

COMPETITORS

Seafood trade shows often provide an opportunity for countries to mount a coordinated effort in the form of a national stand or information booth. At *SEA FARE INTERNATIONAL 1992*, **Canada** was represented with a colourful national stand. The national stand was a bright red in background colour, and distributed convenient shopping bags in the national colours for use by show visitors. The stand was staffed by provincial representatives, a Commercial Officer from the **Canadian Consulate General in Los Angeles**, and many private seafood companies. There was limited product sampling available at the national stand, but courteous representatives were present at all components of the exhibit. Other countries and U.S. state governments provided coordinated efforts at the show and brief descriptions of Canadian competitors are provided below.

ALASKA SEAFOOD MARKETING INSTITUTE ALASKAN SHELLFISH GROWERS ASSOCIATION

Combining efforts to outfit a high-quality exhibit, the two Alaskan agencies provided a professional display with very attractive features for visitors. The exhibit was aesthetically pleasing with decorative trimmings and top notch promotional accents. Fresh product was displayed on ice with promotional videos playing and a chef preparing different seafood dishes with Alaskan products. Five-eight representatives were available to visitors with an overall stand emphasis on king crab and salmon. King crab samples and salmon burgers were available for tasting to visitors.

CALIFORNIA SEAFOOD COUNCIL

A smaller state exhibit featuring public education and promotion of California's fishing industry and California seafood products. The display had fresh product positioned at the front of the stand with alternating sampling of California seafood products provided to visitors at one side of the display. Two representatives were available to answer questions as well as distributing new promotional and educational materials to interested visitors. Sandapes were featured as a quality tasting species which offered opportunities for use in many aspects of the foodservices sector.

LOUISIANA SEAFOOD PROMOTION & MARKETING

The Louisiana stand was designed from a bright neon stand with promotional pictures highlighting the stand. Fresh local product was displayed for visitors, with a variety of recipe cards for general distribution. Information pamphlets were available for visitors featuring oysters, catfish and clams, in addition to display cards for numerous prepared dishes with Louisiana seafood products, suppliers directories, products manuals, educational material, brochures and posters. The exhibit was generally attended by four representatives to assist enquiries.