

With respect to groundfish, the high visibility of producers of Alaska pollock and Latin American groundfish species served to highlight inroads that these products have made in a market once dominated by cod. Alaska pollock has been supported for a number of years by an intensive promotional campaign which has helped educate the American consumer to accept a new species as a cheaper and more reliable alternative to cod. The campaign has focused on the frozen-at-sea quality of the product and its long term supply potential. (Alaska pollock is the world's largest single groundfish resource with an estimated biomass in excess of 6 million tonnes.) Extensive Media advertisement has also been a major tool while promotional events such as food shows have been used for cooking demonstrations to illustrate a variety of menu preparations. Potential buyers are readily provided with recipes and other promotional materials to help win the support of chefs to place pollock on the menu.

Producers of Argentine and Chilian groundfish are also increasing their penetration of the US market. Having identified a niche at the lower to middle range of the groundfish market, producers seem to have overcome the poor quality image which dogged Latin American groundfish products in the past. Much of the promotional literature