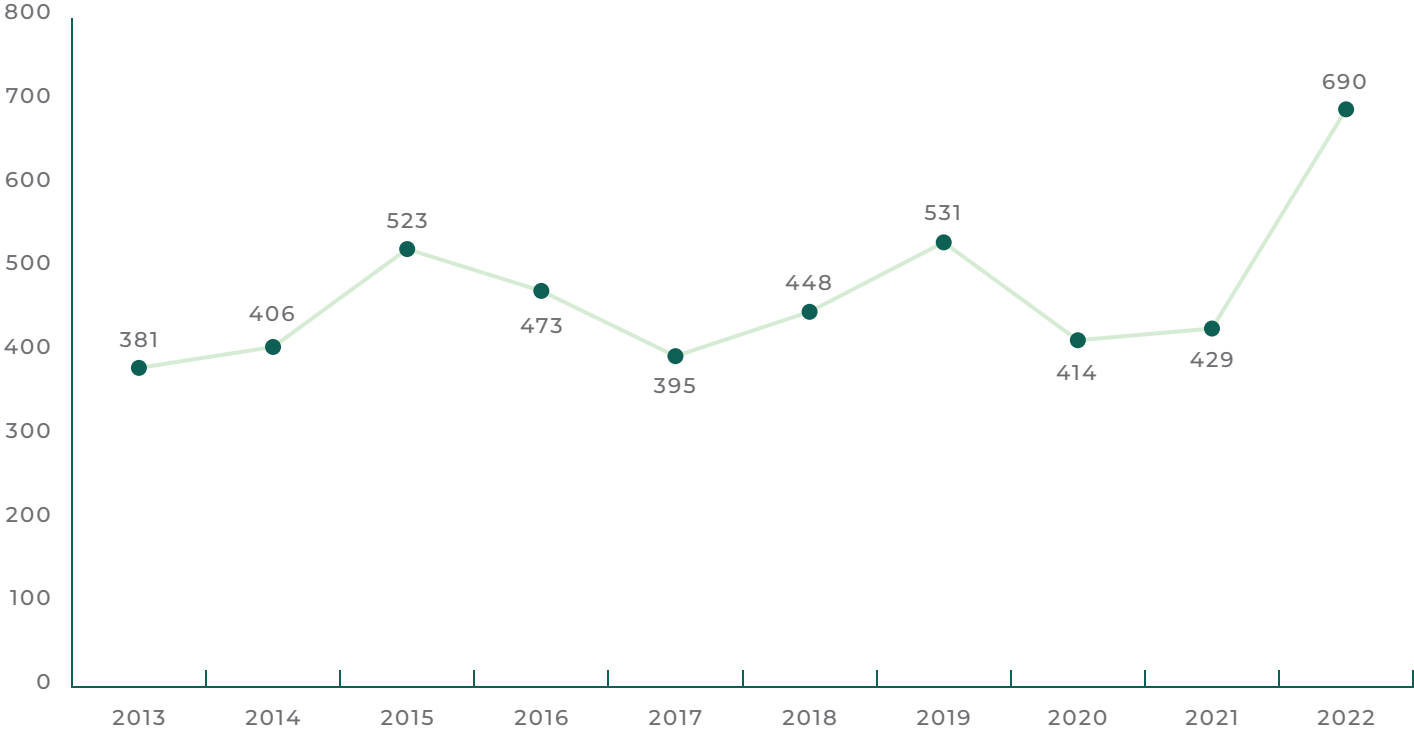
NEW BRUNSWICK AGRI-FOOD EXPORT HIGHLIGHTS – 2022

New Brunswick's agri-food exports have fluctuated over the last decade, primarily driven by changes in demand in the United States. In 2020, sales dropped as the COVID-19 pandemic caused major disruptions to the global agri-food supply chain, however, the sector rebounded strongly in 2022, reaching a record-high \$690.1 million in export sales.

Below are the key market highlights for 2022 compared to 2021:

- New Brunswick's agri-food exports rose in value by \$261.2 million (61 per cent) to total \$690.1 million in 2022. Increases were seen across a range of products, with the largest noted in sales of potatoes and potato products, animal feed, cannabis, sugar confectionery, and meat.
- Exports of potatoes and potato products rose sharply in value by \$203.0 million (98 per cent) to an all-time high of \$411.1 million in 2022. Increases were noted in sales of prepared/preserved potatoes (mostly frozen French fries), by \$147.6 million (111 per cent), fresh potatoes, by \$45.9 million (84 per cent), and potato flakes, by \$7.5 million (63 per cent). The 2021 growing season produced a record crop, with the majority marketed in 2022. Sales to the United States increased the most, by \$178.2 million (109 per cent), followed by exports to the United Kingdom, by \$11.2 million, from \$0 the previous year, China, by \$3.6 million (885 per cent), and Taiwan, by \$3.0 million (98 per cent).
- Export revenues from animal feed increased by \$19.1 million (43 per cent) to reach \$63.0 million in 2022, due to higher market prices and export volume. The United States accounted for 94 per cent of export value, with sales up by \$17.7 million (43 per cent) in 2022.
- Cannabis sales grew by 122 per cent (\$10.7 million) to \$19.5 million in 2022, on greater export volume and market prices. Exports to Australia and Israel rose by \$6.1 million (322 per cent) and \$4.5 million (66 per cent), respectively.
- Meat exports totaled \$15.0 million in 2022, up \$7.7 million (105 per cent) compared to 2021. This increase was driven by higher prices of sausages. The United States accounted for 97 per cent of sales in 2022, up \$8.0 million (123 per cent) from 2021.
- Sales of sugar confectionery rose by \$8.4 million (224 per cent) to \$12.1 million in 2022, with 99.8 per cent of sales going to the United States. This resulted from increases in both export volume and average market price of sugar candy.
- The top market for New Brunswick's agri-food products in 2022 was the United States, valued at \$577.0 million, up 65 per cent (\$227.0 million) from the year prior. The United States accounted for 84 per cent of market share. The largest increases were seen in exports of potatoes and potato products, animal feed, sugar confectionery, meat, and preparations of grains.
- Other key destinations for the province's agri-food products in 2022 included Israel, the United Kingdom, Australia, and Panama. Specifically:
 - Sales to Israel grew by \$5.8 million (81 per cent) to total \$12.9 million in 2022, with the largest increase seen in exports of cannabis.
 - Exports to the United Kingdom rose by \$11.3 million (2,716 per cent), from \$0.4 million in 2021 to \$11.7 million in 2022, chiefly due to higher sales of potatoes and potato products.
 - Exports to Australia increased by \$6.5 million (192 per cent) to reach \$9.8 million in 2022, with the greatest rise noted in cannabis sales.
 - Sales to Panama totaled \$9.3 million in 2022, about 26 per cent (\$1.9 million) higher than in 2021, due to greater exports of potatoes and potato products.

TOTAL VALUE OF NEW BRUNSWICK AGRI-FOOD EXPORTS, 2013-2022 (\$ MILLIONS)



TOP NEW BRUNSWICK AGRI-FOOD EXPORT PRODUCTS BY VALUE (\$ MILLIONS)

RANK	PRODUCT	2020	2021	2022	2020-2021 GROWTH	2021-2022 GROWTH	TOP MARKETS IN 2022
1	Potatoes and potato products	231.67	208.16	411.14	-10.2%	97.5%	United States, United Kingdom, Panama, Costa Rica, Taiwan, United Arab Emirates, China, Japan, Mexico, Bahamas
2	Animal feed	38.84	43.96	63.01	13.2%	43.4%	United States, Taiwan, South Korea, Japan, Mexico, Trinidad and Tobago, Chile, Honduras, Hong Kong, Philippines
3	Live trees, plants, and flowers	37.24	50.89	53.07	36.6%	4.3%	United States
4	Preparations of grains	33.38	32.82	37.81	-1.7%	15.2%	United States, United Arab Emirates, Maldives, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman, Peru, Bahamas
5	Cannabis	3.14	8.78	19.46	179.4%	121.6%	Israel, Australia
6	Maple products ⁴	13.86	15.24	17.63	10.0%	15.7%	United States, Australia, Japan, Netherlands, Austria, Israel, China, New Zealand, United Kingdom, Germany
7	Meat	3.25	7.30	14.98	124.6%	105.2%	United States, Republic of Congo, Angola, Saint Pierre and Miquelon, France, Ghana
8	Sugar confectionery	1.96	3.75	12.15	91.9%	223.5%	United States
9	Wild blueberries ⁵	10.02	5.88	8.96	-41.3%	52.5%	United States, Poland, France
10	Beer	8.79	8.12	8.11	-7.6%	0.0%	United States
11	Preparations of vegetables (other than potatoes)	1.84	7.38	7.97	301.9%	7.9%	United States, Costa Rica, Kuwait, Honduras
12	Preparations of nuts and seeds	5.43	6.74	7.94	24.0%	17.9%	United States, Japan
13	Live animals	11.38	11.25	6.46	-1.2%	-42.6%	United States
14	Chocolate confectionery	3.69	1.31	5.00	-64.4%	280.9%	United States
15	Dairy products	0.45	6.19	3.46	1,282.9%	-44.1%	Algeria, Bahrain, Saint Pierre and Miquelon, Saudi Arabia, Qatar
16	Soups and broths	1.03	1.20	1.45	17.0%	20.8%	United States, Japan
Other agri-food products		7.56	9.95	11.50			
TOTAL AGRI-FOOD PRODUCTS		413.53	428.92	690.13	3.7%	60.9%	UNITED STATES, ISRAEL, UNITED KINGDOM, AUSTRALIA, PANAMA, TAIWAN, COSTA RICA, JAPAN, UNITED ARAB EMIRATES, MEXICO

Percentage changes are calculated using unrounded numbers.

Due to rounding, numbers in the above table may not add up precisely to the totals provided.

Source: Statistics Canada, CATSNET Analytics (June 2023).

TOP NEW BRUNSWICK AGRI-FOOD EXPORT PRODUCT BREAKDOWN – POTATOES AND POTATO PRODUCTS (\$ MILLIONS)

RANK	PRODUCT	2020	2021	2022	2020-2021 GROWTH	2021-2022 GROWTH	TOP MARKETS IN 2022
1	Prepared or preserved potatoes	135.22	132.96	280.52	-1.7%	111.0%	United States, Panama, Costa Rica, Taiwan, United Arab Emirates, China, Japan, Mexico, Bahamas, Kuwait
2	Fresh potatoes	70.87	54.72	100.58	-22.8%	83.8%	United States, Saint Lucia
3	Potato flakes	12.10	11.85	19.37	-2.1%	63.4%	United States
4	Seed potatoes	7.11	5.86	5.86	-17.6%	0.0%	United States, Jamaica, Philippines
All other potatoes and potato products		6.37	2.77	4.81			
TOTAL POTATOES AND POTATO PRODUCTS		231.67	208.16	411.14	-10.2%	97.5%	REFER TO PREVIOUS TABLE

Percentage changes are calculated using unrounded numbers.

Due to rounding, numbers in the above table may not add up precisely to the totals provided.

Source: Statistics Canada, CATSNET Analytics (June 2023).

TOP NEW BRUNSWICK AGRI-FOOD EXPORT MARKETS BY VALUE (\$ MILLIONS)

RANK	MARKET	2020	2021	2022	2020-2021 GROWTH	2021-2022 GROWTH	TOP PRODUCTS IN 2022
1	United States	352.06	349.98	576.99	-0.6%	64.9%	Potatoes and potato products, animal feed, live trees, plants, and flowers, preparations of grains, meat, maple products, sugar confectionery, wild blueberries, beer, preparations of nuts and seeds
2	Israel	2.64	7.12	12.92	169.8%	81.5%	Cannabis, maple products, animal feed
3	United Kingdom	0.11	0.42	11.70	284.8%	2,716.4%	Potatoes and potato products, maple products, animal feed
4	Australia	1.81	3.35	9.81	85.3%	192.4%	Cannabis, maple products, potatoes and potato products
5	Panama	6.52	7.36	9.26	12.9%	25.8%	Potatoes and potato products, preparations of grains
6	Taiwan	2.36	3.78	7.52	59.8%	98.9%	Potatoes and potato products, animal feed
7	Costa Rica	6.84	5.69	7.44	-16.8%	30.6%	Potatoes and potato products, preparations of vegetables (other than potatoes)
8	Japan	2.83	6.07	5.88	114.2%	-3.1%	Potatoes and potato products, maple products, animal feed, preparations of nuts and seeds, soups and broths
9	United Arab Emirates	4.60	5.70	5.65	23.8%	-0.8%	Potatoes and potato products, preparations of grains
10	Mexico	4.87	5.35	4.52	9.8%	-15.6%	Potatoes and potato products, animal feed, maple products
11	China	1.42	0.62	4.23	-56.2%	580.7%	Potatoes and potato products, maple products
12	Kuwait	3.97	3.84	3.70	-3.1%	-3.8%	Potatoes and potato products, preparations of grains, preparations of vegetables (other than potatoes)
13	Bahamas	2.22	2.53	3.28	13.7%	29.7%	Potatoes and potato products, preparations of grains
14	Algeria	0.00	3.46	2.88	-	-16.8%	Dairy products
15	Saudi Arabia	2.72	2.94	2.42	8.0%	-17.4%	Potatoes and potato products, preparations of grains, dairy products
16	Honduras	0.64	1.19	1.64	85.9%	38.5%	Potatoes and potato products, preparations of vegetables (other than potatoes), animal feed
17	Dominican Republic	0.42	0.96	1.42	127.1%	47.5%	Potatoes and potato products
18	South Korea	1.26	0.80	1.32	-36.6%	64.4%	Animal feed
19	Trinidad and Tobago	1.00	1.61	1.26	61.2%	-21.6%	Potatoes and potato products, animal feed, preparations of grains
20	Bahrain	0.74	0.45	1.21	-38.8%	168.0%	Potatoes and potato products, preparations of grains, dairy products
All other markets		14.49	15.70	15.10			
WORLD		413.53	428.92	690.13	3.7%	60.9%	POTATOES AND POTATO PRODUCTS, ANIMAL FEED, LIVE TREES, PLANTS, AND FLOWERS, PREPARATIONS OF GRAINS, CANNABIS, MAPLE PRODUCTS, MEAT, SUGAR CONFECTIONERY, WILD BLUEBERRIES, BEER

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

Percentage changes are calculated using unrounded numbers.

Due to rounding, numbers in the above table may not add up precisely to the totals provided.

Source: Statistics Canada, CATSNET Analytics (June 2023).

TOP NEW BRUNSWICK AGRI-FOOD EXPORT MARKET BREAKDOWN – UNITED STATES (\$ MILLIONS)

RANK	STATE	2020	2021	2022	2020-2021 GROWTH	2021-2022 GROWTH	TOP PRODUCTS IN 2022
1	Maine	88.06	91.66	111.52	4.1%	21.7%	Animal feed, live trees, plants, and flowers, potatoes and potato products, wild blueberries, preparations of grains, live animals, preparations of nuts and seeds, beer
2	Massachusetts	40.14	35.88	82.99	-10.6%	131.3%	Potatoes and potato products, preparations of grains, live trees, plants, and flowers, meat, preparations of vegetables (other than potatoes), soups and broths, animal feed, beer
3	New York	19.11	18.53	62.47	-3.0%	237.1%	Potatoes and potato products, live trees, plants, and flowers, maple products, preparations of vegetables (other than potatoes), beer, animal feed, preparations of grains
4	Pennsylvania	40.36	39.50	56.87	-2.1%	44.0%	Potatoes and potato products, sugar confectionery, live animals, beer, preparations of nuts and seeds, maple products, preparations of grains, preparations of vegetables (other than potatoes)
5	Puerto Rico	50.60	44.38	53.31	-12.3%	20.1%	Potatoes and potato products, preparations of grains, meat, preparations of vegetables (other than potatoes)
All other states		113.77	120.03	209.83			
TOTAL UNITED STATES		352.06	349.98	576.99	-0.6%	64.9%	REFER TO PREVIOUS TABLE

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Source: Statistics Canada, CATSNET Analytics (June 2023).

NEW BRUNSWICK SEAFOOD EXPORT HIGHLIGHTS – 2022

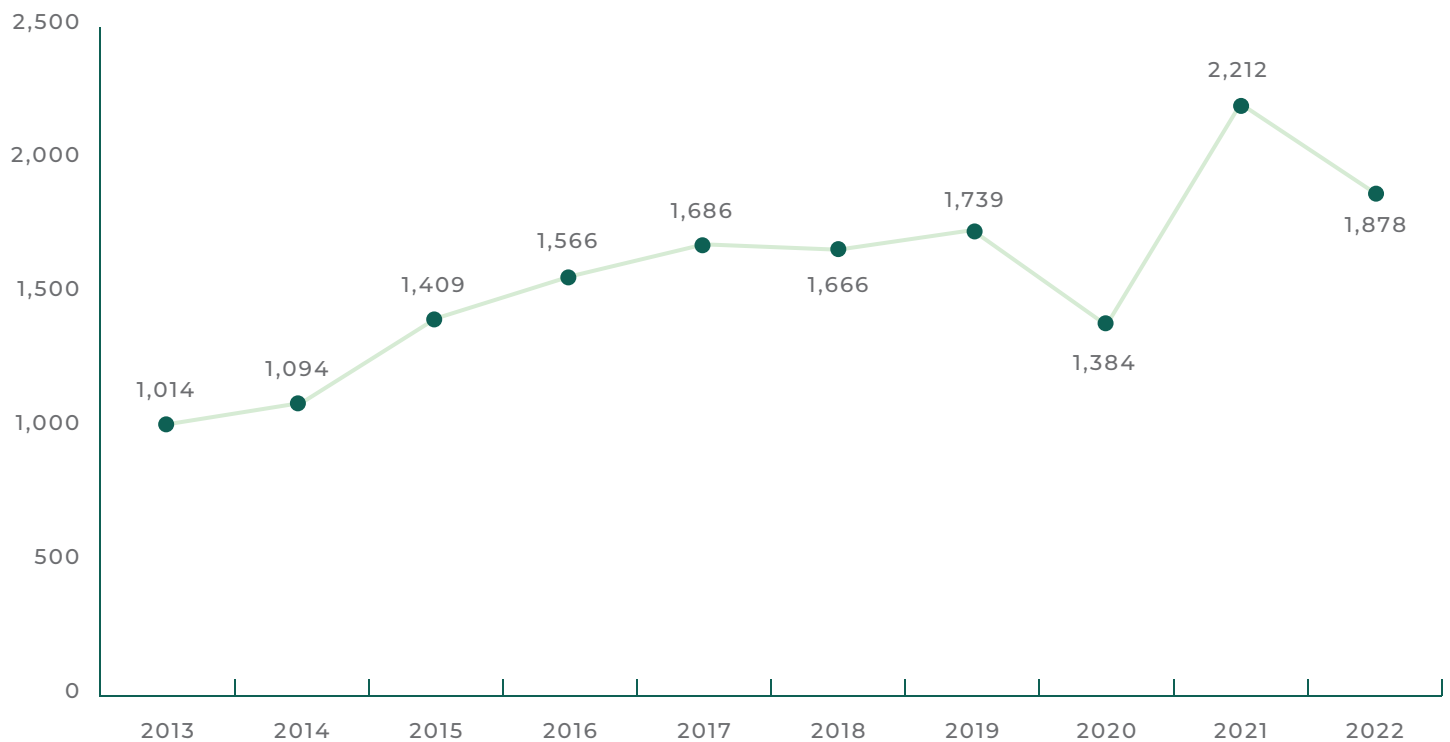
New Brunswick's seafood exports have grown over the last decade, due to increased international demand for seafood products. Sales dipped in 2020, as the COVID-19 pandemic posed significant challenges for the seafood industry; however, as restrictions were lifted, exports rebounded and exceeded pre-pandemic levels in 2021 and again in 2022, despite new challenges.

Below are the key market highlights for 2022 compared to 2021:

- New Brunswick's seafood exports fell by \$334.8 million (15 per cent) to \$1.88 billion in 2022, as global markets encountered inflationary and consumer demand challenges, along with disruptions resulting from the war in Europe. Lobster, salmon, and crab exports decreased the most, while increases were seen in sales of scallops, oysters, eels, herring, and sardines.
- Lobster exports decreased by \$265.2 million (21 per cent) to \$975.2 million in 2022. Frozen lobster and lobster meat sales dropped by \$168.9 million (25 per cent) and \$116.8 million (28 per cent), respectively, largely due to less volume exported to the United States at lower prices; while live lobster sales rose by \$20.5 million (15 per cent), chiefly driven by greater volumes exported to China. Exports to the United States decreased the most, by \$378.8 million (34 per cent). On the other hand, increases were noted in most other markets, with the greatest seen in sales to China, by \$39.7 million (103 per cent), Japan, by \$13.0 million (125 per cent), South Korea, by \$12.5 million (64 per cent), and the Netherlands, by \$9.8 million (297 per cent). Strong demand for lobster outside of the United States showed the importance of market diversification.
- Crab sales dropped by \$14.2 million (four per cent) to \$350.4 million in 2022. This was driven by a decrease in the average price of frozen snow crab, outweighing an increase in export volume. The drop in snow crab prices was mainly due to the carryover of high-priced inventory from 2021 coupled with a lack of market diversification. Frozen snow crab accounted for about 93 per cent of the province's crab exports. Sales to the United States fell by \$41.2 million (13 per cent); while exports to other important markets rose, such as China, by \$9.4 million (110 per cent), Vietnam, by \$7.2 million (276 per cent), and Indonesia, by \$6.2 million (304 per cent).
- Salmon exports totaled \$312.8 million in 2022, down 22 per cent (\$88.6 million) compared to 2021. This was mostly due to a drop in export volume of fresh/chilled Atlantic salmon (including fillets), outweighing a rise in prices. The United States accounted for 97 per cent of export value in 2022, with sales down by \$83.0 million (22 per cent) from 2021.
- Exports of herring grew by \$7.4 million (nine per cent) to reach \$87.2 million in 2022. Smoked herring accounted for 69 per cent of the total export value. Destination markets with the largest increases included the Dominican Republic, by \$6.0 million (19 per cent), and the United States, by \$4.0 million (20 per cent).
- The value of eel exports rose by 49 per cent (\$7.4 million) to \$22.6 million in 2022, chiefly as a result of higher prices and export volume of live eels. Sales to Hong Kong and China increased the most, by \$6.0 million (45 per cent) and \$1.1 million (760 per cent), respectively.
- Oyster sales⁶ totaled \$19.1 million in 2022, about 66 per cent (\$7.6 million) higher than the previous year, due to increases in export volume and average market price of live oysters. The United States accounted for 99.9 per cent of export value.
- Exports of scallops almost doubled, up \$9.4 million (98 per cent), to reach \$19.0 million in 2022. This increase was driven by a significant rise in the export volume of fresh scallops. Practically all New Brunswick scallop exports went to the United States.
- The top destination market for New Brunswick's seafood products continued to be the United States, with exports totaling \$1.45 billion in 2022, accounting for 77 per cent of sales. Exports to the United States were \$485.2 million (25 per cent) lower than in 2021, with sales of lobster, salmon, and crab declining the most. On the other hand, increases were noted in sales of other key products, such as scallops, oysters, herring, and sardines.

- Other key markets for the province’s seafood products in 2022 were China, Japan, the Dominican Republic, and South Korea. Specifically:
 - Sales to China more than doubled, up \$52.3 million (103 per cent), to reach \$103.0 million in 2022. The largest increases were seen in exports of lobster, crab, eels, and shrimp/prawns.
 - Exports to Japan grew by \$16.0 million (32 per cent) to \$66.1 million in 2022, chiefly due to higher lobster and crab sales.
 - Sales to the Dominican Republic totaled \$39.2 million in 2022, up \$5.9 million (18 per cent) from the year prior, as a result of greater herring exports.
 - Exports to South Korea rose by \$12.6 million (65 per cent) to \$32.0 million in 2022, due to greater lobster sales.

TOTAL VALUE OF NEW BRUNSWICK SEAFOOD EXPORTS, 2013-2022 (\$ MILLIONS)



TOP NEW BRUNSWICK SEAFOOD EXPORT PRODUCTS BY VALUE (\$ MILLIONS)

RANK	PRODUCT	2020	2021	2022	2020-2021 GROWTH	2021-2022 GROWTH	TOP MARKETS IN 2022
1	Lobster	693.10	1,240.36	975.16	79.0%	-21.4%	United States, China, South Korea, Japan, Belgium, Netherlands, Spain, United Kingdom, Taiwan, Italy
2	Crab	254.51	364.62	350.40	43.3%	-3.9%	United States, Japan, China, Vietnam, Indonesia, Hong Kong, Jamaica, Dominican Republic, Taiwan
3	Salmon	242.11	401.40	312.82	65.8%	-22.1%	United States, Taiwan, China, France, Thailand, Malaysia, Qatar, Japan
4	Herring	83.75	79.81	87.20	-4.7%	9.3%	Dominican Republic, United States, Japan, Haiti, Trinidad and Tobago, Netherlands, Jamaica, Chile, Suriname, China
5	Sardine	31.58	34.90	39.22	10.5%	12.4%	United States, Jamaica, Trinidad and Tobago, Barbados, Fiji, Grenada, Bahamas, Suriname, Dominican Republic, Cayman Islands
6	Eel	14.63	15.17	22.57	3.7%	48.8%	Hong Kong, China, United States, Belgium, United Kingdom, Netherlands
7	Oyster	5.19	11.45	19.06	120.7%	66.5%	United States
8	Scallop	11.63	9.59	19.02	-17.5%	98.2%	United States
9	Seaweed and algae	10.97	10.19	9.20	-7.2%	-9.6%	United States, Japan, France, China
10	Shrimp and prawn ⁷	7.26	6.62	7.42	-8.9%	12.1%	United States, China, Denmark, United Kingdom
11	Sea urchin	3.16	3.52	3.23	11.2%	-8.0%	United States
12	Clam, cockle, and ark shell	2.86	4.23	2.63	47.7%	-37.8%	United States
13	Cod	1.30	1.62	1.82	24.6%	12.6%	United States, Bermuda
14	Halibut	0.50	0.15	1.06	-70.2%	620.0%	United States
15	Sea cucumber	0.78	0.41	0.88	-48.2%	115.9%	China
All other seafood products		20.49	28.42	25.97			
TOTAL SEAFOOD PRODUCTS		1,383.82	2,212.45	1,877.68	59.9%	-15.1%	UNITED STATES, CHINA, JAPAN, DOMINICAN REPUBLIC, SOUTH KOREA, HONG KONG, BELGIUM, TAIWAN, NETHERLANDS, JAMAICA

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 Source: Statistics Canada, CATSNET Analytics (September 2023).

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

RANK	PRODUCT	2020	2021	2022	2020-2021 GROWTH	2021-2022 GROWTH	TOP MARKETS IN 2022
1	Frozen lobster	400.16	686.56	517.70	71.6%	-24.6%	United States, South Korea, Japan, Belgium, Netherlands, Spain, China, Taiwan, Hong Kong, Italy
2	Lobster meat	187.10	420.55	303.78	124.8%	-27.8%	United States, United Kingdom, Belgium, South Korea, France, Australia, Singapore, Hong Kong, Germany, Denmark
3	Live lobster	105.84	132.89	153.41	25.6%	15.4%	United States, China, Italy, Taiwan, France, South Korea, Spain, Qatar
All other lobster products		0.00	0.36	0.27			
TOTAL LOBSTER		693.10	1,240.36	975.16	79.0%	-21.4%	REFER TO PREVIOUS TABLE

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 Source: Statistics Canada, CATSNET Analytics (September 2023).

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

RANK	MARKET	2020	2021	2022	2020-2021 GROWTH	2021-2022 GROWTH	TOP PRODUCTS IN 2022
1	United States	1,168.24	1,940.07	1,454.92	66.1%	-25.0%	Lobster, salmon, crab, herring, oyster, scallop, sardine, seaweed and algae, shrimp and prawn, sea urchin
2	China	25.88	50.73	103.05	96.0%	103.1%	Lobster, crab, salmon, eel, shrimp and prawn, sea cucumber, herring, seaweed and algae
3	Japan	48.39	50.16	66.11	3.7%	31.8%	Crab, lobster, herring, seaweed and algae, salmon
4	Dominican Republic	37.94	33.30	39.17	-12.2%	17.6%	Herring, sardine, crab
5	South Korea	13.20	19.45	32.00	47.3%	64.6%	Lobster
6	Hong Kong	11.50	17.89	26.46	55.6%	47.9%	Eel, lobster, crab
7	Belgium	11.51	12.85	18.81	11.6%	46.4%	Lobster, eel
8	Taiwan	6.13	11.02	15.96	79.8%	44.8%	Lobster, salmon, crab
9	Netherlands	2.40	4.40	14.90	83.1%	238.9%	Lobster, herring, eel
10	Jamaica	7.55	10.69	14.37	41.6%	34.4%	Sardine, herring, crab
11	Spain	3.35	5.23	12.59	56.0%	140.7%	Lobster
12	United Kingdom	2.50	6.18	10.48	146.8%	69.5%	Lobster, eel, shrimp and prawn
13	Haiti	11.48	13.59	10.38	18.4%	-23.6%	Herring, sardine
14	Vietnam	3.45	5.78	9.82	67.3%	70.0%	Crab
15	Indonesia	3.58	2.05	8.27	-42.8%	303.8%	Crab
16	Italy	2.97	4.18	6.77	40.8%	61.9%	Lobster
17	Trinidad and Tobago	3.99	5.49	6.70	37.7%	22.1%	Sardine, herring
18	Denmark	0.58	1.18	4.04	103.5%	242.7%	Lobster, shrimp and prawn
19	Singapore	1.60	1.93	3.35	20.2%	73.9%	Lobster
20	France	3.44	2.34	3.01	-31.8%	28.6%	Lobster, salmon, seaweed and algae, herring
All other markets		14.15	13.94	16.51			
WORLD		1,383.82	2,212.45	1,877.68	59.9%	-15.1%	LOBSTER, CRAB, SALMON, HERRING, SARDINE, EEL, OYSTER, SCALLOP, SEAWEEED AND ALGAE, SHRIMP AND PRAWN

Percentage changes are calculated using unrounded numbers.

Due to rounding, numbers in the above table may not add up precisely to the totals provided.

Source: Statistics Canada, CATSNET Analytics (September 2023).

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

RANK	STATE	2020	2021	2022	2020-2021 GROWTH	2021-2022 GROWTH	TOP PRODUCTS IN 2022
1	Massachusetts	700.56	1,248.82	882.54	78.3%	-29.3%	Lobster, crab, salmon, scallop, oyster, clam, cockle, and ark shell, shrimp and prawn, herring, halibut
2	Maine	103.42	90.08	102.24	-12.9%	13.5%	Salmon, lobster, oyster, sea urchin, scallop, seaweed and algae, clam, cockle, and ark shell, shrimp and prawn, crab
3	California	47.16	110.68	90.13	134.7%	-18.6%	Salmon, lobster, shrimp and prawn, sardine, herring, seaweed and algae, crab, oyster
4	New York	44.48	87.32	84.61	96.3%	-3.1%	Salmon, lobster, herring, oyster, eel, cod, seaweed and algae, crab
5	New Hampshire	22.98	58.60	53.41	155.0%	-8.9%	Crab, lobster, clam, cockle, and ark shell
All other states		249.64	344.57	241.99			
TOTAL UNITED STATES		1,168.24	1,940.07	1,454.92	66.1%	-25.0%	REFER TO PREVIOUS TABLE

Percentage changes are calculated using unrounded numbers.
 Due to rounding, numbers in the above table may not add up precisely to the totals provided.
 Source: Statistics Canada, CATSNET Analytics (September 2023).

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 Agri-food 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). Agri-food does not include any fish, shellfish, or marine plant products.

³ Seafood includes fish, shellfish, and marine plant 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 second largest producer of maple products in Canada in 2022, behind Quebec. The province accounted for about seven per cent of Canada's production with 811,000 gallons of syrup produced in 2022. 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 was the second largest producer of wild blueberries in Canada in 2022, after Quebec. The province accounted for about 27 per cent of Canada's production with 29,664 tonnes marketed in 2022. Note that 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.

⁶ New Brunswick's oyster exports are likely underestimated, as it appears they are partly being captured under Prince Edward Island's exports due to the origin of one of the exporting companies that sells New Brunswick product.

⁷ New Brunswick's cold-water shrimp exports are likely underestimated, as it appears they are partly being captured under Newfoundland and Labrador's exports due to the origin of one of the brokerage companies that sells New Brunswick product.

CONTACT

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