

describing the benefits of omega-3. This kind of approach might improve consumption of Canadian Greenland halibut which is an underutilized species.

NEW ZEALAND

New Zealand operated one of the more impressive national stands at ANUGA representing a considerable improvement over the 1987 exhibition. While only 6 of the 28 exhibitors were seafood companies, they presented a considerable variety of product which was displayed with flair.

A special feature of the New Zealand stand was the cooking centre which featured three leading chefs preparing exotic foods displayed at the stand. Seafood was much in evidence among the preparations including farmed salmon and hoki. The former included chinook (king) salmon which is acknowledged throughout the world for its exceptional colour, texture and flavour. The production is limited to only 400 tonnes per year all of which goes for smoking.

Hoki is New Zealand's most important groundfish and is being intensively marketed in the United States as an alternative to cod. The quota for hoki in New Zealand waters is 250,000 tonnes in 1989. Fletcher Fishing, New Zealand's largest fishing company has recently opened an office in France to market the company's products in Europe.

UNITED KINGDOM

The UK stand occupying over 2700 square meters was one of the larger stands at ANUGA. In recent years salmon has come to dominate the seafood component at the British stand at international food shows. 1989 was no exception with a large section occupied by the Scottish Salmon Board, the Scottish Salmon Smokers Association and Shetland Salmon Farmers Association. The displays were elegantly presented with various preparations of salmon supported by high quality literature and chefs displaying their culinary versatility.

The Scottish Salmon Board was formed only in 1988 to support the generic promotion of salmon in both the UK and overseas for Scottish and Shetland salmon. A major function of the organization is to act as a referral service for enquiries for salmon. The board is projecting a 40 per cent increase in salmon consumption in the UK in 1989 and has already distributed one million recipe booklets at point of sale through fish stores and leading supermarkets in the UK.

British companies also displayed a variety of speciality convenience seafoods which have become increasingly more important in both retail and food service. Britain is a leader in the development of chilled prepared seafood which since its