

"Norwegian Gold", four products were offered: fillets, steaks, chunks. These products which are packed in brine are designed for more upscale markets and are unlikely to compete in the same market niche occupied by wild salmon producers. A similar canned salmon product was shown at the Chile stand. However, this product is coho, the main Pacific salmon species raised in British Columbia.

Frionor, Norway's largest diversified seafood exporter also displayed new salmon products at ANUGA. The company markets no less than 14 different salmon products in fresh and frozen form. Frionor has been a pioneer in developing the market for frozen portions principally in the United States. Among new products introduced were a smoked salmon paste and a catering pack consisting of 3 oz. portions of skinless pieces with assorted prepared sauces.

This trend towards more prepared ready to cook and ready to eat salmon products was also demonstrated by Leica Fiskeprodukter, a small firm which specializes in a gourmet line of products. On display were gift packs of gravlax and other custom packed seasoned and marinated salmon as well as both hot and cold smoked salmon and trout in various consumer packs. Also displayed were a frozen cooked salmon roll and smoked salmon roll with eggs. These latter preparations are designed to yield standard size portions for caterers. Other products included salmon caviar in a tube, salmon pate and salmon tartare. T

The owner of Leica which is vertically integrated, explained that these high priced upscale products were largely immune from the price fluctuations experienced by commodity salmon producers. Price is of secondary importance to quality raw material, superior packaging, product versatility and service. At the same time, long-term marketing arrangements and continuity of supplies become increasingly important to effective marketing.

A new exhibitor at the Norway stand was the Pelagic Fish Marketing Council which undertakes the generic promotion of species such as herring, mackerel and capelin. Norway like other producers have been experiencing difficulties in recent years finding markets for increasingly abundant supplies of herring and mackerel. The council has produced high quality brochures on the two species. Emphasis is given to the cold and unpolluted fishing environment, year round supply, rigorous inspection standards, the health aspect and end product versatility. Much can be learned from this approach to market development by Canadian producers of herring and mackerel.

ICELAND

Iceland, a relatively late entrant to international food shows, introduced 12 companies at ANUGA. This compares with only 3 exhibitors at SIAL 88. Icelandic displays tend to highlight frozen groundfish and shrimp, products for which Iceland has a well developed reputation. At ANUGA emphasis was on farmed products, notably salmon, trout and arctic char. The Aquaculture Marketing