

REPORT ON SEA FARE SOUTHEAST

October 31-November 1, 1990

Orlando, Florida

INTRODUCTION

Sea Fare Southeast was held in Orlando, Florida, October 31-November 1, 1990. In its sixth year, Sea Fare Southeast was held for the first time at the Orange County Convention Centre. The show is sponsored by Seafood Leader magazine and the Southeastern Fisheries Association. This show is the sister show of Sea Fare International, held annually in Long Beach, California.

Sea Fare Southeast is a large regional show and the only seafood show held in North America, during the fall. This show is ideal for Canadian companies who want to penetrate a market which is the distribution centre for the Southeast Atlantic, Gulf, Caribbean and Latin America. In 1989 Canadian exports of fish and Seafood products to the state of Florida were \$ 11.9 million.*

This year, 230 exhibitors participated in 253 booths, a slight decline from the 248 who participated in 1989. The largest

* Source: International Trade Division, Statistics Canada note: Customs Basis only, most fish products shipped through Boston.