

Among the exhibitors were 36 companies and government agencies from Canada, including the Canadian Consulate, Los Angeles which had an information booth. Canadian company exhibitors included fourteen from British Columbia, eight from Nova Scotia, four from New Brunswick, two from Ontario, one from Newfoundland and one from Quebec. (Company list - ANNEX 2 and show layout - ANNEX 3.) Provincial governments were represented from British Columbia, Nova Scotia, New Brunswick, Newfoundland and Labrador and Quebec. Ten Canadian companies, the above five provinces and the Canadian Consulate were grouped together under the Canadian pavilion. The other Canadian companies/associations exhibited independently elsewhere in the show.

The Canadian pavilion had a clean, attractive white background and practical and functional layout. One striking feature was a grouping of British Columbia companies at the end of the Canada stand. It had a British Columbia motif raised above the rest of the stand providing good visibility throughout the show. A tank with a variety of live shellfish along the side of the exhibit was an interesting "traffic stopper". The individual B.C. company and government exhibitors wore sports shirts carrying the same motif which reflected an integrated coordinated promotional effort.

Each B.C. exhibitor in this group served food samples throughout the show hours (i.e. Hagensborg Food Corporation - smoked salmon mousse and pâté, Token Seafoods - oysters and clams, Moulinet Gourmet Smoked Foods - smoked salmon bacon, Ucluelet Seafood Processors - canned Pacific whiting in various sauces and in a smoked form). The Canadian Consulate booth was manned by Mr. Carl Light of the Consulate and Mr. Bob Steinbock of External Affairs - Fisheries Division who provided sourcing advice and copies of the "Directory of Fish and Shellfish Exporters" to numerous visitors. The arrangements for the Canadian stand were made by the Canadian Consulate with a local contractor.

Other exhibitors came primarily from the western states, in particular Washington, Oregon and Alaska, Hawaii, eastern USA, New Zealand and Colombia. In addition to the Canadian national stand, there were national stands only from New Zealand (N.Z. Fishing Industry Board and seven firms grouped together) and Colombia. The Colombian Government Trade Bureau represented six firms. Norway did not have a large contingent of companies as in some of the other major seafood shows. A significant number of the U.S. exhibitors promoted products from Alaska in particular frozen-at-sea Alaska pollock and Pacific cod as well as Pacific salmon. Shrimp from various sources was very heavily promoted by numerous U.S. companies as well. The New Zealand exhibitors displayed a variety of