

quality of their products and of the efforts being made to capture a larger share of the market dominated by more expensive North Atlantic groundfish species. Hoki, for example, was introduced only a few years ago yet has gained wide acceptance as a high grade white fish. Also Antarctic whiting, a white, bland tasting fish is believed to be a good alternative to Orange Roughy.

Equally, producers of farmed coho salmon see major potential in the American market. The Association of Chilean Salmon Farmers mounted one of the more striking displays at the Boston show. The turquoise colours of the stand provided a striking backdrop to the display of large specimens of coho salmon mounted in individual compartments in the walls of the stand. Uniformed employees of the Chilean airline Lan Chile acted as hosts passing out salmon promotional kits. This was a novel approach to the promotion of salmon by highlighting both the product and the principal carrier of the product to market.

#### New Zealand

New Zealand entered the Boston show under the theme "the best-naturally". The stand incorporated 9 companies representing New Zealand's leading exporters all