

The Florida Department of Agriculture aggressively promoted aquaculture as an important and growing industry within the state. A four colour brochure "A Taste of Florida Aquaculture" was used as promotional material on the various farmed species. The publication described catfish, tilapia, clams and oysters, hybrid striped bass, eel, crawfish and alligator along with various recipes for preparation. It is an excellent tool for educating buyers on the excellent environmental conditions and portion control and consistent supply of farmed raised fish and shellfish.

Equally as effective, the fisheries department in Florida has produced a publication "Seafood Adventures from the Gulf and South Atlantic". This booklet charts the various species found in the ocean and educates the reader on purchasing, cleaning, handling and cooking with emphasis on the nutritional value of seafood.

With the fish and seafood industry experiencing constant change, the Florida stand made a great effort through the use of publications to enlighten the audience and reinforce the

---

Note: A binder containing promotional material obtained from exhibitors at Sea Fare Southeast 1990 is available at the offices of the Fisheries Division of External Affairs and International Trade Canada.