

UNITED STATES
DEPARTMENT of the INTERIOR

★ news release

FISH AND WILDLIFE SERVICE
Bureau of Commercial Fisheries

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FISHERY FIRMS INVITED TO MAKE SALES CONTRACTS AT EUROPEAN FOOD FAIRS

The Department of the Interior's Bureau of Commercial Fisheries said today that plans are being made to include processed fishery products among items vigorously promoted at two major European food fairs this year. One will be held in Cologne, Federal German Republic, from September 25 - October 3, and the other in Brussels, from October 30 - November 14. Both are among the largest international food shows in the world.

Donald L. McKernan, Bureau Director, said arrangements have been made for the United States fishing industry to display its products separately for the first time. Previously, seafood, when exhibited, was included with other foods. The Department of Agriculture is cooperating with the Bureau in assisting the fishing industry to take advantage of this opportunity to introduce high-quality fishery products to overseas customers and make valuable contacts with many key European importers, agents, and distributors. The Agriculture Department has many years' experience in promoting United States food products at International Trade Fairs.

Special private trade areas will be set aside for United States exhibits. In addition to floor space, participating companies will have display facilities equipped with shelves and a storage cabinet for products and sampling utensils. Freezer space will be available. Display booths at each fair will surround a lounge where American representatives can meet with potential European customers. A full-time industry representative must be available at each exhibit.

Operation of the special trade areas will be similar to procedures followed at processed food exhibits held in United States Trade Centers abroad. The private trade areas are not open to the public.

Participation agreements are available to the United States fishing industry from A. L. Morel, Branch of Marketing, Bureau of Commercial Fisheries, Department of the Interior, Washington, D. C. 20240.

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