

United States. Although membership in the Uniform Code Council is voluntary, it is a requirement if you wish to obtain a manufacturer's number assignment. The cost of membership is a function of sales volume. For further information concerning UPC, contact the following organization:

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VIII. Description and Profiles of Regional U.S. Markets.

New England

The agri-food market in New England is estimated to be some Can \$7.2 billion annually. Canada exported \$113 million in product to this region in 1990, making up some 1.5 percent of the total supply.

Fish and Seafood

New England is both the principal point of entry for Canadian seafood into the United States and the major market. Furthermore, some 50-60 percent of seafood business in the United States is done through Boston. Several trends are apparent in the seafood market in Boston. These include a striking increase in the importance of aquaculture; a growing acceptance among American consumers for Alaska pollock and for moderately-priced groundfish products from Latin America; and a relatively modest profile of seafood analogs. As well, farmed species, including shrimp, freshwater salmon and crayfish, are increasing their market share in a traditionally capture-fishery market. At the same time, there has been increased production and better promotion of more established products such as oysters and mussels. These trends may reflect not only the growing sophistication of American seafood consumers and the demand for greater menu variety, but also the concerns among buyers about long-term environmental issues.

Fish consumption in the U.S. for 1991 was 14.9 pounds per capita, which represents a yearly U.S. consumption of nearly 3.75 billion lbs. The slight decline over 1990 (15.5 pounds) may indicate a flat to declining trend in fish and seafood consumption. Per capita consumption of chicken and turkey is rising and the seafood industry must make adjustments if it is to realise the National Fisheries Institute target consumption of 20 lbs per capita by the year 2000.