



# New Brunswick Agri-Food and Seafood Export *Highlights* 2021

APRIL 2023

# **New Brunswick Agri-Food and Seafood Export Highlights 2021**

Province of New Brunswick  
PO 6000, Fredericton NB  
E3B 5H1 CANADA  
GNB.CA

ISBN 978-1-4605-3495-3 (PDF: English edition)  
ISBN 978-1-4605-3496-0 (PDF: French edition)

23-00326 | 2023.05 | Designed in New Brunswick

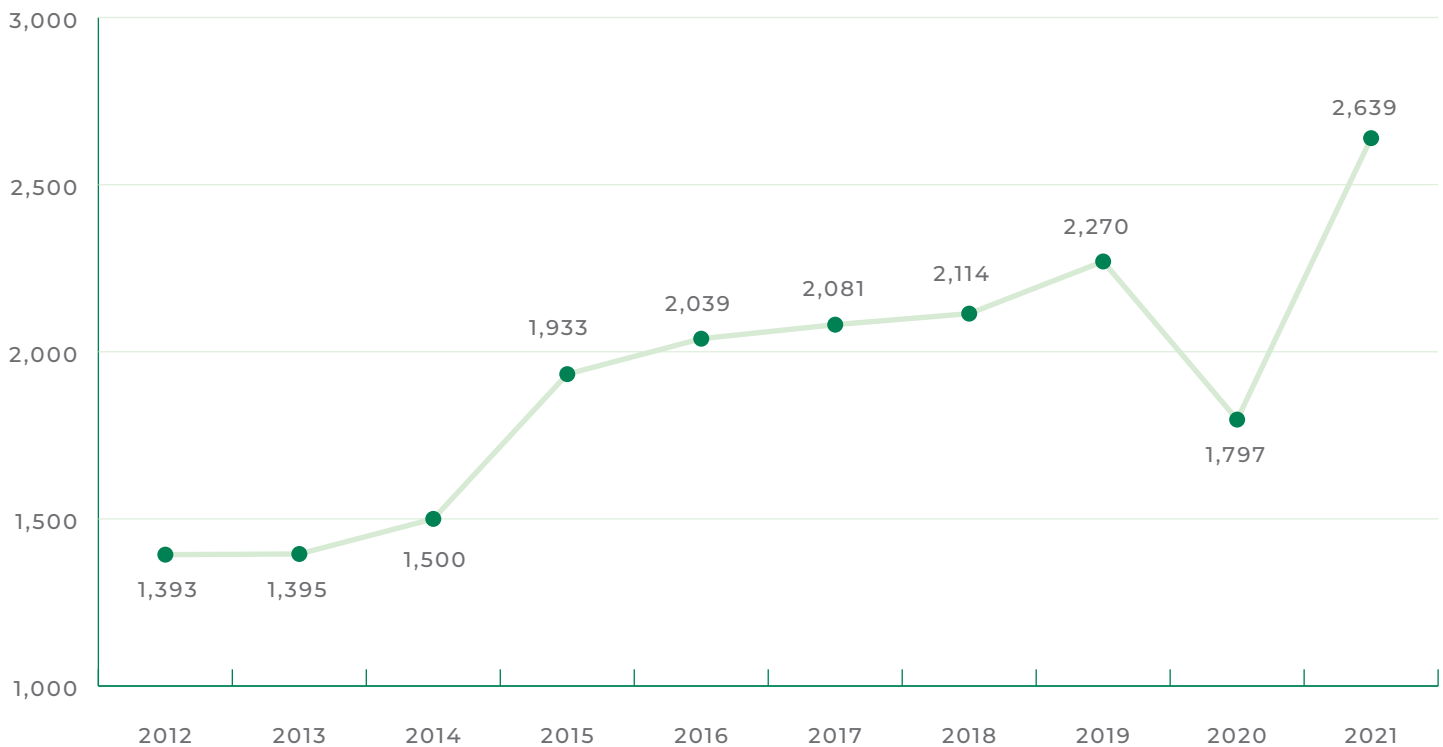
# Contents

- Summary..... 1**
  - Total Value of New Brunswick Agri-Food And Seafood Exports, 2012-2021 (\$ Millions) ..... 1
- New Brunswick Agri-Food Export Highlights – 2021 ..... 2**
  - Total Value of New Brunswick Agri-Food Exports, 2012-2021 (\$ Millions)..... 3
  - Top New Brunswick Agri-Food Export Products by Value (\$ Millions)..... 4
  - Top New Brunswick Agri-Food Export Product Breakdown – Potatoes and Potato Products (\$ Millions)..... 5
  - Top New Brunswick Agri-Food Export Markets by Value (\$ Millions) ..... 6
  - Top New Brunswick Agri-Food Export Market Breakdown – United States (\$ Millions) ..... 7
- New Brunswick Seafood Export Highlights – 2021 ..... 8**
  - Total Value of New Brunswick Seafood Exports, 2012-2021 (\$ Millions) ..... 9
  - Top New Brunswick Seafood Export Products by Value (\$ Millions) ..... 10
  - Top New Brunswick Seafood Export Product Breakdown - Lobster (\$ Millions) ..... 11
  - Top New Brunswick Seafood Export Markets by Value (\$ Millions)..... 12
  - Top New Brunswick Seafood Export Market Breakdown - United States (\$ Millions)..... 13
- Notes and Definitions ..... 14**
- Contact Information..... 15**

# Summary

- In 2021, New Brunswick exported<sup>1</sup> \$2.6 billion worth of agri-food<sup>2</sup> and seafood<sup>3</sup> products to 91 countries, accounting for 18 per cent of the province's total exports. Particularly, New Brunswick exported \$427.9 million worth of agri-food products and \$2.2 billion worth of seafood products.
- Over the last decade (2012-2021), the total value of New Brunswick's agri-food and seafood exports has increased by 89 per cent. Specifically, agri-food exports have grown by two per cent and seafood exports by 127 per cent.
- The top exported agri-food commodities in 2021 were: potatoes and potato products, live trees, plants and flowers and animal feed. The leading exported seafood products were lobster, salmon and crab.
- The United States continued to be the largest export market for New Brunswick's agri-food and seafood products, accounting for 87 per cent of sales. Other key markets included Japan, China, Dominican Republic, South Korea, Hong Kong, Taiwan and Haiti.

## TOTAL VALUE OF NEW BRUNSWICK AGRIFOOD AND SEAFOOD EXPORTS, 2012-2021 (\$ MILLIONS)



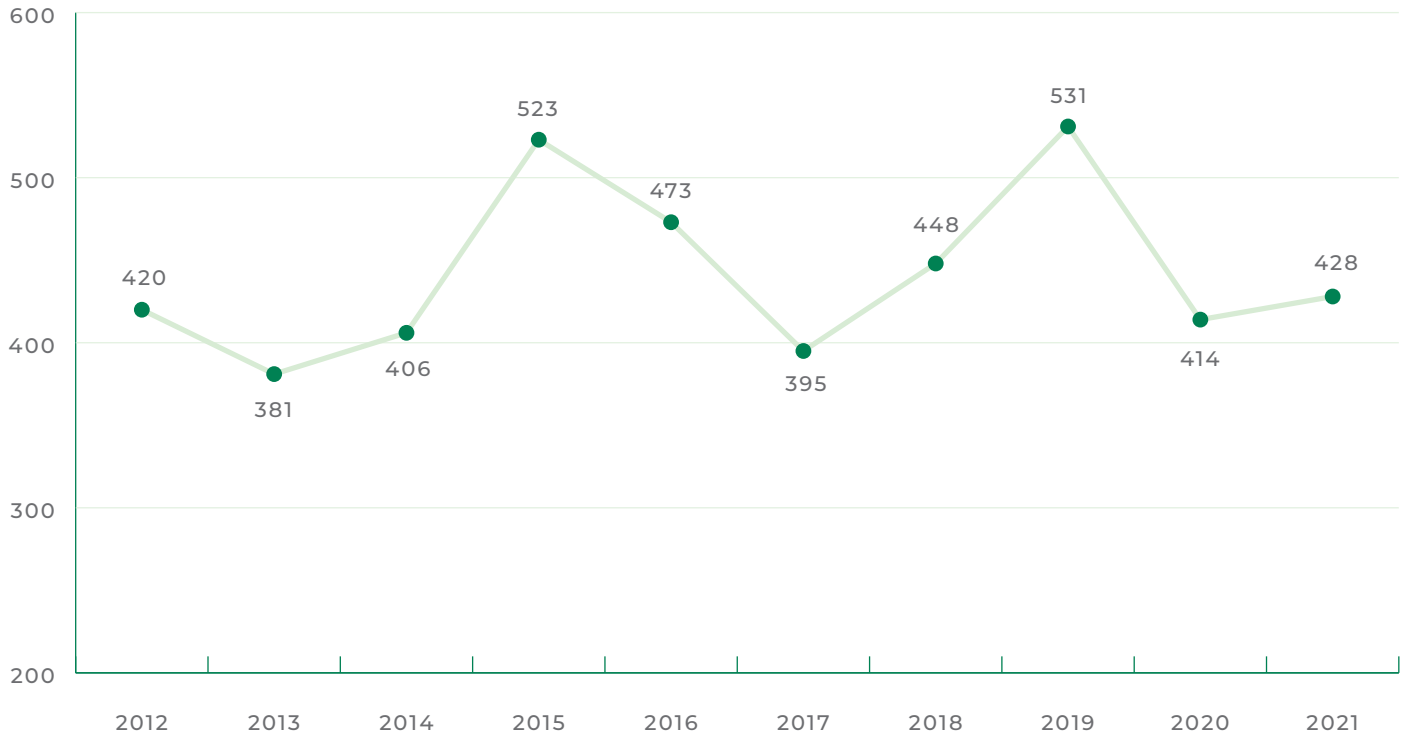
# New Brunswick Agri-Food Export Highlights – 2021

Over the last ten years (2012-2021), the total value of agri-food exports has fluctuated, driven largely by changes in demand in the United States. A notable drop was seen in agri-food exports in 2020, as the COVID-19 pandemic caused major disruptions to the global agri-food supply chain; however, in 2021 markets began to recover.

## Below are the key market highlights for 2021 compared to 2020:

- In 2021, New Brunswick exported \$427.9 million worth of agri-food products, up \$14.4 million (three per cent) from 2020. The greatest increases were seen in sales of live trees, plants and flowers, dairy products, cannabis, preparations of vegetables (excluding potatoes) and animal feed. On the other hand, decreases were noted in exports of potatoes and potato products and wild blueberries. The top markets for New Brunswick's agri-food exports in 2021 were the United States, Panama and Israel, representing 82 per cent, two per cent and two per cent of sales, respectively.
- Exports of potatoes and potato products decreased in value by \$24.4 million (11 per cent) to \$207.3 million in 2021. Sales of most potato products fell, with exports of fresh/chilled potatoes and frozen French fries declining the most. The drop in sales can be partly attributed to decreased potato production in 2020, due to lower seeded area and yield. Note, the majority of the 2020 potato crop was marketed in 2021. Sales to the United States decreased the most, by \$29.6 million (15 per cent).
- Sales of live trees, plants and flowers rose by \$13.6 million (37 per cent) to total \$50.9 million in 2021, with 99.8 per cent of exports destined for the United States.
- Cannabis exports increased by \$5.6 million (179 per cent) to \$8.8 million in 2021, due to a significant rise in export volume outweighing a drop in average price. Sales to Israel and Australia rose by \$4.4 million (179 per cent) and \$1.3 million (241 per cent), respectively.
- The export value of preparations of vegetables (other than potatoes) increased by \$5.5 million (302 per cent) to reach \$7.4 million in 2021. This was mainly driven by greater exported volumes of frozen vegetables. Prices were also up. Exports to the United States increased the most, by \$4.0 million (414 per cent).
- Export revenues from dairy products totaled \$6.2 million in 2021, about \$5.7 million (1,283 per cent) higher than in 2020. Milk powder accounted for the majority (86 per cent) of New Brunswick's exported dairy products in 2021. The greatest increases were seen in sales to Algeria, by \$3.4 million, Japan, by \$0.6 million, Pakistan, by \$0.5 million, and the United Arab Emirates, by \$0.5 million.
- Wild blueberry exports<sup>4</sup> fell by 41 per cent (\$4.1 million) to \$5.9 million in 2021, with all sales going to the United States. This was driven by a significant drop in the export volume of frozen wild blueberries outweighing a rise in market price. Particularly, inventory levels were down as a result of low blueberry yields in 2020, due to drought. Nonetheless, New Brunswick's exports of fresh wild blueberries were up in the third quarter of the year, reflecting the strong 2021 harvest.
- The United States continued to be the leading market for New Brunswick's agri-food products, valued at \$350.0 million in 2021. Compared to the previous year, exports were down marginally by one per cent (\$2.1 million). Exports of potatoes and potato products and wild blueberries fell, while notable increases were seen in sales of live trees, plants and flowers, meat, animal feed and preparations of vegetables.
- Other important destinations for the province's agri-food products that increased in value in 2021 include Israel, Algeria and Japan. More specifically:
  - Exports to Israel increased by \$4.5 million (170 per cent) to \$7.1 million in 2021, largely as a result of higher cannabis sales.
  - Exports to Japan grew by \$3.2 million (114 per cent) to total \$6.1 million in 2021. The greatest increases were noted in sales of potatoes and potato products, maple products and dairy products.
  - Sales to Algeria rose by \$3.5 million, from \$0 in 2020, due to higher exports of dairy products.

**TOTAL VALUE OF NEW BRUNSWICK AGRI-FOOD EXPORTS,  
2012-2021 (\$ MILLIONS)**



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

RANK	PRODUCT	2019	2020	2021	2019-2020 GROWTH	2020-2021 GROWTH	TOP MARKETS IN 2021
1	Potatoes and potato products	320.32	231.67	<b>207.26</b>	-27.7%	-10.5%	United States, Panama, Costa Rica, Mexico, Japan, United Arab Emirates, Taiwan, Bahamas, Kuwait, Saudi Arabia
2	Live trees, plants and flowers	36.42	37.24	<b>50.89</b>	2.3%	36.6%	United States, Aruba
3	Animal feed	33.42	38.84	<b>43.96</b>	16.2%	13.2%	United States, Taiwan, South Korea, Russia, Mexico, Japan, Israel, Costa Rica, Singapore, Honduras
4	Preparations of grains	29.45	33.38	<b>32.41</b>	13.3%	-2.9%	United States, United Arab Emirates, Saudi Arabia, Kuwait, Oman, Peru, Qatar, French Polynesia, Bahrain, Bahamas
5	Maple products <sup>5</sup>	10.81	13.87	<b>15.09</b>	28.3%	8.8%	United States, Australia, Japan, New Zealand, Germany, Netherlands, Austria, Kuwait, United Kingdom, China
6	Live animals	22.72	11.38	<b>11.25</b>	-49.9%	-1.2%	United States
7	Cannabis	0.17	3.14	<b>8.78</b>	1,800.4%	179.4%	Israel, Australia
8	Beer	7.71	8.79	<b>8.12</b>	13.9%	-7.6%	United States
9	Preparations of vegetables (other than potatoes)	5.39	1.84	<b>7.38</b>	-65.9%	301.9%	United States, Kuwait, Costa Rica, United Arab Emirates, Japan, Honduras, Guatemala, Dominican Republic, Mexico
10	Meat	3.10	3.25	<b>7.27</b>	4.8%	123.7%	United States, Saudi Arabia, Philippines, Trinidad and Tobago, Panama, Saint Pierre and Miquelon, France, Mexico, Taiwan, Saint Vincent and the Grenadines
11	Preparations of nuts and seeds	19.98	5.43	<b>6.74</b>	-72.8%	24.0%	United States, Japan, United Kingdom
12	Dairy products	1.97	0.45	<b>6.19</b>	-77.2%	1,282.9%	Algeria, Japan, Pakistan, United Arab Emirates, Peru, Egypt, Saint Pierre and Miquelon, Kuwait
13	Wild blueberries	21.75	10.02	<b>5.88</b>	-53.9%	-41.3%	United States
14	Sugar confectionery	0.12	1.96	<b>3.75</b>	1,471.1%	91.9%	United States
15	Chocolate confectionery	3.08	3.69	<b>1.31</b>	19.8%	-64.4%	United States
16	Soups and broths	1.45	1.03	<b>1.20</b>	-29.1%	17.0%	United States
17	Mink furskins	0.53	1.37	<b>0.50</b>	158.8%	-63.5%	United States
Other agri-food products		12.17	6.20	<b>9.91</b>			
<b>Total agri-food products</b>		<b>530.56</b>	<b>413.53</b>	<b>427.89</b>	<b>-22.1%</b>	<b>3.5%</b>	<b>United States, Panama, Israel, Japan, Costa Rica, United Arab Emirates, Mexico, Taiwan, Kuwait, Algeria</b>

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 (August 2022).

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

RANK	PRODUCT	2019	2020	2021	2019-2020 GROWTH	2020-2021 GROWTH	TOP MARKETS IN 2021
1	Prepared or preserved potatoes	254.82	135.22	<b>132.07</b>	-46.9%	-2.3%	United States, Panama, Costa Rica, Mexico, Japan, United Arab Emirates, Taiwan, Bahamas, Kuwait, Saudi Arabia
2	Fresh potato	46.42	70.87	<b>54.72</b>	52.7%	-22.8%	United States, Saint Lucia, Trinidad and Tobago
3	Potato flakes	10.65	12.10	<b>11.85</b>	13.7%	-2.1%	United States
4	Seed potatoes	5.85	7.11	<b>5.85</b>	21.6%	-17.8%	United States, Dominican Republic, Philippines
	All other potatoes and potato products	2.59	6.37	<b>2.77</b>			
	<b>Total potatoes and potato products</b>	<b>320.32</b>	<b>231.67</b>	<b>207.26</b>	<b>-27.7%</b>	<b>-10.5%</b>	<b>Refer to previous table</b>

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 (August 2022).



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

RANK	MARKET	2019	2020	2021	2019-2020 GROWTH	2020-2021 GROWTH	TOP PRODUCTS IN 2021
1	United States	465.11	352.06	<b>350.00</b>	-24.3%	-0.6%	Potatoes and potato products, live trees, plants and flowers, animal feed, preparations of grains, maple products, live animals, beer, meat, preparations of nuts and seeds, wild blueberries
2	Panama	2.39	6.52	<b>7.36</b>	172.4%	12.9%	Potatoes and potato products, preparations grains, meat
3	Israel	0.00	2.64	<b>7.12</b>	--	169.8%	Cannabis, animal feed, maple products
4	Japan	4.67	2.83	<b>6.07</b>	-39.3%	114.2%	Potatoes and potato products, maple products, dairy products, preparations of nuts and seeds, animal feed, preparations of vegetables (other than potatoes)
5	Costa Rica	8.53	6.84	<b>5.67</b>	-19.8%	-17.2%	Potatoes and potato products, preparations of vegetables (other than potatoes), animal feed
6	United Arab Emirates	4.17	4.60	<b>5.46</b>	10.3%	18.7%	Potatoes and potato products, preparations of grains, dairy products, preparations of vegetables (other than potatoes)
7	Mexico	7.44	4.87	<b>5.35</b>	-34.5%	9.8%	Potatoes and potato products, animal feed, preparations of vegetables (other than potatoes), meat
8	Taiwan	1.51	2.36	<b>3.78</b>	56.6%	59.8%	Potatoes and potato products, animal feed, meat
9	Kuwait	3.23	3.97	<b>3.75</b>	22.8%	-5.6%	Potatoes and potato products, preparations of vegetables (other than potatoes), preparations of grains, maple products, dairy products
10	Algeria	0.00	0.00	<b>3.46</b>	--	--	Dairy products
11	Australia	1.00	1.81	<b>3.29</b>	81.7%	81.8%	Cannabis, Maple products
12	Saudi Arabia	1.59	2.72	<b>2.93</b>	71.4%	7.6%	Potatoes and potato products, preparations of grains, meat
13	Bahamas	3.45	2.22	<b>2.53</b>	-35.6%	13.7%	Potatoes and potato products, preparations of grains
14	Trinidad and Tobago	1.92	1.00	<b>1.59</b>	-48.0%	60.0%	Potatoes and potato products, preparations of grains, meat
15	Iceland	2.06	1.27	<b>1.22</b>	-38.3%	-3.7%	Potatoes and potato products
16	Honduras	1.47	0.64	<b>1.19</b>	-56.5%	85.9%	Potatoes and potato products, preparations of vegetables (other than potatoes), animal feed
17	Saint Pierre and Miquelon	0.81	0.99	<b>1.04</b>	22.0%	4.3%	Dairy products, preparations of grains, meat
18	Guatemala	0.66	1.10	<b>0.97</b>	67.2%	-12.4%	Potatoes and potato products, preparations of vegetables (other than potatoes)
19	Dominican Republic	0.77	0.42	<b>0.96</b>	-45.0%	127.1%	Potatoes and potato products, preparations of vegetables (other than potatoes)
20	Qatar	0.94	1.38	<b>0.91</b>	47.4%	-34.0%	Potatoes and potato products, preparations of grains
All other markets		18.85	13.28	<b>13.25</b>			
<b>World</b>		<b>530.56</b>	<b>413.53</b>	<b>427.89</b>	<b>-22.1%</b>	<b>3.5%</b>	<b>Potatoes and potato products, live trees, plants and flowers, animal feed, preparations of grains, maple products, live animals, cannabis, beer, preparations vegetables (other than potatoes), meat</b>

-- 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 (August 2022).

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

RANK	STATE	2019	2020	2021	2019-2020 GROWTH	2020-2021 GROWTH	TOP PRODUCTS IN 2021
1	Maine	111.65	88.06	<b>91.66</b>	-21.1%	4.1%	Animal feed, live trees, plants and flowers, potatoes and potato products, preparations of grains, wild blueberries, preparations of nuts and seeds, beer, live animals
2	Puerto Rico	57.49	50.60	<b>43.73</b>	-12.0%	-13.6%	Potatoes and potato products, preparations of grains, meat, preparations of vegetables (other than potatoes)
3	Pennsylvania	50.63	40.36	<b>39.50</b>	-20.3%	-2.1%	Potatoes and potato products, live animals, sugar confectionery, beer, maple products, preparations of nuts and seeds, preparations of vegetables (other than potatoes)
4	Massachusetts	44.23	40.14	<b>35.88</b>	-9.2%	-10.6%	Potatoes and potato products, live trees, plants and flowers, preparations of grains, animal feed, preparations of vegetables (other than potatoes), soups and broths, meat, beer, preparations of nuts and seeds
5	New York	41.15	19.11	<b>18.53</b>	-53.6%	-3.0%	Potatoes and potato products, live trees, plants and flowers, beer, animal feed, preparations of vegetables (other than potatoes), maple products, meat
All other states		159.95	113.77	<b>120.70</b>			
<b>Total United States</b>		<b>465.11</b>	<b>352.06</b>	<b>350.00</b>	<b>-24.0%</b>	<b>-0.6%</b>	<b>Refer to previous table</b>

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 (August 2022).

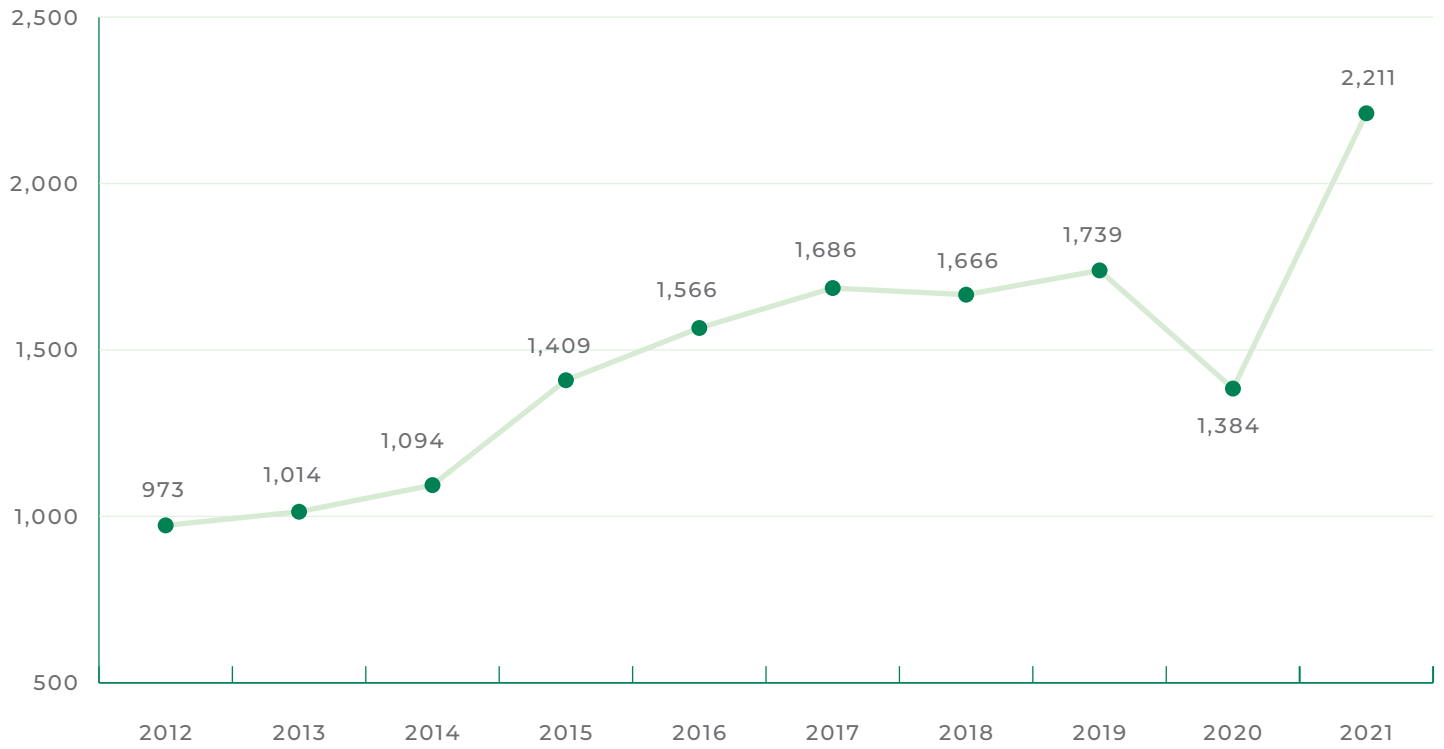
# New Brunswick Seafood Export Highlights – 2021

Over the last decade, New Brunswick's seafood exports have increased significantly, due to growing international demand for seafood products. In 2020, the COVID-19 outbreak presented serious challenges for the seafood industry and drove sales down; however, in 2021 exports reached a record-high \$2.2 billion, as restrictions were lifted and markets recovered.

## Below are the key market highlights for 2021 compared to 2020:

- New Brunswick's total seafood exports rose in value by 60 per cent (\$827.5 million) to reach \$2.2 billion in 2021, with sales of lobster, salmon and crab increasing the most. In 2021, the top export destinations included the United States, China and Japan, accounting for 88 per cent, two per cent and two per cent of export share, respectively.
- Lobster exports increased by \$546.7 million (79 per cent) to an all-time high of \$1.2 billion in 2021. Sales of frozen lobster and lobster meat rose due to greater export volumes and market prices, while live lobster sales increased on higher prices. In 2020, the spring fishing season was delayed by two weeks, which resulted in lower export volumes. In spring 2021, the volume of lobster landed reached a historic high. In addition to historic landings, higher imports of live Maine lobster for processing, and the re-opening of food service establishments in the United States boosted sales. Exports to the United States increased the most, by \$511.5 million (83 per cent). Increases were also noted in China, by \$21.5 million (126 per cent), South Korea, by \$6.2 million (47 per cent), Belgium, by \$6.0 million (96 per cent), and the United Kingdom, by \$4.2 million (269 per cent).
- Salmon exports rose in value by 66 per cent (\$159.3 million) to \$401.4 million in 2021, largely due to substantially greater export volumes of fresh/chilled Atlantic salmon. This rise in volume can be attributed to appropriately sized fish for market demand, more harvesting days due to a mild winter, competitive pricing, and the re-opening of food service establishments in the United States. Markets with the greatest increases included the United States, Taiwan and Vietnam, up by \$149.9 million (63 per cent), \$5.5 million (205 per cent) and \$2.6 million (441 per cent), respectively.
- Exports of crab grew by \$109.9 million (43 per cent) to reach \$364.4 million in 2021, with snow crab representing 94 per cent of this value. This increase was largely driven by higher prices of frozen snow crab outpacing lower export volumes, as demand for crab at retail continued to soar and food service establishments began to re-open. The decline in volume was due to lower quota. The largest increases were seen in sales to the United States, by \$101.4 million (46 per cent), Japan, by \$7.3 million (33 per cent), and China, by \$1.9 million (29 per cent).
- Herring exports totaled \$79.6 million in 2021, down \$4.1 million (five per cent) from 2020. Smoked herring accounted for 69 per cent of the total export value. Destination markets with the largest declines were the Dominican Republic and the United States, down by \$5.0 million (13 per cent) and \$1.5 million (seven per cent), respectively. On the other hand, exports to Haiti rose by \$2.9 million (35 per cent).
- Oyster sales<sup>6</sup> rose by \$6.3 million (121 per cent) to reach \$11.5 million in 2021, due to a significant rise in the export volume of live oysters, outweighing a decrease in average price. Practically all oyster exports (99.8 per cent) were destined for the United States.
- Trout exports grew by 117 per cent (\$2.1 million) to reach \$3.9 million in 2021, with 99.8 per cent of sales going to the United States. This increase was primarily driven by greater export volumes of fresh/chilled trout fillets.
- The United States continued to be New Brunswick's leading destination market for seafood products with sales up by \$771.8 million (66 per cent) to \$1.9 billion in 2021. This increase mainly resulted from higher sales of lobster, salmon and crab.
- Other top markets that increased in value in 2021 were China, South Korea and Hong Kong. Specifically:
  - Exports to China grew by \$24.6 million (95 per cent) to reach \$50.5 million, with sales of lobster, crab and salmon increasing the most.
  - Sales to South Korea increased by \$6.2 million (47 per cent) to \$19.4 million, due to greater lobster exports.
  - Exports to Hong Kong rose by \$6.4 million (56 per cent) to \$17.9 million, mainly as a result of greater eel and lobster sales.

## TOTAL VALUE OF NEW BRUNSWICK SEAFOOD EXPORTS, 2012-2021 (\$ MILLIONS)



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

RANK	PRODUCT	2019	2020	2021	2019-2020 GROWTH	2020-2021 GROWTH	TOP MARKETS IN 2021
1	Lobster	962.09	693.10	<b>1,239.76</b>	-28.0%	78.9%	United States, China, South Korea, Belgium, Japan, United Kingdom, Spain, Italy, Hong Kong, Netherlands
2	Salmon	313.95	242.11	<b>401.40</b>	-22.9%	65.8%	United States, Taiwan, Vietnam, China, Israel, Japan, Qatar, France, Spain, India
3	Crab	294.71	254.51	<b>364.37</b>	-13.6%	43.2%	United States, Japan, China, Vietnam, Indonesia, Hong Kong, Dominican Republic
4	Herring	70.69	83.75	<b>79.62</b>	18.5%	-4.9%	Dominican Republic, United States, Haiti, Japan, Trinidad and Tobago, Netherlands, France, Suriname, Jamaica, China
5	Sardine <sup>7</sup>	15.93	31.58	<b>34.87</b>	98.2%	10.4%	United States, Jamaica, Trinidad and Tobago, Barbados, Dominican Republic, Bahamas, Fiji, Guyana, Grenada, Saint Kitts and Nevis
6	Eel	15.59	14.63	<b>15.17</b>	-6.1%	3.7%	Hong Kong, Portugal, United States, Belgium, China
7	Oyster	7.65	5.19	<b>11.45</b>	-32.2%	120.7%	United States
8	Seaweed and algae	8.98	10.97	<b>10.19</b>	22.3%	-7.2%	United States, Japan, France, Singapore, Taiwan
9	Scallop	13.02	11.63	<b>9.59</b>	-10.7%	-17.5%	United States
10	Shrimp and prawns <sup>8</sup>	7.17	7.26	<b>6.62</b>	1.2%	-8.9%	United States, Denmark, United Kingdom
11	Clam, cockle and ark shell	3.92	2.86	<b>4.23</b>	-26.9%	47.7%	United States
12	Trout	0.70	1.81	<b>3.92</b>	159.1%	117.2%	United States
13	Sea urchin	3.59	3.16	<b>3.52</b>	-11.9%	11.2%	United States
14	Cod	1.01	1.30	<b>1.62</b>	28.2%	24.6%	United States, Bermuda
All other seafood products		20.23	19.96	<b>25.00</b>			
<b>Total seafood products</b>		<b>1,739.21</b>	<b>1,383.82</b>	<b>2,211.32</b>	<b>-20.4%</b>	<b>59.8%</b>	<b>United States, China, Japan, Dominican Republic, South Korea, Hong Kong, Haiti, Belgium, Taiwan, Jamaica</b>

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 (August 2022).

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

RANK	PRODUCT	2019	2020	2021	2019-2020 GROWTH	2020-2021 GROWTH	TOP MARKETS IN 2021
1	Frozen lobster	578.57	400.16	<b>685.99</b>	-30.8%	71.4%	United States, South Korea, Belgium, Japan, Spain, Hong Kong, United Kingdom, China, Italy, Taiwan
2	Lobster meat	224.98	187.10	<b>420.55</b>	-16.8%	124.8%	United States, United Kingdom, Netherlands, Singapore, Belgium, Denmark, Japan, Italy, United Arab Emirates, Spain
3	Live lobster	158.49	105.84	<b>132.86</b>	-33.2%	25.5%	United States, China, Italy, Taiwan, South Korea, United Kingdom, France, Belgium, Spain
All other lobster products		0.04	0.00	<b>0.36</b>			
<b>Total lobster</b>		<b>962.09</b>	<b>693.10</b>	<b>1,239.76</b>	<b>-28.0%</b>	<b>78.9%</b>	<b>Refer to previous table</b>

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 (August 2022).

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

RANK	MARKET	2019	2020	2021	2019-2020 GROWTH	2020-2021 GROWTH	TOP PRODUCTS IN 2021
1	United States	1,459.80	1,168.24	<b>1,940.07</b>	-20.0%	66.1%	Lobster, salmon, crab, herring, sardine, oyster, scallop, seaweed and algae, shrimp and prawn, clam, cockle and ark shell
2	China	39.93	25.88	<b>50.48</b>	-35.2%	95.0%	Lobster, crab, salmon, herring, eel
3	Japan	64.14	48.39	<b>49.63</b>	-24.6%	2.6%	Crab, lobster, herring, salmon, seaweed and algae
4	Dominican Republic	31.15	37.94	<b>33.30</b>	21.8%	-12.2%	Herring, sardine, crab
5	South Korea	23.66	13.20	<b>19.45</b>	-44.2%	47.3%	Lobster
6	Hong Kong	18.23	11.50	<b>17.89</b>	-36.9%	55.6%	Eel, lobster, crab
7	Haiti	11.81	11.48	<b>13.59</b>	-2.8%	18.4%	Herring
8	Belgium	15.77	11.51	<b>12.85</b>	-27.0%	11.6%	Lobster, eel, herring
9	Taiwan	13.79	6.13	<b>11.00</b>	-55.5%	79.5%	Salmon, lobster, seaweed and algae
10	Jamaica	0.82	7.55	<b>10.69</b>	821.7%	41.6%	Sardine, herring
11	United Kingdom	7.35	2.50	<b>6.18</b>	-65.9%	146.8%	Lobster, shrimp and prawn, herring
12	Vietnam	9.53	3.45	<b>5.78</b>	-63.8%	67.3%	Salmon, crab
13	Trinidad and Tobago	3.02	3.99	<b>5.41</b>	32.0%	35.6%	Sardine, herring
14	Spain	3.56	3.35	<b>5.23</b>	-5.8%	56.0%	Lobster, salmon
15	Netherlands	2.35	2.40	<b>4.40</b>	2.1%	83.1%	Lobster, herring
16	Italy	1.77	2.97	<b>4.18</b>	67.5%	40.8%	Lobster
17	France	6.40	3.44	<b>2.21</b>	-46.3%	-35.7%	Herring, lobster, salmon, seaweed and algae
18	Indonesia	4.08	3.58	<b>2.05</b>	-12.3%	-42.8%	Crab
19	Singapore	0.73	1.60	<b>1.93</b>	119.2%	20.2%	Lobster, seaweed and algae
20	Sweden	1.68	1.08	<b>1.44</b>	-35.3%	33.2%	Lobster
All other export markets		19.65	13.64	<b>13.57</b>			
<b>World</b>		<b>1,739.21</b>	<b>1,383.82</b>	<b>2,211.32</b>	<b>-20.4%</b>	<b>59.8%</b>	<b>Lobster, salmon, crab, herring, sardine, eel, oyster, seaweed and algae, scallop, shrimp and prawn</b>

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 (August 2022).

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

RANK	STATE	2019	2020	2021	2019-2020 GROWTH	2020-2021 GROWTH	TOP PRODUCTS IN 2021
1	Massachusetts	870.41	700.56	<b>1,248.82</b>	-19.5%	78.3%	Lobster, crab, salmon, scallop, oyster, clam, cockle and ark shell, shrimp and prawn, herring, trout, cod
2	California	59.21	47.16	<b>110.68</b>	-20.3%	134.7%	Salmon, lobster, shrimp and prawn, crab, sardine, herring, seaweed and algae, oyster
3	Maine	123.01	103.42	<b>90.08</b>	-15.9%	-12.9%	Salmon, lobster, oyster, sea urchin, seaweed and algae, clam, cockle and ark shell, scallop, trout
4	New York	76.57	44.48	<b>87.32</b>	-41.9%	96.3%	Salmon, lobster, herring, cod, eel, oyster, sardine, trout, crab, seaweed and algae
5	Florida	71.26	59.69	<b>85.42</b>	-16.2%	43.1%	Lobster, salmon, crab, herring, sardine, cod
All other states		259.35	212.94	<b>317.76</b>			
<b>Total United States</b>		<b>1,459.80</b>	<b>1,168.24</b>	<b>1,940.07</b>	<b>-20.0%</b>	<b>66.0%</b>	<b>Refer to previous table</b>

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 (August 2022).



# 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 largest producer of wild blueberries in Canada in 2021. The province accounted for about 34 per cent of Canada’s production with 24,492 tonnes marketed in 2021. 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.
5. New Brunswick was the second largest producer of maple products in Canada in 2021, behind Quebec. The province accounted for about seven per cent of Canada’s production with 786,000 gallons of syrup produced in 2021. 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.
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. 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 many other countries (mostly in the Caribbean) for multiple years, however, these exports were not being accurately captured. It appears this error was corrected in June 2020, however, data are still missing for January to May of 2020. As such, the growth seen in sardine exports in 2020 and 2021 is overestimated.
8. 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 Information

For more information on New Brunswick agri-food and seafood export statistics, please contact:

## **KIMBERLY WATSON**

Provincial Director of Marketing and Trade – Food  
Government of New Brunswick  
Email: [kimberly.watson@gnb.ca](mailto:kimberly.watson@gnb.ca)

## **AYESHA NOËL**

Senior Economist  
Government of New Brunswick  
Email: [ayesha.noel@gnb.ca](mailto:ayesha.noel@gnb.ca)