

salmon" made from cusk and ready to cook salt fish portions. At SIAL'88 Iceland also joined the ranks of many other countries displaying farmed Atlantic salmon. Iceland also highlighted bottled cod liver oil, "the new health food success", in different flavours.

UNITED STATES

Seafood companies from the United States exhibited under the logo "Seafood USA". The Seafood USA theme which was developed to promote US seafood products in Europe mounted a much improved presentation over previous years with more export ready companies and better quality presentations. Of particular interest from a Canadian perspective was the presence of Alaska Seafood Marketing Institute which has opened an office in Brussels to focus attention on wild Pacific salmon. ASMI displayed the full range of promotional literature including recipes, posters, buttons and shopping bags which are part of a major campaign to promote wild Pacific Salmon. The US stand also displayed live lobster and crawfish as well as Alaska pollock and catfish, although the emphasis was largely from a commodity orientation.

UNITED KINGDOM

The British pavillion also had a strong focus on seafood. Five companies were grouped together under the umbrella of "Shetland Seafood" with the major emphasis on farmed salmon. Equally, the Scottish Salmon Farmers Association had an impressive display. However, unlike Norway, the UK salmon producers showed little interest in launching frozen or prepared products using farmed salmon. A notable exception was the display of frozen tail pieces and steaks in vacuum packed retail cartons. A major customer for this product is Marks and Spencer (Canada) Ltd.

Perhaps the most unusual new product was introduced at SIAL by Ross-Young. The company has moved beyond frozen cooked prepared entrees to the next stage - cooked chilled entrees. This technology which has been developed in the UK is based in the utilization of first quality raw materials, flash cooking and controlled atmosphere packaging. The end products which utilizes both meat and seafood, have a shelf life of 5 days and can be ready to eat in a few minutes. The preparations are complete meals and are designed for the gourmet, upmarket niche now served by the cooked frozen entrees. These products which combine perhaps the closest approximation