

of whom operate fully integrated catching, processing and marketing operations. The promotion focused on groundfish products synonymous with New Zealand namely Orange Roughy, oreo dory and hoki. The emphasis was on promoting reliable quality, much of the product being sea frozen. Promotional literature also highlighted long-term supply potential from New Zealand's exclusive economic zone.

New Zealand used the Boston show to bolster buyer awareness of hoki a major underutilized species with a white flesh and delicate flavour similar to that of cod and haddock. Hoki is New Zealand's most important commercial species with an annual total allowable catch of 200,000 tonnes. However, in spite of the size of the resource the fishery is comparatively new and its full economic potential is yet to be realized.

The hoki promotion included extensive pre-show advertising in major seafood industry magazines. This included an elaborate four page pullout featuring the nutritional benefits of hoki, menu versatility and low cost relative to other species. The accompanying menus drew on the theme "New Zealand Hoki All American Recipes" emphasising product versatility and ready adaptability to the latest food trends. At the New Zealand stand visitors also had the opportunity to sample the product.

