



## MEDIA RELEASE

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# Newfoundland and Labrador hits record snow crab sales to Asia

(St. John's, NL) – Newfoundland and Labrador snow crab producers have achieved a year of record sales, by volume, to the Asia market for 2011.

“With the snow crab fishery all but over, not just in our province but in the Maritimes as well, we are proud of having achieved record sales to the Asian markets, including Japan, China, South Korea, Taiwan, and elsewhere,” says Derek Butler, Executive Director of the Association of Seafood Producers in the Canadian province.

The snow crab industry started the year with some trepidation in light of the natural disasters in Japan, traditionally about 1/3 of the market for Newfoundland and Labrador snow crab.

“We had concerns, obviously for the situation for Japan, but also in terms of its impacts in our industry, for processors and harvesters,” says Butler. “Instead, we have had sales in excess of 15000 t to the Asian markets. It's a first. That's over 40% of the total supply, whereas it is usually closer to 30% or so.”

Newfoundland and Labrador is one of the world's largest single market sources of snow crab.

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