

species including farmed raised New Zealand king salmon, groundfish such as orange roughy, oreo dories and hoki, squid and aquacultured green shell mussel and Pacific rock oyster. The Columbia Trade Bureau promoted freshwater and seawater shrimp and cherry snapper.

Farmed salmon had a considerable presence at the show with seven Canadian associations or companies promoting farmed salmon products. These included the B.C. Salmon Farmers Association, Royal Pacific Sea Farms Ltd., J.S. McMillan Fisheries Ltd., Hagensborg Food Corporation, National Sea Products Int'l, Atlantic Silver, Ltd., and Connors Bros. Inc.

With respect to new products, there were a number of new formats of surimi-based products and new presentations of seafood entrées i.e. crêpes, quiches, pizzas, etc. which reflect the growing trend to higher value-added products. There were increasingly sophisticated restaurant style presentations with light foods, reduced calorie sauces, natural ingredients and nutritional balance. Greater emphasis is being placed on "gourmet" product, variety, smaller portions, individual portions and microwavable products. The changes reflect the seafood industry's need to maximize value from raw fish inputs. The changes may also be a response to demographic changes with the trend towards smaller families and changing lifestyles which reduce the time spent on food preparation.

The show featured a new products display, seafood cooking demonstrations and award-winning menus. In addition to the show, seminars and buyers workshops took place during the mornings of February 15-17, 1989 on a variety of species and topics which provided useful information to seafood buyers. (See ANNEX 4 - Tips for Buyers and Exhibitors.)

A seafood reception was held on the evening of February 16, 1989 which was sponsored by the California Fisheries and Seafood Institute. Smaller receptions were held by individual companies or associations on February 15, 1989, e.g. the B.C. Salmon Farmers Association provided hospitality at a local hotel which served to attract interested buyers.

The next Sea Fare International again will be held at the Long Beach Convention Center in Long Beach, California, February 7-9, 1990.

A list of seafood companies and contacts has been compiled by the Canadian Consulate in Los Angeles and is attached in ANNEX 5.