



# Seafood\*

**WORLD-RENOWNED QUALITY AND VARIETY**

*France's seafood and aquaculture products have an excellent image for quality and variety, as well as a strong presence of brand-name products with high added value. The cold chain is constantly maintained and controlled, with a renowned high-performance logistics network. In addition, the sector is highly innovative, with many processing companies active in a booming market.*

## The delights of the sea on your dinner table

From the North Sea to the Mediterranean, France's maritime coast stretches for more than 5,500 kilometres. Given this easy access to the sea, aquaculture and fishing have long been essential activities for French populations living in coastal areas. To showcase these treasures from the sea, France's large seafood processing industry has developed an increasingly diverse range of products over the years. Today, two main production centres stand out: Brittany (from Morbihan to the Southern Finistère) and Nord-Pas de Calais (in Boulogne sur Mer).

With its dynamic, creative processing industry, France has also become a specialist in processing fish and other seafood products that come from the four corners of the globe: smoking salmon from Norway and Scotland, cooking shrimp from Madagascar and Latin America, processing Alaskan pollock into fish sticks or surimi, and much more.

## A huge catch of new ideas in France!

France's range of seafood products is a true mosaic of specialties, ranging from the simplest to the most innovative. It includes smoked salmon and trout; canned tuna, sardines and mackerel; surimi; frozen fish, molluscs and crustaceans; refrigerated cooked crustaceans; a wide variety of succulent deli foods inspired by regional or ethnic cuisine; terrines; rillettes; soufflés; crepes; seafood verrines and more.

These products, made using the finest handpicked ingredients and traditional recipes, meet the strictest health and safety requirements. They are perfect for any occasion, from holiday feasts to quick lunches on the go, as cocktail appetizers or main dishes. An excellent way to maintain a balanced diet while savouring gourmet dishes every day of the week.

## France's seafood products: quality and innovation

**FRESH PRODUCTS WITH UNPARALLELED FLAVOUR** Every day, French ports deliver fresh seafood of exceptional quality, some of which features the famous "Label Rouge" designation. These products, including Marennes d'Oléron oysters, turbot, scallops and Atlantic salmon, are used in the world's finest restaurants.

**SMOKED SEAFOOD** France is the European Union's leading producer of smoked trout and salmon, with production totalling 31,000 tonnes in 2009. Some 85% of these products were made by firms that have signed the new "STF - Smoked in France" charter. These products can be identified by a special logo on their packaging.

Several other labels for seafood smoking and curing companies ensure you the finest possible quality. These include the "Organic Farming" (Agriculture Biologique - AB) label, "Label Rouge" and various other labels (the most famous being "MSC") that ensure sustainable fishing practices are used.



## Products

Anchovy, carp, catfish, crab, cunner, cuttlefish, eel, flat oyster, gilthead bream, red mullet, hake, herring, horse mackerel, John Dory, lobster, mackerel, megrim, monkfish, mussels, octopus, pollock, Portuguese oyster, roach, saithe, salmon, sardine, scallops, scampi, sea bass, shrimp, sole, spiny lobster, squid, sturgeon, trout, tuna, turbot, whiting and more.

Live, fresh and frozen fish, fish fillets and meats, dried, salted and smoked fish, live and fresh crustaceans and molluscs, processed and canned fish, caviar, processed and canned crustaceans and molluscs and more.



**CANNED PRODUCTS** Opening a tin of canned fish is something so natural we don't even think about it. Preserved seafood is extremely handy, easy-to-use and safe, and nearly all French homes have a small stock of canned fish. Some 95% of French households eat it. This vast market, dominated by tuna, sardines and mackerel, is highly dynamic and innovative, creating new recipes and specialties, developing ever more eye-appealing, easy-to-use packaging and constantly improving the quality of the products on offer to consumers. Modern, handy and quick to serve, canned seafood products enable us to eat simple, fast meals «on the go» that are nonetheless highly nutritious. Indeed, tuna, sardines and mackerel are amongst the fishes with the highest levels of Omega 3. They are also easy to use in dishes, from simple delights (salads, appetizers and more) to more elaborate fare (tarts, quiches, gratins and more). There are also products with quality labels on this market.

**SURIMI STICKS** Did you know that France is Europe's leading producer of surimi? Every year, 50,000 tonnes of standard sticks and other specialties made with surimi are enjoyed in France. French surimi, made using fish caught on the open ocean, is an excellent source of protein and quality vitamins.

**TERRINES, RILLETTES AND SEAFOOD DELI PRODUCTS** This fast-growing sector is at the leading edge of innovation. Thanks to these easy-to-use products, making cocktails, appetizers or starters with the delicious goodness of salmon, shrimp and scallops has become child's play!

**FROZEN FOODS** The entire range of French seafood - from fish, raw shellfish and crustaceans and prepared dishes to gratins and grilled fish - is available in the frozen foods aisle at supermarkets. Salmon is gaining ground, and the range is being extended to ethnic cuisine from around the globe. For more responsible practices and higher quality, many manufacturers today use products caught using sustainable fishing techniques and the range of foods bearing the "MSC" label is on the rise.

Traditional cured or smoked fishes such as anchovy, cod and herring round out the diverse panorama of seafood products that France has to offer.

## Useful websites

The National Committee for Maritime Fisheries and Sea Farming (CNPMMEM)  
[www.comite-peches.fr](http://www.comite-peches.fr)

The Aquaculture Products Industry Board (CIPA)  
[www.lapisciculture.com](http://www.lapisciculture.com)

The National Shellfish Board (CNC)  
[www.cnc-france.com](http://www.cnc-france.com)

[www.laconsERVE.com](http://www.laconsERVE.com)

The Association of Processed Foods Manufacturers (ADEPALE)  
[www.adepale.org](http://www.adepale.org)

Smoking salmon  
[www.charte-stf.fr](http://www.charte-stf.fr)

Aquimer - The Aquatic Products Competitive Cluster  
[www.polefilierereproduitsaquatiques.com](http://www.polefilierereproduitsaquatiques.com)

FranceAgriMer - The National Centre for Agricultural and Seafood Products / Fisheries and Aquaculture Industry  
[www.ofimer.fr](http://www.ofimer.fr)

[www.lovesurimi.com](http://www.lovesurimi.com)

Key figures

**790,000 tonnes produced every year (43% fresh seafood, 27% frozen seafood, 24% farmed shellfish and 6% farmed fish)**

**7,400 fishing vessels, 25,000 fishermen and € 1 billion in sales for maritime fisheries**

**Europe's 2<sup>nd</sup> leading country for aquaculture**

**300 companies, 13,000 employees and € 3.3 billion in sales for the seafood processing industry**