

seasonal packs of fresh fish whenever possible. The preferred packaging method in current use in California markets is plastic or foam trays with film overwrap. Many markets pack their own fish, while some use contract packers; others buy the packaged product direct from the fishery. Retailers are looking for trends in packaging which will increase the shelf life of the fresh product. They consider retortable pouch packaging to be the trend of the future. The only drawback with vacuum processes for fresh fish and meats at present is the extra cost that it adds to the product. This is largely caused by the excessively thick film which is currently used. Retailers advised that a considerably quantity of fresh fish being sold in California is Canadian and Alaskan.