

The aquaculture sector continues to be dominated by salmon. The United States is after the European Economic Community (EEC), the second largest importer of farmed salmon and major producing countries mounted impressive displays. Salmon promotion at the show was largely generic with producer organizations and trade associations taking the lead.

Stronger promotional efforts in support of other more established domestic U.S. species such as catfish and trout were also in evidence. Red Lobster a major seafood restaurant chain, recently introduced trout as a feature item on its menus. Likewise, catfish is rapidly becoming one of the most popular seafoods in America.

One also notes the appearance on the menu of newer farmed species including shrimp, "freshwater" salmon and crayfish. At the same time there has been increased production and better promotion of more established products such as oysters and mussels. These trends may reflect not only increased sophistication of seafood consumers and the demand for greater menu variety, but also concerns among buyers about long term environmental issues.