

SEAFOOD SAFETY: WHAT'S ALL THE FUSS ABOUT

In spite of seafood's healthful appeal, consumers remain very concerned about its safety. How safe is seafood? From parasites to pollution to processing additives to seafood inspection, the panel of seafood safety experts explained to firms what the concerns are so they can communicate more effectively with their customers.

Speakers

Tom Billy	Director, Office of Seafood, Food & Drug Administration
Dr. Robert Price	Seafood Specialist, California Sea Grant
Richard Cano	Chief of Inspection Services, NOAA/NMFS

BENEFIT BREAKFAST

A special breakfast was organized by the National Fisheries Institute (NFI) to benefit the World Ocean Fund. A panel of speakers discussed the latest seafood issues including current and proposed seafood regulations, fishery management issues, a discussion of the World Ocean Fund and NFI's retail and foodservices communications programs.

Speakers

Dave Ptak	General Manager, Chesapeake Fish Company
Ron Rogness	NFI West Coast Government Relations Representative
Thor Lassen	Executive Director, World Ocean Fund
Clare Vanderbeek	NFI Vice President of Communications

STRATEGIC MARKETING: A BLUEPRINT FOR SEAFOOD SALES IN THE 90'S

Everybody talks about seafood marketing opportunities, but how do firms get started? The session teaches the skills you need to design a marketing plan that will sell more seafood. Participants worked individually and collectively to assess key trends impacting firms. In addition to reviewing seafood-specific case studies, the session provided different marketing strategies for specific situations. The seminar was intended to develop a comprehensive strategy for identifying and satisfying customer needs--a seafood marketing approach that will be needed to succeed in the 90's.

Speakers

Howard Johnson	President, H.M. Johnson & Associates
Harvey A. Meier	President, SEAREXEC
Michele Tennyson	President, The Sea Fare Group
Evie Hanson	National Seafood Educator

ALASKA SEAFOOD BREAKS THE ICE

A panel of top industry experts provided an in-depth view of Alaska's rich and thriving seafood industry. Salmon, halibut, shellfish and whitefish species were reviewed in detail. Panel members provided a historical overview of the "progress made through change" in the industry, ie. current improvements in harvest management, quality handling, and processing. In addition, tips were offered on how to improve the bottom line at the seafood counter and on the foodservices menu.