

New Brunswick agri-food and seafood export highlights

2019



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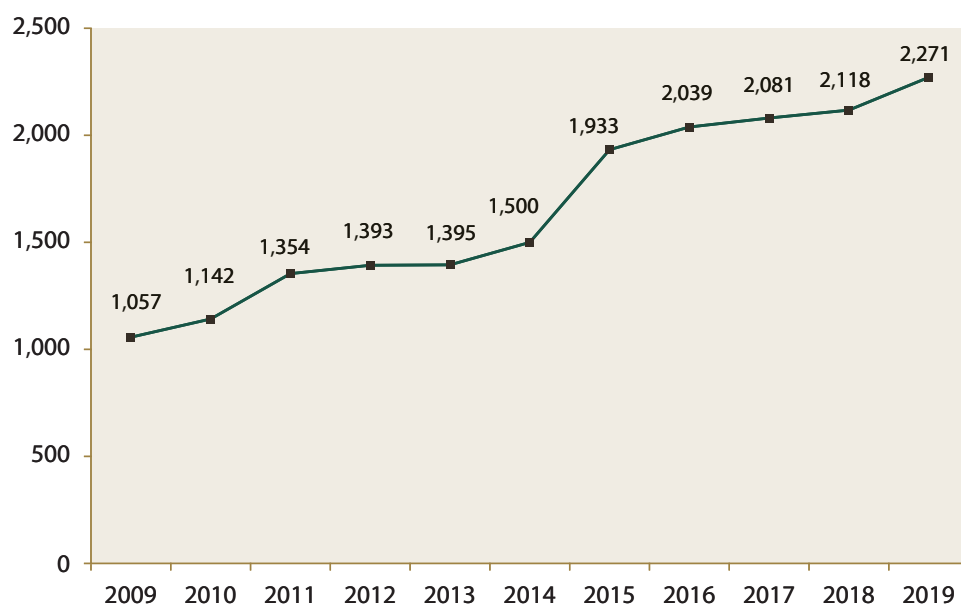
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Summary

- In 2019, New Brunswick exported¹ \$2.3 billion worth of agri-food² and seafood³ products to 91 countries, accounting for 17 per cent of the province's total exports. Particularly, New Brunswick exported \$531 million worth of agri-food products and \$1.7 billion worth of seafood products.
- Since 2009, the total value of New Brunswick's agri-food and seafood exports has risen 115 per cent. Specifically, agri-food exports have grown by 47 per cent while seafood exports have increased by 150 per cent.
- The top exported agri-food commodities in 2019 were: potato 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 85 per cent of sales. Other key markets included Japan, China, Dominican Republic, South Korea, Hong Kong and Belgium.

Total value of New Brunswick agri-food and seafood exports, 2009-2019 (\$ millions)



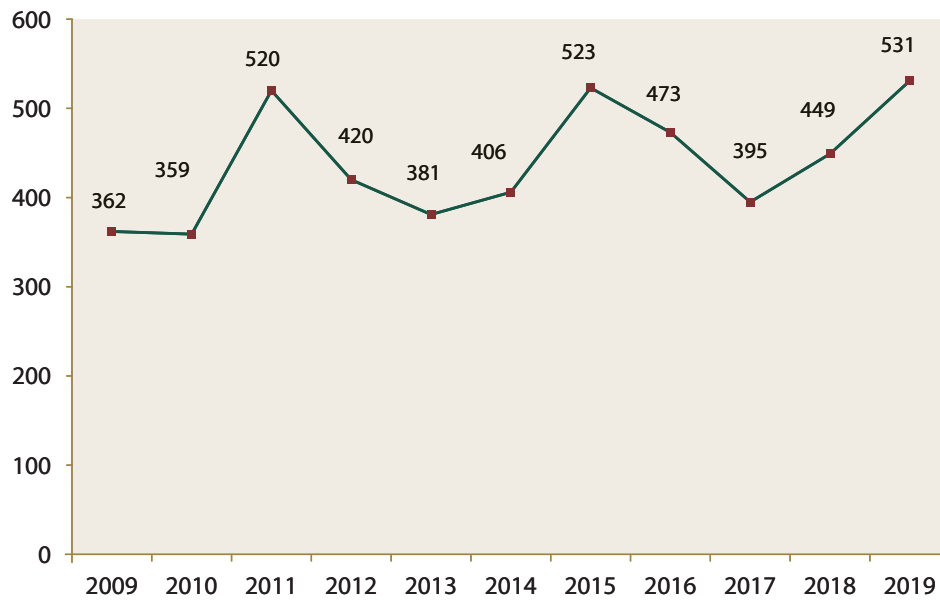
New Brunswick agri-food export highlights – 2019

The total value of New Brunswick's agri-food exports has fluctuated significantly over the last ten years, driven largely by changes in demand in the United States. Despite these fluctuations, New Brunswick's agri-food exports reached a record-high \$531 million in 2019.

Below are the key market highlights for 2019 compared to 2018:

- New Brunswick's exported agri-food products increased markedly in value by \$82 million (18 per cent) to total \$531 million in 2019, largely due to higher sales of potato and potato products, wild blueberries and preparations of grains. The top markets for New Brunswick's agri-food exports in 2019 were the United States, Costa Rica and Mexico, accounting for 88 per cent, two per cent and one per cent of sales, respectively.
- Exports of potato and potato products rose notably in value by \$36 million (13 per cent) to \$321 million in 2019. This was mainly due to higher sales of frozen french fries, as a result of increased price and export volume. The greatest increase was seen in sales to the United States, up by \$38 million (16 per cent).
- The value of wild blueberry exports⁴ increased significantly by 385 per cent (\$17 million) to reach \$22 million in 2019, with practically all sales going to the United States. This increase mainly resulted from a substantially greater volume of frozen wild blueberries being sold at a considerably higher price.
- Exports of preparations of grains rose in value by \$13 million (77 per cent) to \$29 million in 2019, mainly due to a significant rise in the volume of exported baked goods outweighing a drop in average market price. Exports to the United States increased the most, up by \$13 million (126 per cent).
- Animal feed exports rose by \$5.4 million (19 per cent) to \$33 million in 2019, due to a considerable increase in average price outweighing a drop in exported volume. The United States accounted for 97 per cent of sales.
- The top market for New Brunswick's agri-food products continued to be the United States valued at \$466 million in 2019. Compared to 2018, sales were up by \$81 million (21 per cent), with the largest increases seen in exports of potato and potato products, wild blueberries and preparations of grains.
- Other important markets that increased in value in 2019 were Poland and Jamaica. Particularly, exports to Poland increased by \$1.1 million (562 per cent) to \$1.3 million, due to higher cranberry sales; while exports to Jamaica rose by \$1 million (165 per cent) to total \$1.6 million, largely due to greater meat sales.
- On the other hand, markets that decreased most in value include Japan and Costa Rica. Specifically, exports to Japan were down one-fifth (\$1.2 million) to \$4.7 million, while those to Costa Rica fell by \$1.1 million (11 per cent) to \$8.5 million. These declines resulted mostly from lower sales of potato and potato products.

Total value of New Brunswick agri-food exports, 2009-2019 (\$ millions)



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

| Rank | Product | 2017 | 2018 | 2019 | 2017-2018 growth | 2018-2019 growth | Top markets in 2019 |
|---------------------------------|--|--------------|--------------|--------------|------------------|------------------|---|
| 1 | Potato and potato products | 248.2 | 284.8 | 320.7 | 14.7% | 12.6% | United States, Costa Rica, Mexico, Japan, Bahamas, United Arab Emirates, Panama, Kuwait, Iceland, Trinidad and Tobago |
| 2 | Live trees, plants and flowers | 30.3 | 34.4 | 36.4 | 13.3% | 5.9% | United States |
| 3 | Animal feed | 16.9 | 27.9 | 33.3 | 65.2% | 19.3% | United States, South Korea, Mexico, Russia |
| 4 | Preparations of grains | 9.3 | 16.6 | 29.4 | 78.7% | 76.9% | United States, United Arab Emirates, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman, Mexico, Bahamas, French Polynesia |
| 5 | Live animals | 22.3 | 20.8 | 22.7 | -6.7% | 9.3% | United States |
| 6 | Wild blueberries | 3.2 | 4.5 | 21.7 | 38.6% | 384.9% | United States |
| 7 | Preparations of nuts and seeds | 26.9 | 22.6 | 20.0 | -16.1% | -11.4% | United States |
| 8 | Maple products ⁵ | 10.8 | 9.7 | 10.8 | -10.6% | 11.5% | United States, Denmark, Australia, New Zealand, Bulgaria, Germany, Italy |
| 9 | Beer | 7.3 | 7.9 | 7.7 | 7.9% | -2.4% | United States |
| 10 | Preparations of vegetables (other than potatoes) | 3.7 | 4.5 | 5.4 | 22.1% | 20.5% | United States, Kuwait, Jamaica, Costa Rica, Trinidad and Tobago |
| 11 | Chocolate confectionery | 3.0 | 3.6 | 3.1 | 21.5% | -14.8% | United States |
| 12 | Meat | 1.6 | 1.7 | 2.5 | 6.3% | 43.9% | Jamaica, United States, Curaçao, Mexico, Japan, Trinidad and Tobago |
| 13 | Dairy products | 1.0 | 0.6 | 2.0 | -42.1% | 239.3% | Syria, Georgia, Saint Pierre and Miquelon, Iceland, Peru, United Arab Emirates, Jamaica |
| 14 | Soups and broths | 1.1 | 1.4 | 1.4 | 32.2% | 3.2% | United States, Japan |
| 15 | Cranberries | 0.5 | 0.0 | 1.3 | -100.0% | -- | Poland |
| All other agri-food products | | 8.6 | 7.7 | 12.3 | | | |
| Total agri-food products | | 394.8 | 448.6 | 530.9 | 13.6% | 18.3% | United States, Costa Rica, Mexico, Japan, United Arab Emirates, Bahamas, Kuwait, Denmark, Panama, Iceland |

-- 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 2020).

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

| Rank | Product | 2017 | 2018 | 2019 | 2017-2018 growth | 2018-2019 growth | Top markets in 2019 |
|---|------------------------------|--------------|--------------|--------------|------------------|------------------|--|
| 1 | Prepared or preserved potato | 175.1 | 214.9 | 255.2 | 22.7% | 18.8% | United States, Costa Rica, Mexico, Japan, Bahamas, United Arab Emirates, Panama, Kuwait, Iceland, Honduras |
| 2 | Fresh potato | 54.2 | 51.3 | 46.4 | -5.4% | -9.5% | United States, Saint Lucia, Trinidad and Tobago, Dominican Republic |
| 3 | Potato flakes | 9.9 | 9.7 | 10.6 | -2.5% | 9.9% | United States |
| 4 | Seed potato | 7.9 | 7.2 | 5.8 | -8.7% | -18.7% | United States, Dominican Republic, Jamaica |
| All other potato and potato products | | 1.1 | 1.8 | 2.6 | | | |
| Total potato and potato products | | 248.2 | 284.8 | 320.7 | 14.7% | 12.6% | Refer to previous table |

Source: Statistics Canada, CATSNET Analytics (March 2020).

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

| Rank | Market | 2017 | 2018 | 2019 | 2017-2018 growth | 2018-2019 growth | Top products in 2019 |
|--------------------------|----------------------|--------------|--------------|--------------|------------------|------------------|--|
| 1 | United States | 349.4 | 384.1 | 465.5 | 9.9% | 21.2% | Potato and potato products, live trees, plants and flowers, animal feed, preparations of grains, live animals, wild blueberries, preparations of nuts and seeds, beer, maple products, preparations of vegetables (other than potatoes) |
| 2 | Costa Rica | 10.4 | 9.6 | 8.5 | -7.5% | -11.5% | Potato and potato products, preparations of vegetables (other than potatoes) |
| 3 | Mexico | 6.1 | 7.8 | 7.4 | 27.4% | -4.0% | Potato and potato products, preparations of grains, animal feed, meat |
| 4 | Japan | 1.6 | 5.8 | 4.7 | 265.8% | -20.2% | Potato and potato products, soups and broths, meat |
| 5 | United Arab Emirates | 2.3 | 3.7 | 4.2 | 59.6% | 13.1% | Potato and potato products, preparations of grains, dairy products |
| 6 | Bahamas | 1.8 | 3.1 | 3.5 | 74.9% | 12.0% | Potato and potato products, preparations of grains |
| 7 | Kuwait | 1.3 | 2.6 | 3.2 | 91.7% | 26.2% | Potato and potato products, preparations of vegetables (other than potatoes), preparations of grains |
| 8 | Denmark | 1.6 | 2.6 | 2.7 | 64.6% | 5.3% | Maple products |
| 9 | Panama | 0.8 | 1.9 | 2.4 | 130.5% | 24.3% | Potato and potato products |
| 10 | Iceland | 0.5 | 1.7 | 2.0 | 260.7% | 18.8% | Potato and potato products, dairy products |
| 11 | Trinidad and Tobago | 0.8 | 1.6 | 1.9 | 95.4% | 22.8% | Potato and potato products, meat, preparations of vegetables (other than potatoes) |
| 12 | Saudi Arabia | 1.3 | 2.6 | 1.6 | 90.6% | -38.1% | Potato and potato products, preparations of grains |
| 13 | Jamaica | 0.4 | 0.6 | 1.6 | 41.2% | 165.0% | Meat, potato and potato products, preparations of vegetables (other than potatoes), dairy products |
| 14 | Taiwan | 0.4 | 1.0 | 1.5 | 171.2% | 52.6% | Potato and potato products |
| 15 | Honduras | 0.2 | 1.1 | 1.5 | 359.7% | 33.8% | Potato and potato products |
| 16 | Poland | 0.0 | 0.2 | 1.3 | -- | 562.3% | Cranberries |
| 17 | Saint Lucia | 0.5 | 0.9 | 1.1 | 69.6% | 29.2% | Potato and potato products |
| 18 | Peru | 0.7 | 1.0 | 1.0 | 35.8% | 0.8% | Potato and potato products, dairy products |
| 19 | Australia | 0.8 | 0.7 | 1.0 | -3.6% | 34.6% | Maple products |
| 20 | Qatar | 0.5 | 0.9 | 0.9 | 97.3% | -0.8% | Potato and potato products, preparations of grains |
| All other export markets | | 13.4 | 15.2 | 13.3 | | | |
| World | | 394.8 | 448.6 | 530.9 | 13.6% | 18.3% | Potato and potato products, live trees, plants and flowers, animal feed, preparations of grains, live animals, wild blueberries, preparations of nuts and seeds, maple products, beer, 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 2020).

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

| Rank | State | 2017 | 2018 | 2019 | 2017-2018 growth | 2018-2019 growth | Top products in 2019 |
|----------------------------|---------------|--------------|--------------|--------------|------------------|------------------|---|
| 1 | Maine | 70.7 | 83.9 | 111.7 | 18.7% | 33.1% | Potato and potato products, animal feed, live trees, plants and flowers, wild blueberries, preparations of grains, preparations of nuts and seeds, live animals, beer, preparations of vegetables (other than potatoes) |
| 2 | Puerto Rico* | 37.7 | 40.9 | 58.0 | 8.7% | 41.7% | Potato and potato products, preparations of grains, preparations of vegetables (other than potatoes) |
| 3 | Pennsylvania | 36.9 | 43.6 | 50.6 | 18.2% | 16.1% | Potato and potato products, live animals, preparations of nuts and seeds, beer, maple products, preparations of vegetables (other than potatoes) |
| 4 | Massachusetts | 50.3 | 40.1 | 44.2 | -20.2% | 10.3% | Potato and potato products, live trees, plants and flowers, animal feed, preparations of grains, live animals, soups and broths, preparations of vegetables (other than potatoes), beer |
| 5 | New York | 36.0 | 42.6 | 41.2 | 18.4% | -3.5% | Potato and potato products, live trees, plants and flowers, preparations of vegetables (other than potatoes), beer |
| All other states | | 117.8 | 132.9 | 159.9 | | | |
| Total United States | | 349.4 | 384.1 | 465.5 | 9.9% | 21.2% | Refer to previous table |

*A territory of the United States.

Source: Statistics Canada, CATSNET Analytics (March 2020).

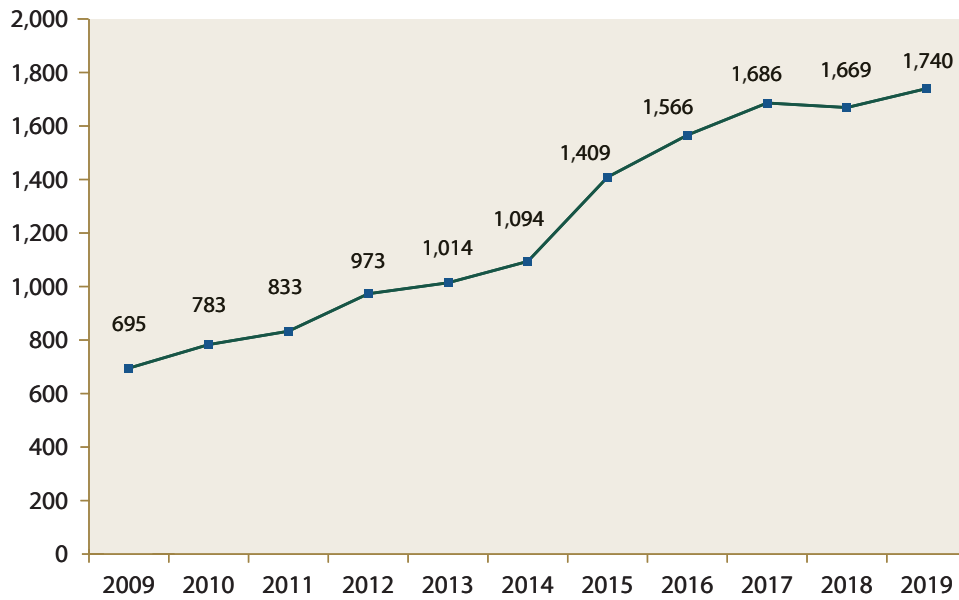
New Brunswick seafood export highlights – 2019

New Brunswick's seafood exports have increased significantly in value over the past decade reaching an all-time high of \$1,740 million in 2019, due to increased international demand for seafood products.

Below are the key market highlights for 2019 compared to 2018:

- New Brunswick's seafood exports increased in value by \$71 million (4 per cent) to \$1,740 million in 2019. Lobster and crab exports increased notably, while sales of salmon and eel dropped. The United States, Japan and China were New Brunswick's largest export markets accounting for 84 per cent, four per cent and two per cent of sales, respectively.
- Lobster exports rose notably by \$122 million (14 per cent) to total \$962 million in 2019. Increases were seen in sales of live, frozen and prepared/preserved lobsters. Markets that increased most in value were the United States (by \$107 million), Japan (by \$11 million) and South Korea (by \$3.7 million).
- Crab exports grew by one-quarter (\$58 million) to reach \$295 million in 2019, principally due to a rise in the exported volume of frozen snow crab. This was partly due to increased quota. The largest increases were seen in the United States and Japan, with sales up by \$58 million (32 per cent) and \$5.7 million (26 per cent), respectively.
- Salmon exports fell noticeably by \$101 million (24 per cent) to \$315 million in 2019. This mainly resulted from declines in the volume and price of fresh/chilled Atlantic salmon (including fillets). Exports to the United States and China declined the most, by \$88 million (23 per cent) and \$14 million (81 per cent), respectively.
- Exports of eel declined considerably by 37 per cent (\$9.2 million) to \$16 million in 2019, mainly due to a significant drop in the market price of live eels outweighing a rise in exported volume. Sales to Hong Kong decreased by \$11 million (54 per cent), however, sales to other international markets such as Belgium, Portugal, Denmark and Spain increased.
- The United States continued to be the top market for New Brunswick's seafood products valued at \$1,461 million in 2019, about six per cent (\$83 million) higher than the previous year. Greater lobster and crab exports contributed most to this increase.
- Seafood exports to Japan, Israel and the Dominican Republic also increased notably in value. Particularly:
 - » Exports to Japan rose by about one-third (\$16 million) to \$64 million, due to higher lobster and crab sales.
 - » Exports to Israel grew by \$6.6 million (252 per cent) to \$9.3 million, due to higher salmon sales.
 - » Exports to the Dominican Republic increased by \$4.7 million (18 per cent) to \$31 million, due to greater herring sales.
- On the other hand, notable decreases were seen in sales to China and Hong Kong. Specifically, exports to China fell by \$15 million (27 per cent) to reach \$40 million in 2019, mainly as a result of lower salmon sales; while those to Hong Kong dropped \$13 million (42 per cent) to \$18 million, largely due to a decline in eel exports.

Total value of New Brunswick seafood exports, 2009-2019 (\$ millions)



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

| Rank | Product | 2017 | 2018 | 2019 | 2017-2018 growth | 2018-2019 growth | Top markets in 2019 |
|----------------------|----------------------------|----------------|----------------|----------------|------------------|------------------|--|
| 1 | Lobster | 790.5 | 840.6 | 962.1 | 6.3% | 14.5% | United States, Japan, South Korea, China, Belgium, Hong Kong, United Kingdom, Taiwan, France, Spain |
| 2 | Salmon | 391.8 | 415.5 | 314.8 | 6.0% | -24.2% | United States, Israel, Taiwan, Vietnam, China, Thailand, Guam, Hong Kong, Qatar |
| 3 | Crab | 342.1 | 236.7 | 294.7 | -30.8% | 24.5% | United States, Japan, China, Vietnam, Indonesia, France, South Korea, Hong Kong, Singapore |
| 4 | Herring | 65.1 | 69.3 | 70.7 | 6.5% | 2.1% | Dominican Republic, United States, Haiti, Japan, Trinidad and Tobago, Netherlands, Suriname, Jamaica, China, Chile |
| 5 | Sardine | 21.5 | 16.9 | 15.9 | -21.4% | -5.6% | United States |
| 6 | Eel | 3.6 | 24.8 | 15.6 | 594.1% | -37.1% | Hong Kong, Belgium, Portugal, Denmark, Spain, United States |
| 7 | Scallop | 16.8 | 11.8 | 13.0 | -29.7% | 10.3% | United States, Netherlands |
| 8 | Seaweed and algae | 9.0 | 7.4 | 9.0 | -17.2% | 20.5% | United States, Singapore, Japan, France |
| 9 | Oyster | 5.7 | 6.1 | 7.6 | 7.0% | 24.4% | United States |
| 10 | Shrimp and prawn | 8.6 | 9.0 | 7.2 | 4.4% | -20.4% | United States, United Kingdom, Sweden |
| 11 | Clam, cockle and ark shell | 3.1 | 3.7 | 3.9 | 18.9% | 7.2% | United States |
| 12 | Sea urchin | 4.3 | 3.0 | 3.6 | -29.8% | 18.0% | United States |
| 13 | Cod | 1.2 | 1.5 | 1.0 | 27.1% | -33.3% | United States |
| 14 | Trout | 3.6 | 1.9 | 0.7 | -47.1% | -63.3% | United States |
| 15 | Halibut | 0.8 | 0.7 | 0.7 | -16.6% | -1.5% | United States |
| 16 | Mollusc | 1.3 | 0.8 | 0.6 | -41.6% | -21.8% | United States |
| 17 | Sea cucumber | 1.9 | 2.1 | 0.6 | 10.4% | -72.5% | United States, China |
| All other seafood | | 15.3 | 17.2 | 18.4 | | | |
| Total seafood | | 1,686.2 | 1,668.9 | 1,740.1 | -1.0% | 4.3% | United States, Japan, China, Dominican Republic, South Korea, Hong Kong, Belgium, Taiwan, Haiti, Vietnam |

Source: Statistics Canada, CATSNET Analytics (March 2020).

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

| Rank | Product | 2017 | 2018 | 2019 | 2017-2018 growth | 2018-2019 growth | Top markets in 2019 |
|----------------------|-------------------------------|--------------|--------------|--------------|------------------|------------------|--|
| 1 | Frozen lobster | 413.7 | 483.1 | 578.6 | 16.8% | 19.8% | United States, Japan, South Korea, Belgium, China, Taiwan, Hong Kong, Spain, United Kingdom, France |
| 2 | Prepared or preserved lobster | 231.7 | 212.4 | 225.0 | -8.3% | 5.9% | United States, United Kingdom, Hong Kong, China, Belgium, France, Malaysia, South Korea, Japan, Sweden |
| 3 | Live lobster | 143.2 | 145.0 | 158.5 | 1.3% | 9.3% | United States, China, France, Hong Kong, Italy, United Kingdom |
| All other lobster | | 1.9 | 0.0 | 0.0 | | | |
| Total lobster | | 790.5 | 840.6 | 962.1 | 6.3% | 14.5% | Refer to previous table |

Source: Statistics Canada, CATSNET Analytics (March 2020).

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

| Rank | Market | 2017 | 2018 | 2019 | 2017-2018 growth | 2018-2019 growth | Top products in 2019 |
|--------------------------|---------------------|----------------|----------------|----------------|------------------|------------------|---|
| 1 | United States | 1,353.7 | 1,378.2 | 1,460.7 | 1.8% | 6.0% | Lobster, salmon, crab, herring, sardine, scallop, seaweed and algae, oyster, shrimp and prawn, clam, cockle and ark shell |
| 2 | Japan | 93.1 | 47.9 | 64.1 | -48.5% | 33.8% | Lobster, crab, herring, seaweed and algae |
| 3 | China | 75.0 | 54.5 | 39.9 | -27.3% | -26.8% | Lobster, crab, salmon, herring, sea cucumber |
| 4 | Dominican Republic | 22.4 | 26.4 | 31.1 | 18.1% | 17.8% | Herring |
| 5 | South Korea | 10.2 | 21.1 | 23.7 | 106.8% | 12.2% | Lobster, crab |
| 6 | Hong Kong | 12.0 | 31.3 | 18.2 | 160.9% | -41.7% | Eel, lobster, crab, salmon |
| 7 | Belgium | 23.0 | 15.1 | 15.8 | -34.3% | 4.3% | Lobster, eel |
| 8 | Taiwan | 9.1 | 15.7 | 13.8 | 72.5% | -12.2% | Salmon, lobster |
| 9 | Haiti | 14.2 | 15.7 | 11.8 | 10.3% | -24.8% | Herring |
| 10 | Vietnam | 17.1 | 8.2 | 9.5 | -51.8% | 15.8% | Crab, salmon, lobster |
| 11 | Israel | 3.9 | 2.6 | 9.3 | -31.6% | 251.7% | Salmon |
| 12 | United Kingdom | 4.3 | 8.4 | 7.3 | 94.0% | -12.6% | Lobster, shrimp and prawn, herring |
| 13 | France | 7.6 | 7.0 | 6.4 | -8.3% | -8.7% | Lobster, crab, seaweed and algae, herring |
| 14 | Indonesia | 3.8 | 7.8 | 4.1 | 103.1% | -47.6% | Crab |
| 15 | Spain | 10.2 | 5.4 | 3.6 | -47.3% | -33.8% | Lobster, eel |
| 16 | Trinidad and Tobago | 3.0 | 2.4 | 3.0 | -20.3% | 26.8% | Herring |
| 17 | Netherlands | 4.1 | 3.8 | 2.4 | -7.4% | -37.8% | Herring, lobster, scallop |
| 18 | Denmark | 0.6 | 1.4 | 2.2 | 141.5% | 57.4% | Lobster, eel |
| 19 | Germany | 3.1 | 2.1 | 1.9 | -32.7% | -10.4% | Lobster |
| 20 | Italy | 2.7 | 2.7 | 1.8 | 0.4% | -34.5% | Lobster |
| All other export markets | | 13.1 | 11.1 | 9.5 | | | |
| World | | 1,686.2 | 1,668.9 | 1,740.1 | -1.0% | 4.3% | Lobster, salmon, crab, herring, sardine, eel, scallop, seaweed and algae, oyster, shrimp and prawn |

Source: Statistics Canada, CATSNET Analytics (March 2020).

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

| Rank | State | 2017 | 2018 | 2019 | 2017-2018 growth | 2018-2019 growth | Top products in 2019 |
|----------------------------|---------------|----------------|----------------|----------------|------------------|------------------|--|
| 1 | Massachusetts | 710.5 | 779.3 | 871.0 | 9.7% | 11.8% | Lobster, crab, salmon, scallop, shrimp and prawn, clam, cockle and ark shell, oyster, herring, trout, halibut |
| 2 | Maine | 135.6 | 115.4 | 123.0 | -14.9% | 6.6% | Lobster, salmon, sea urchin, oyster, seaweed and algae, scallop, clam, cockle and ark shell, crab, sea cucumber, mollusc |
| 3 | New York | 110.9 | 100.9 | 76.6 | -9.0% | -24.1% | Salmon, lobster, herring, oyster, crab, sardine, cod, mollusc, eel |
| 4 | Florida | 68.4 | 66.9 | 71.3 | -2.1% | 6.5% | Lobster, crab, salmon, herring, sardine, cod |
| 5 | California | 61.6 | 75.4 | 59.2 | 22.4% | -21.5% | Salmon, lobster, crab, shrimp and prawn, sardine, herring, seaweed and algae, oyster |
| All other states | | 266.7 | 240.2 | 259.6 | | | |
| Total United States | | 1,353.7 | 1,378.2 | 1,460.7 | 1.8% | 6.0% | Refer to previous table |

Source: Statistics Canada, CATSNET Analytics (March 2020).

Notes and definitions

- 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.
- “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.
- “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.
- 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 combined wild blueberry exports from New Brunswick and Nova Scotia. In 2019, New Brunswick and Nova Scotia together exported wild blueberries worth \$161 million, with about 62 per cent of the production coming from New Brunswick. The top four export destinations were the United States, Germany, Japan and Poland with market shares of 32 per cent, 21 per cent, seven per cent and seven per cent, respectively.
- New Brunswick was the second largest producer of maple products in Canada in 2019, behind Quebec. The province accounted for about five per cent of Canada’s production with 598,000 gallons of syrup produced in 2019. 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

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

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