

1988. That not only was it a record annual growth for poultry but the category also surpassed beef as number one source of protein. Pork may have also been up slightly but beef was down.

Poultry has gained market share with low prices, along with product development and promotion. For example, turkey prices in November/December period dropped by more than 17 percent on an annual basis.

The weakening demand for seafood cuts across various sectors of the market. Some foodservice sectors may have been holding up, but not others. One large seafood restaurant chain, for example, has reportedly shifted to mixed dishes consisting of fish and chicken portions instead of just seafood in order to offer better prices to consumers. This was done to counter sliding demand for otherwise costly all-seafood dishes.

Problems are felt in the retail sector as well, both for fresh and frozen seafood. One report indicated that sales of frozen retail seafood may have dropped by as much as five percent in poundage in 1988, while average price was up by about six percent. The drop in poundage could have been the worst in years.

Meanwhile fresh seafood retailers are not as "upbeat" about their business as in the past. Their prices have been reduced on the average but volume has not been picking significantly enough. In the Boston area, for example, good fresh cod fillets, which sold without difficulty for U\$5.99 or more per pound in 1987, now tend to remain on display for longer