

Germans mark record seafood sales

GERMAN consumers are increasingly developing an appetite for seafood. After sales rose to a record level in the food retail sector in 2015, the fishing industry wants to further boost this trend with new products.

This was the theme of Germany's seafood trade fair, the 15th Fish International exhibition, which opened in Bremen on Sunday and continues until tomorrow.

Some 273 exhibitors from 22 nations are displaying everything the industry has to offer from aquaculture, production and packaging to new recipes and preparations.

'The purchasing volume of private households hit an absolute record level last year,' said Dr Matthias Keller, managing director of the Fish Information Centre in Hamburg.

Altogether, seafood retail sales amounted to 3.66 billion euros, an increase of 115 million euros compared to 2014:

'Sales rose strongly for the second time in succession,' said Keller. 'This shows that the growing consumer interest that we are experiencing is a stable trend.'

Chilled convenience products are particularly popular among consumers and they are on display in numerous new flavours at the food manufacturers' stands in Bremen.

Among the new products are chilled meals in portion sizes for quick preparation in the office.

'These kitchen-ready products combine simple preparation with the awareness that one is eating something fresh, light, and healthy,' said Sabine Wedell, project manager for the Fish International show.

The German industry processed about 415,000 tonnes of fresh fish last year, a record breaking amount. About half of production was carried out in Bremerhaven.

Since 1988, Fish International has been a biennial showcase for the German and European fishing industries. Almost 11,000 visitors from fisheries management, retail and catering have visited the exhibition, which includes workshops and lectures.

Aquaculture is also playing a part in the exhibition, with product presentation and technical discussions taking place throughout the three days.

Source : <http://www.fishupdate.com/germans-mark-record-seafood-sales/>