

growth potential. In future people are expected to purchase food primarily to meet the desire for new tastes and less as a routine necessity. In addition to providing price competitive products suppliers will need to pay increasing attention to the taste, quality and novelty of their products and presentation. Price is no longer the deciding factor, but enjoyment, taste and quality. Seafood will be a major beneficiary of this trend. ANUGA introduced a surprising number of new seafood products emphasising international styles with exotic flavours and new taste sensations.

With respect to frozen food, European consumption of frozen food continues to show dynamic growth. Frozen seafood products have been growing at a slower rate than other commodities largely because of short raw material supplies. Nevertheless, prepared seafood dishes continue to perform well. In the longer term it is this segment which is expected to outperform the commodity frozen lines. In 1989 Europe wide sales of prepared frozen entrees are estimated at 200,000 tonnes.

In parallel with the growth of the mass market for prepared frozen food is the growing strength of prepared chilled food. Chilled products were first introduced at SIAL in 1988. The rate of growth of chilled products in general has been particularly strong in France and Germany where growth has resulted in reduced market share for frozen food. While growth of chilled ready meals has been limited largely to the United Kingdom which took the lead in developing the technology, many new product formulations were displayed at ANUGA.

On the frozen fish side the most notable development was the growing presence of pollock and hake which continue to make inroads into a market previously dominated by cod. One company from Belgium introduced a new range of some 20 breaded and battered items produced from Alaska pollock. The company which would have normally used cod decided upon pollock because of a more certain supply situation.

One of the more striking features of ANUGA is the extent of the growth in aquacultured products with penetration at all levels of the food industry. Farmed salmon continues to dominate but with the emphasis on more specialized products and niche marketing. Other related species notably arctic char and salmon trout are being actively promoted by relatively new entrants in the field notably Sweden and Finland. These products are being promoted as more exotic and flavoursome versions of farmed salmon. Finland the world's largest producer of salmon trout has no less than 120 producer farms who trade through a single marketing company. Cultivated mussels were also well featured with emphasis on value added products and consumer packs.

NATIONAL STANDS

A unique feature of ANUGA 89 was the big increase in the number of national stands and the introduction of new or upgraded stands by