

New Brunswick agri-food and seafood export highlights 2020

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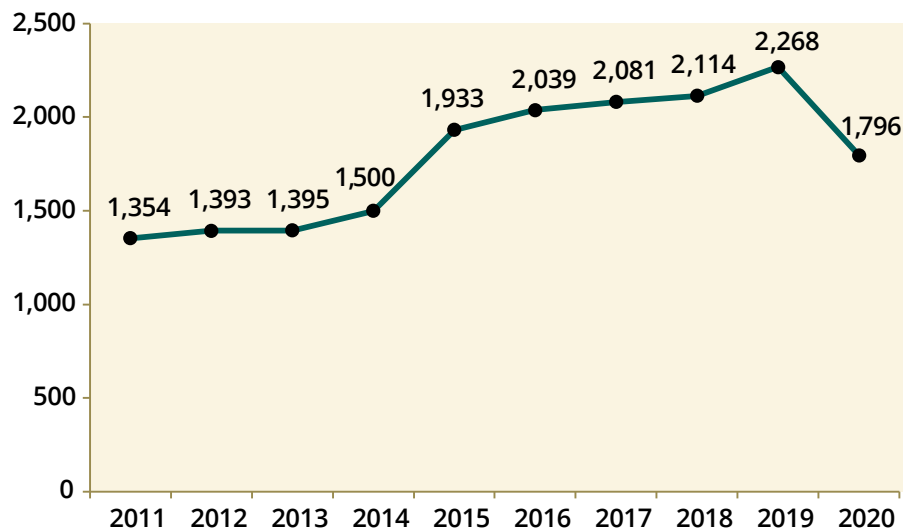
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Summary

- In 2020, New Brunswick exported¹ \$1.80 billion worth of agri-food² and seafood³ products to 87 countries, accounting for 17 per cent of the province's total exports. Particularly, New Brunswick exported \$413 million worth of agri-food products and \$1.38 billion worth of seafood products.
- Over the last decade, New Brunswick's total agri-food and seafood exports have grown notably. Following 10 years of consistent year over year growth (from 2009 to 2019), 2020 exports fell by 21 per cent compared to 2019, largely due to global market disruptions resulting from the COVID-19 pandemic. Despite this decline, the total value of the province's agri-food and seafood exports was 33 per cent higher in 2020 than in 2011.
- The top exported agri-food commodities in 2020 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 85 per cent of sales. Other key markets included Japan, Dominican Republic, China, South Korea, Haiti, Belgium and Hong Kong.

Total value of New Brunswick agri-food and seafood exports, 2011-2020 (\$ millions)



New Brunswick agri-food export highlights – 2020

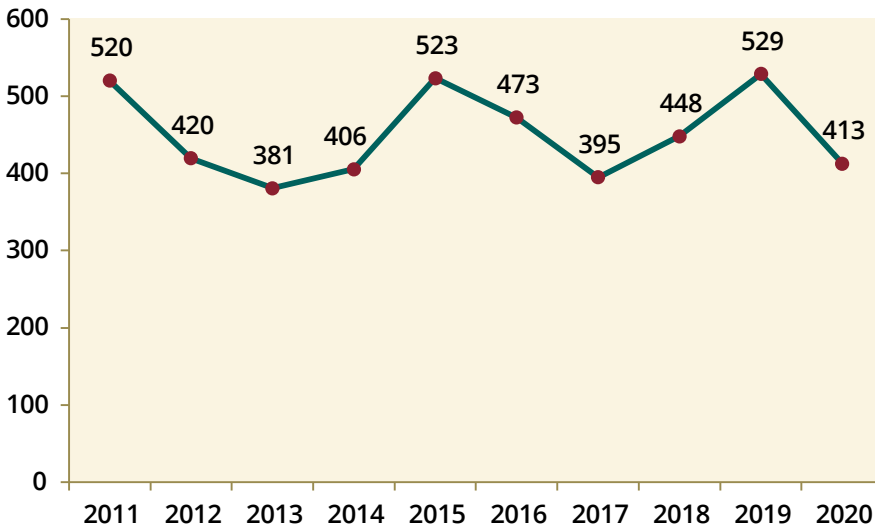
The total value of New Brunswick's agri-food exports has fluctuated significantly over the last decade, driven largely by changes in demand in the United States. In 2020, exports declined as the COVID-19 pandemic caused major disruptions in the global agri-food supply chain.

Below are the key market highlights for 2020 compared to 2019:

- New Brunswick's agri-food exports decreased by \$116 million (22 per cent) to total \$413 million in 2020. This mainly resulted from lower sales of potatoes and potato products, preparations of nuts and seeds, wild blueberries and live animals. On the other hand, exports of animal feed, preparations of grains and maple products rose. The United States, Costa Rica and Panama were New Brunswick's top markets, representing 85 per cent, two per cent and two per cent of sales, respectively.
- Exports of potatoes and potato products fell by \$89 million (28 per cent) to \$231 million in 2020, due to lower export volume and market price of frozen French fries. The decreased demand for French fries can be explained by many restaurant closures due to COVID-19. Nonetheless, other potato products, particularly fresh/chilled potatoes, rose notably in value. Sales to the United States, Mexico and Japan declined the most, by \$82 million (30 per cent), \$2.8 million (42 per cent) and \$2.3 million (54 per cent), respectively.
- Animal feed exports increased by \$5.4 million (16 per cent) to reach \$39 million in 2020, due to a rise in average price. The United States accounted for the majority (92 per cent) of sales.
- Revenues from preparations of grains rose by \$3.8 million (13 per cent) to \$33 million in 2020, with notable increases seen in sales of baked goods and stuffed pasta. Exports were likely impacted by the closures of restaurants and people dining at home more often. The greatest increases were seen in sales to the United States, Saudi Arabia and Kuwait, up by \$1.9 million (eight per cent), \$0.9 million (126 per cent) and \$0.6 million (101 per cent), respectively.
- Exports of live animals dropped by half (\$11 million) to \$11 million in 2020, with 99 per cent of sales going to the United States. The number of exported hogs, cattle and horses fell significantly, while prices rose.
- Wild blueberry exports⁴ decreased in value by \$12 million (54 per cent) to \$10 million in 2020, due to a significant drop in export volume outweighing a rise in market price. This decline in volume resulted from low inventories coupled with low yields due to drought. The majority (99 per cent) of exports were destined for the United States.
- Revenues from preparations of nuts and seeds fell significantly by 73 per cent (\$15 million) to \$5.4 million in 2020. This resulted from lower export volume and average market price. Exports were likely impacted by the significant decline in New Brunswick's nut imports, as imported nuts from the United States are used as ingredients in these preparations. About 94 per cent of sales went to the United States.
- New Brunswick's top destination for agri-food products was the United States, valued at \$352 million in 2020, down 24 per cent (\$111 million) from the previous year. The greatest decreases were noted in sales of potatoes and potato products, preparations of nuts and seeds, wild blueberries and live animals.

- Other important markets that decreased in value in 2020 were Mexico, by \$2.6 million (35 per cent), Japan, by \$1.8 million (39 per cent), and Costa Rica, by \$1.7 million (20 per cent). These declines resulted mainly from lower sales of potatoes and potato products.
- Important markets for New Brunswick’s agri-food products that saw increases in 2020 were Panama and Israel, with sales up by \$4.1 million (170 per cent) and \$2.6 million, respectively. These increases were driven by higher sales of potatoes and potato products to Panama and greater cannabis exports to Israel.

Total value of New Brunswick agri-food exports, 2011-2020 (\$ millions)



Top New Brunswick agri-food export products by value (\$ millions)

Rank	Product	2018	2019	2020	2018-2019 growth	2019-2020 growth	Top markets in 2020
1	Potatoes and potato products	284.77	320.83	231.34	12.7%	-27.9%	United States, Costa Rica, Panama, Mexico, United Arab Emirates, Kuwait, Taiwan, Japan, Bahamas, Guatemala
2	Animal feed	27.95	33.42	38.84	19.6%	16.2%	United States, Russia, South Korea, Mexico, Israel, Taiwan, Singapore, Chile, Costa Rica
3	Live trees, plants and flowers	34.37	36.42	37.24	5.9%	2.3%	United States
4	Preparations of grains	16.65	29.45	33.27	76.9%	13.0%	United States, United Arab Emirates, Saudi Arabia, Kuwait, Qatar, Bahrain, French Polynesia, Bahamas, Saint Pierre and Miquelon, Peru
5	Maple products ⁵	9.66	10.81	13.79	11.9%	27.6%	United States, Australia, Denmark, New Zealand, Germany
6	Live animals	20.80	22.72	11.38	9.2%	-49.9%	United States, Japan
7	Wild blueberries	4.49	21.75	10.02	384.9%	-53.9%	United States, South Korea, Netherlands
8	Beer	7.31	7.71	8.79	5.5%	13.9%	United States
9	Preparations of nuts and seeds	22.55	19.98	5.43	-11.4%	-72.8%	United States, Japan
10	Chocolate confectionery	3.61	3.08	3.58	-14.8%	16.3%	United States
11	Meat	2.12	3.10	3.25	46.2%	4.8%	United States, China, Panama, Saudi Arabia, Jamaica, Mexico, Haiti, Saint Pierre and Miquelon
12	Cannabis	0.01	0.17	3.14	1,278.4%	1,800.4%	Israel, Australia, Malta, Germany
13	Sugar confectionery	0.17	0.12	1.96	-27.8%	1,471.1%	United States
14	Preparations of vegetables (other than potatoes)	4.48	5.40	1.84	20.5%	-66.0%	United States, Kuwait, Costa Rica, United Arab Emirates
15	Mink furskins	0.00	0.53	1.37	--	158.8%	United States
16	Soups and broths	1.40	1.45	1.03	3.2%	-29.1%	United States, Japan
17	Dairy products	0.58	1.97	0.45	239.3%	-77.2%	Saint Pierre and Miquelon, Iceland, Jamaica
Other agri-food products		7.08	9.82	6.28			
Total agri-food products		448.02	528.73	412.99	18.0%	-21.9%	United States, Costa Rica, Panama, Mexico, United Arab Emirates, Kuwait, Japan, Saudi Arabia, Israel, Taiwan

-- 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 (September 2021).

Top New Brunswick agri-food export product breakdown – potatoes and potato products (\$ millions)

Rank	Product	2018	2019	2020	2018-2019 growth	2019-2020 growth	Top markets in 2020
1	Prepared or preserved potatoes	214.87	255.34	134.88	18.8%	-47.2%	United States, Costa Rica, Panama, Mexico, United Arab Emirates, Kuwait, Taiwan, Japan, Bahamas, Guatemala
2	Fresh potatoes	51.27	46.42	70.87	-9.5%	52.7%	United States, Saint Lucia, Dominican Republic
3	Potato flakes	9.68	10.65	12.10	9.9%	13.7%	United States
4	Seed potatoes	7.18	5.85	7.11	-18.5%	21.6%	United States, Philippines, Uruguay
All other potatoes and potato products		1.78	2.59	6.37			
Total potatoes and potato products		284.77	320.83	231.34	12.7%	-27.9%	Refer to previous table

Percentage changes are calculated using unrounded numbers.

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Source: Statistics Canada, CATSNET Analytics (September 2021).

Top New Brunswick agri-food export markets by value (\$ millions)

Rank	Market	2018	2019	2020	2018-2019 growth	2019-2020 growth	Top products in 2020
1	United States	383.52	463.28	352.05	20.8%	-24.0%	Potatoes and potato products, live trees, plants and flowers, animal feed, preparations of grains, live animals, maple products, wild blueberries, beer, preparations of nuts and seeds, chocolate confectionery
2	Costa Rica	9.64	8.53	6.79	-11.5%	-20.4%	Potatoes and potato products, preparations of vegetables (other than potatoes), animal feed
3	Panama	1.92	2.39	6.46	24.3%	170.1%	Potatoes and potato products, meat, preparations of grains
4	Mexico	7.75	7.44	4.85	-4.0%	-34.8%	Potatoes and potato products, animal feed, meat, preparations of grains
5	United Arab Emirates	3.69	4.17	4.60	13.1%	10.3%	Potatoes and potato products, preparations of grains, preparations of vegetables (other than potatoes)
6	Kuwait	2.56	3.23	3.97	26.2%	22.8%	Potatoes and potato products, preparations of grains, preparations of vegetables (other than potatoes)
7	Japan	5.84	4.67	2.83	-20.2%	-39.3%	Potatoes and potato products, preparations of nuts and seeds, soups and broths, live animals
8	Saudi Arabia	2.56	1.59	2.72	-38.1%	71.4%	Preparations of grains, potatoes and potato products, meat
9	Israel	0.00	0.00	2.64	--	--	Cannabis, animal feed
10	Taiwan	0.99	1.51	2.36	52.4%	56.6%	Potatoes and potato products, animal feed
11	Bahamas	3.08	3.45	2.09	12.0%	-39.4%	Potatoes and potato products, preparations of grains
12	Australia	0.74	1.00	1.75	34.6%	76.1%	Maple products, cannabis
13	China	0.26	0.37	1.42	43.6%	281.3%	Meat, potatoes and potato products
14	Qatar	0.94	0.94	1.28	-0.8%	36.9%	Potatoes and potato products, preparations of grains
15	Iceland	1.71	2.06	1.27	20.6%	-38.3%	Potatoes and potato products, dairy products
16	South Korea	0.95	0.93	1.26	-2.2%	36.2%	Animal feed, wild blueberries
17	Guatemala	0.71	0.66	1.10	-7.4%	67.2%	Potatoes and potato products
18	Russia	0.28	0.19	1.10	-31.4%	478.6%	Animal feed
19	Nicaragua	0.14	0.22	1.04	51.6%	378.5%	Potatoes and potato products
20	Trinidad and Tobago	1.56	1.92	1.00	22.8%	-48.0%	Potatoes and potato products, preparations of grains
All other export markets		19.16	20.20	10.40			
World		448.02	528.73	412.99	18.0%	-21.9%	Potatoes and potato products, animal feed, live trees, plants and flowers, preparations of grains, maple products, live animals, wild blueberries, beer, preparations of nuts and seeds, chocolate confectionery

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

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Source: Statistics Canada, CATSNET Analytics (September 2021).

Top New Brunswick agri-food export market breakdown – United States (\$ millions)

Rank	State	2018	2019	2020	2018-2019 growth	2019-2020 growth	Top products in 2020
1	Maine	83.89	111.65	88.06	33.1%	-21.1%	Animal feed, live trees, plants and flowers, potatoes and potato products, wild blueberries, preparations of grains, beer, preparations of nuts and seeds
2	Puerto Rico*	40.95	58.01	50.60	41.7%	-12.8%	Potatoes and potato products, preparations of grains, preparations of vegetables (other than potatoes), meat
3	Pennsylvania	43.48	50.63	40.36	16.5%	-20.3%	Potatoes and potato products, live animals, beer, maple products, preparations of nuts and seeds, sugar confectionery, wild blueberries
4	Massachusetts	40.09	44.23	40.14	10.3%	-9.2%	Potatoes and potato products, preparations of grains, live trees, plants and flowers, animal feed, soups and broths, preparations of vegetables (other than potatoes), meat, beer
5	New York	42.60	41.15	19.11	-3.4%	-53.6%	Potatoes and potato products, live trees, plants and flowers, animal feed, beer, preparations of vegetables (other than potatoes)
All other states		132.51	157.60	113.77			
Total United States		383.52	463.28	352.05	20.8%	-24.0%	Refer to previous table

*A territory of the United States.

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Source: Statistics Canada, CATSNET Analytics (September 2021).

New Brunswick seafood export highlights – 2020

New Brunswick's seafood exports have grown considerably in value over the past decade, due to increased international demand for seafood products. However, in 2020, the outbreak of COVID-19 presented significant challenges for the seafood industry and drove sales down. Despite this decline, New Brunswick's seafood exports were still 66 per cent higher in 2020 than in 2011.

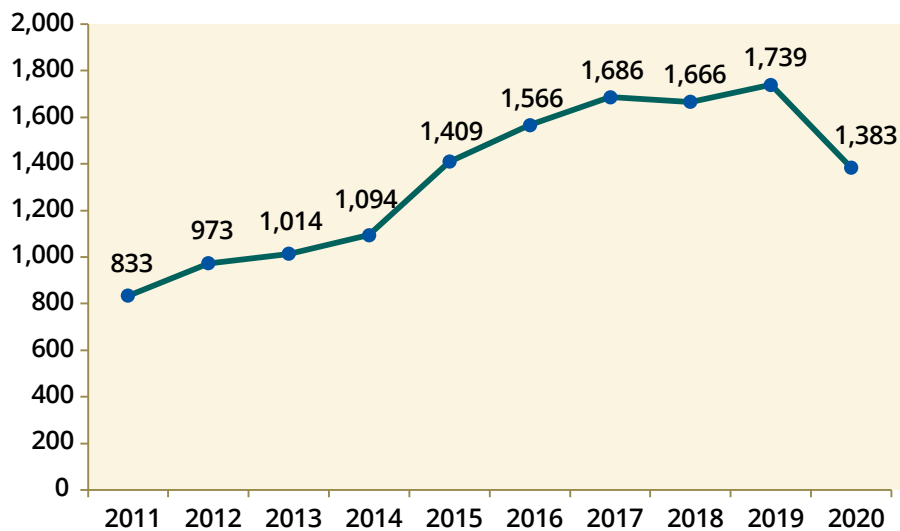
Below are the key market highlights for 2020 compared to 2019:

- The value of New Brunswick's exported seafood products decreased by \$357 million (21 per cent) to \$1.38 billion in 2020. Lobster, salmon and crab exports declined the most, while sales of herring and sardine rose. New Brunswick's top export markets in 2020 were the United States, Japan and the Dominican Republic, representing 84 per cent, three per cent and three per cent of sales, respectively.
- Lobster exports declined notably in value by \$270 million (28 per cent) to \$692 million in 2020. Sales of frozen lobster, live lobster and lobster meat all dropped. A two-week delay in the opening of the lobster fishing season, closures in the food service industry and the cruise industry, transportation barriers and lower imports of live Maine lobster for processing negatively impacted New Brunswick's exports. The greatest declines were noted in the United States, by \$224 million (27 per cent), Japan, by \$12 million (42 per cent), and South Korea, by \$9.8 million (43 per cent).
- Crab exports fell by \$40 million (14 per cent) to \$255 million in 2020, due to decreases in export volume and market price of frozen snow crab. Increased competition from other snow crab suppliers at retail likely contributed to this decline. Sales to the United States, China and Japan decreased the most, by \$18 million (eight per cent), \$10 million (61 per cent) and \$6 million (22 per cent), respectively.
- Salmon sales totaled \$242 million in 2020, down 23 per cent (\$72 million) compared to 2019. This principally resulted from declines in the export volume and price of fresh/chilled Atlantic salmon. Reduced demand from food service in the United States was a significant factor in the drop. Lower production and increased competition from other suppliers at retail also negatively impacted New Brunswick's salmon exports. Sales to the United States decreased the most, by \$53 million (18 per cent), followed by sales to Israel and Taiwan, down by \$7.6 million (82 per cent) and \$5.2 million (66 per cent), respectively.
- Herring exports grew notably by \$13 million (18 per cent) to reach \$83 million in 2020. Sales of smoked herring, prepared/preserved herring and frozen herring roe grew notably. Increased demand for shelf stable fish products is expected during a pandemic, like COVID-19, as more meals are prepared at home. The greatest increases were seen in exports to the Dominican Republic, by \$5.8 million (19 per cent), the United States, by \$4.4 million (25 per cent), and Japan, by \$2.5 million (40 per cent).
- According to Statistics Canada export data, sales of sardines (juvenile herring) almost doubled (up by 98 per cent) to reach \$32 million in 2020, as New Brunswick product entered over 20 new markets, mainly in the Caribbean. According to Statistics Canada data, prior to June 2020,

New Brunswick was exporting sardines to the United States only. In reality, New Brunswick has also been exporting sardines to Caribbean countries for multiple years, however, they were not being accurately captured. It appears this error was corrected in June 2020. As such, 2020 sardine exports to markets other than the United States should not be compared to previous years. Nonetheless, exports to the United States rose by \$1.5 million (10 per cent) to reach \$17 million, as a result of higher prices and volume of prepared/preserved sardines. This increased demand for preserved sardines was expected as they are shelf stable.

- The top destination market for New Brunswick’s seafood products was the United States, with sales totaling \$1.17 billion in 2020. Compared to 2019, exports fell by one-fifth (\$292 million), with sales of lobster, salmon and crab declining the most.
- Other important markets in 2020 included Japan, Dominican Republic, China and South Korea. Specifically:
 - ♦ Exports to Japan fell by one-quarter (\$16 million) to \$48 million, due to lower lobster and crab sales. On the other hand, herring sales to Japan rose.
 - ♦ Sales to the Dominican Republic rose by \$6.6 million (21%) to reach \$38 million, mostly as a result of greater herring exports.
 - ♦ Exports to China declined by \$14 million (35 per cent) to total \$26 million, largely due to lower crab, salmon and lobster sales.
 - ♦ Sales to South Korea dropped by \$10 million (44 per cent) to \$13 million, principally as a result of lower exports of lobster.

Total value of New Brunswick seafood exports, 2011-2020 (\$ millions)



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

Rank	Product	2018	2019	2020	2018-2019 growth	2019-2020 growth	Top markets in 2020
1	Lobster	840.57	962.09	692.26	14.5%	-28.0%	United States, China, Japan, South Korea, Belgium, Spain, Taiwan, France, Hong Kong, Italy
2	Crab	236.65	294.71	254.51	24.5%	-13.6%	United States, Japan, China, Indonesia, Vietnam, Russia
3	Salmon	412.85	313.95	242.11	-24.0%	-22.9%	United States, Taiwan, Israel, China, Vietnam, France, Qatar, Hong Kong, Trinidad and Tobago
4	Herring	69.26	70.69	83.48	2.1%	18.1%	Dominican Republic, United States, Japan, Haiti, Trinidad and Tobago, China, Netherlands, Suriname, Jamaica, Chile
5	Sardine	16.88	15.93	31.58	-5.6%	98.2%	United States, Jamaica, Barbados, Trinidad and Tobago, Dominican Republic, Bahamas, Grenada, Saint Kitts and Nevis, Antigua and Barbuda, Guyana
6	Eel	24.77	15.59	14.63	-37.1%	-6.1%	Hong Kong, Belgium, United States, Germany
7	Scallop	11.80	13.02	11.63	10.3%	-10.7%	United States
8	Seaweed and algae	7.45	8.98	10.97	20.5%	22.3%	United States, Singapore, Taiwan, Japan, France, Germany
9	Shrimp and prawn	9.01	7.17	7.26	-20.4%	1.2%	United States, United Kingdom, Sweden, Morocco, Mozambique, Vietnam, China
10	Oyster	6.15	7.65	5.19	24.4%	-32.2%	United States
11	Sea urchin	3.04	3.59	3.16	18.0%	-11.9%	United States
12	Clam, cockle and ark shell	3.65	3.92	2.86	7.2%	-26.9%	United States
13	Trout	1.90	0.70	1.81	-63.3%	159.1%	United States
14	Cod	1.52	1.01	1.30	-33.3%	28.2%	United States
15	Sea cucumber	2.10	0.58	0.78	-72.5%	36.3%	Hong Kong, United States, China
16	Mollusc	0.76	0.59	0.57	-21.8%	-3.2%	United States
17	Halibut	0.69	0.67	0.50	-1.5%	-26.5%	United States
All other seafood products		17.13	18.39	18.02			
Total seafood products		1,666.16	1,739.21	1,382.63	4.4%	-20.5%	United States, Japan, Dominican Republic, China, South Korea, Belgium, Hong Kong, Haiti, Jamaica, Taiwan

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 2021).

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

Rank	Product	2018	2019	2020	2018-2019 growth	2019-2020 growth	Top markets in 2020
1	Frozen lobster	483.13	578.57	399.32	19.8%	-31.0%	United States, Japan, South Korea, China, Belgium, Spain, Taiwan, France, Italy, Hong Kong
2	Lobster meat	212.42	224.98	187.10	5.9%	-16.8%	United States, South Korea, United Kingdom, Singapore, Malaysia, Hong Kong, China
3	Live lobster	145.02	158.49	105.84	9.3%	-33.2%	United States, China, Taiwan, United Kingdom, France
All other lobster products		0.00	0.04	0.00			
Total lobster		840.57	962.09	692.26	14.5%	-28.0%	Refer to previous table

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Source: Statistics Canada, CATSNET Analytics (September 2021).

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

Rank	Market	2018	2019	2020	2018-2019 growth	2019-2020 growth	Top products in 2020
1	United States	1,375.47	1,459.80	1,168.24	6.1%	-20.0%	Lobster, salmon, crab, herring, sardine, scallop, seaweed and algae, shrimp and prawn, oyster, sea urchin
2	Japan	47.95	64.14	48.39	33.8%	-24.6%	Crab, lobster, herring, seaweed and algae
3	Dominican Republic	26.44	31.15	37.73	17.8%	21.1%	Herring, sardine
4	China	54.52	39.93	25.88	-26.8%	-35.2%	Lobster, crab, herring, salmon, shrimp and prawn, sea cucumber
5	South Korea	21.09	23.66	13.20	12.2%	-44.2%	Lobster
6	Belgium	15.12	15.77	11.51	4.3%	-27.0%	Lobster, eel, herring
7	Hong Kong	31.29	18.23	11.50	-41.7%	-36.9%	Eel, lobster, sea cucumber, salmon
8	Haiti	15.71	11.81	11.48	-24.8%	-2.8%	Herring, sardine
9	Jamaica	0.79	0.82	7.55	4.0%	821.7%	Sardine, herring
10	Taiwan	15.70	13.79	6.13	-12.2%	-55.5%	Lobster, salmon, seaweed and algae
11	Trinidad and Tobago	2.38	3.02	3.88	26.8%	28.3%	Herring, sardine, salmon
12	Indonesia	7.79	4.08	3.58	-47.6%	-12.3%	Crab
13	Vietnam	8.23	9.53	3.45	15.8%	-63.8%	Crab, salmon, lobster, shrimp and prawn
14	France	7.01	6.40	3.40	-8.7%	-46.8%	Lobster, herring, salmon, seaweed and algae
15	Spain	5.38	3.56	3.35	-33.8%	-5.8%	Lobster
16	United Kingdom	8.41	7.35	2.50	-12.6%	-65.9%	Lobster, shrimp and prawn, herring
17	Netherlands	3.78	2.35	2.40	-37.8%	2.1%	Lobster, herring
18	Italy	2.71	1.77	2.13	-34.5%	20.2%	Lobster
19	Israel	2.64	9.29	1.66	251.7%	-82.2%	Salmon
20	Singapore	1.89	0.73	1.60	-61.4%	119.2%	Lobster, seaweed and algae
All other export markets		11.88	12.04	13.07			
World		1,666.16	1,739.21	1,382.63	4.4%	-20.5%	Lobster, crab, salmon, herring, sardine, eel, scallop, seaweed and algae, shrimp and prawn, oyster

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Source: Statistics Canada, CATSNET Analytics (September 2021).

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

Rank	State	2018	2019	2020	2018-2019 growth	2019-2020 growth	Top products in 2020
1	Massachusetts	777.46	870.41	700.56	12.0%	-19.5%	Lobster, crab, salmon, scallop, clam, cockle and ark shell, shrimp and prawn, oyster, herring, eel, trout
2	Maine	115.35	123.01	103.42	6.6%	-15.9%	Lobster, salmon, sea urchin, oyster, seaweed and algae, scallop, clam, cockle and ark shell, crab, mollusc, herring
3	Florida	66.94	71.26	59.69	6.5%	-16.2%	Lobster, crab, salmon, herring, sardine, cod
4	California	75.40	59.21	47.16	-21.5%	-20.3%	Salmon, lobster, crab, shrimp and prawn, sardine, herring, seaweed and algae, oyster
5	New York	100.90	76.57	44.48	-24.1%	-41.9%	Salmon, herring, lobster, crab, sardine, cod, eel, mollusc, oyster, seaweed and algae
All other states		239.42	259.35	212.94			
Total United States		1,375.47	1,459.80	1,168.24	6.1%	-20.0%	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 2021).

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 third largest producer of wild blueberries in Canada in 2020, behind Quebec and Nova Scotia. The province accounted for about 18 per cent of Canada’s production with 12,821 tonnes marketed in 2020. 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.
5. New Brunswick was the second largest producer of maple products in Canada in 2020, behind Quebec. The province accounted for about four per cent of Canada’s production with 561,000 gallons of syrup produced in 2020. 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.

Contact information

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