

SEAFOOD USA was also featured in pre show advertising in European food magazines as well as a special ANUGA 89 report published by the United States embassy in Bonn which featured an extensive write up on individual exhibitors including recipes for some of the products displayed. Also featured was an overview of USA/FRG fisheries trade. In 1988, US fisheries exports to Germany were about \$10 million compared with \$49 million from Canada.

NORWAY

Like the United States, Norway commissioned a new stand for ANUGA. United under the theme "Seafood From Norway", the stand featured mainly farmed salmon and its products. The large walk-in stand comprised 22 companies of which 14 displayed salmon. Central to the display was the Marketing Council for Norwegian salmon which controls the production and distribution of farmed salmon. Despite a sharp increase in the production of farmed salmon over the past year, slow growth in demand and prices which for many producers are below production costs, the Council is optimistic that the long term future of the industry is bright. The Council feels that continued emphasis on quality and product versatility is the only solution to the current marketing problem.

At SIAL 88, Norway launched a major market promotion campaign in France. Using testimonials by well known French aristocrats and elegant recipes, the campaign attempted to establish a solid up-market niche for farmed salmon. However, because of sudden price declines the promotion has not met Norwegian hopes. French consumers did not relate the low price of the product to an haute cuisine image. The recipes, however, continue to be popular. The current marketing thrust is to continue to highlight the quality aspect coupled with product versatility and health.

The Marketing Council for Norwegian Salmon has developed new promotional literature which focusses on the clear, unpolluted waters theme. Attention is drawn to Norwegian quality standards and independent product inspection which is claimed to be the "strictist in the world". This is in part to allay fears among consumers concerning food safety. Campaigns by producers of wild salmon to distinguish the "superiority" of wild over farmed are also addressed. The literature emphasises the genetic origins of farmed salmon, noting that only the very best wild specimens become the progenitors of the farmed stock. The suggestion is that the farmed species is in fact a more robust and uniform form of wild salmon achieved through the miracle of genetic selection. Specimens are accepted or rejected on the basis of meat colour and shape and form of the fish.

Norwegian exhibitors continue to demonstrate the remarkable product versatility of farmed salmon. In the past new products have been largely in frozen form. Indeed some 40 per cent of Norway's farmed salmon production in 1989 is expected to be frozen. At ANUGA 89 the first canned salmon products were displayed. Under the logo