

## CALIFORNIA SEAFOOD MARKET

California is the most populous and fastest growing state in the U.S. and constitutes the largest foodservice and retail market in the country. Per capita consumption of seafood in California is twice the American national average. Demand for a variety of seafood products is strong for a number of reasons, including the variety of ethnic groups in California, the high per capita income and the California market's tendency to set trends for the broader U.S. market. This market exhibits a strong demand for new value-added products.

The California market is becoming increasingly important to British Columbia producers and Pacific Rim producers. Although the California market is very competitive, it offers Canadian seafood exporters excellent opportunities to sell almost all types of seafood. Annex 1 (at page 9) lists fish products that are particularly in demand.

A list of grocery stores in southern California is provided in Annex 2 (at page 10). Annex 3 (at page 12) provides a list of seafood dealers in southern California and Arizona, indicating the seafood products handled.

## SEA FARE INTERNATIONAL 1990

The seventh annual Sea Fare International was held in the Long Beach Convention Centre in Long Beach, California from February 7-9, 1990.

Sea Fare International is the main seafood trade show serving California. It is the second largest seafood show in North America after the Boston Seafood Show. Products exhibited in the 1990 show included seafood products and value-added products, seafood dish complements such as sauces and breadings, equipment, packaging, and expertise such as marketing services.

The full spectrum of the seafood industry attends the show, including seafood wholesalers, brokers, distributors, importers, exporters, manufacturers' representatives, processors, trade publication reporters, industry and trade associations and retail and food service buyers. Visitors come from the United States, Canada, the Pacific Rim, Europe, and Central and South America.

According to show organisers, in the 1990 Sea Fare International there were 554 booths that were occupied compared to 530 booths in 1989. The total number of companies exhibiting in 1990 was 421, which was somewhat less than the 1989 total of 460 companies. A list of the exhibitors is provided in Annex 4 (at page 38). There were 11,532 visitors to the show in 1990, approximately the same as in 1989. Annex 5 (at page 42) provides a breakdown of the type of visitors at the show. A diagram of the layout of the show is