

Scotland

Scotland with 14 companies represented the largest national stand at the show. This was the first organized effort by Scotland at the Boston show and the emphasis was on promoting the image of Scottish farmed salmon. As the world's second largest producer of farmed salmon Scotland is placing a major effort on garnering a large share of a market dominated by Norway. The strength of the Scottish display was the association of traditional North American tourist images of Scotland with the luxury image of salmon. The stand featured large backdrops of misty Highland scenes with many exhibitors dressed in kilts. Against this background were the periodic performances of a bagpiper which proved to be one of the hits of the show. The stand also featured a chef from one of Scotland's leading restaurants giving demonstrations of some of the more elaborate ways of preparing salmon and illustrating restaurant type presentations. The demonstrations attracted a constant stream of visitors who were invited to sample the fare.

The Scottish company displays focussed on the high quality of salmon and its versatility as a superior raw material for menu preparations. The Scots also placed