

activities which are believed necessary to ensure price stability and orderly marketing of a greatly expanded production volume in the early 1990s. Currently only 75% of Norwegian farmed salmon is marketed in fresh form with the remainder being frozen for smoking mainly during the Christmas season. A substantial increase in smoking capacity in France as expected over the next few years which will likely bring further increases in the production of frozen farmed salmon.

Norwegian exhibitors continued to demonstrate the versatility of farmed salmon by offering new products at SIAL. The most interesting was a three inch wide roll of whole boneless salmon packed in a sausage like sleeve designed for portion control. Equally novel were boneless salmon portions in superbly packaged retail cartons retail derived from salmon steaks from which the bone had been removed.

With respect to other new products, Norway's principal exporter Frionor, displayed a range of fish powders for the manufacture of sauces and soup bases as well as a new line called "Seafood Gourmet" using lightly battered microwavable fish portions. Norway also displayed large farmed trout which although relatively limited in supply have the potential for competing with the more expensive salmon.

ICELAND

The display by Iceland although representing only 3 seafood exhibitors demonstrated a high degree of sophistication in food processing and Iceland's leadership in new product development. The most interesting attraction was the new range of gourmet style "Cod Royales" seafood entrees introduced by Icelandic Freezing Plants Corp. using relatively inexpensive formed portions from cod blocks. These products combining lightly battered cod with various stuffings and sauces are manufactured at Icelandic's UK factory and are designed solely for the U.K. market. They will be marketed under the MARICO brand name - an unusual departure for Icelandic Seafood whose ICELANDIC BRAND is an acknowledged leader in the market - to counteract boycott threats against Icelandic fish products in the UK from animal rights activists. The MARICO brand also includes more "upscale" products using cod "cod enroute" and "cod garni".

Icelandic companies also displayed eye catching lumpfish and capelin roe products, canned mock "Atlantic