

SEA FARE INTERNATIONAL '89

SUBJECT: Sea Fare International '89
February 15-17, 1989
Long Beach Convention Center
Long Beach, California

ORGANIZERS: Sea Fare Expositions, Inc.
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REPORT:

California has the highest per capita consumption of seafood in the United States. It offers Canadian seafood exporters excellent opportunities for marketing virtually all species of fish and varieties of seafood.

"Sea Fare International" is the main seafood trade show serving California and the second largest regional seafood and fisheries trade show in the United States. Only the "Boston Seafood Show" is larger. The show features not only seafood but also equipment, packaging and seafood marketing products, services, as well as complements to seafood dishes and value added products such as breadings and sauces.

Sea Fare International originated in 1984 with 75 exhibitors. The show has grown steadily and matured. This year (1989) the show attracted a record number of participants (460 companies using 530 booths which reflects a 12 percent increase over Sea Fare International '88, and about 11,500 visitors according to the show organizers).

The show attracts wholesalers, brokers, manufacturers' representatives, processors, food service/ institutional buyers and retailers. Visitors come from the entire United States, Canada, Pacific Rim countries, Europe and Central and South America. Organizers note that the visitors this year reflected a larger proportion of food service and retail representatives.

The California/western USA market for fish products is becoming increasingly important. According to the U.S. Department of Commerce, direct imports of fishery products into California in 1987 totalled 465.3 million pounds or about 14.5 percent of total U.S. fish imports in 1987. While California is not a major entry point into the U.S. market for fish products, it is gradually growing and very important for Canadian West Coast producers and Pacific Rim countries, (See ANNEX 1 - Canada Pacific - Direct Shipments of Fish and Fish Products to California and Hawaii).