
INDIA PAVILION BY MPEDA

OTHER THAN MPEDA, 8 ESTABLISHMENTS PARTICIPATED AS CO-
EXHIBITORS IN THE INDIA PAVILION SET UP BY MPEDA IN THE STALL NO. 1453 THAT HAD AN AREA OF 1200 SQ. FT. THE CO-EXHIBITOR COMPANIES WERE M/S. RAM’S ASSORTED COLD STORAGE LTD, M/S. KESHODWALA FOODS, M/S. V V MARINE PRODUCTS, M/S. WEST COAST FROZEN FOODS P LTD, M/S. GADRE MARINE EXPORT P LTD, M/S. FORSTAR FROZEN FOODS P LTD, M/S. SEVEN SEAS FOODS P LTD, AND M/S. KING FISH EXPORTS. THE MPEDA BOOTH DISPLAYED 81 FROZEN AND 18 CHILLED SEAFOOD PRODUCTS. IN ADDITION, M/S. KING FISH EXPORTS AND M/S. GADRE MARINE EXPORT P LTD ALSO EXHIBITED PRODUCTS IN THEIR RESPECTIVE BOOTHS. A NUMBER OF MPEDA PROMOTIONAL MATERIALS WERE DISTRIBUTED IN THE MPEDA BOOTH. FEW EXPORTERS SUCH AS M/S. SHREE DUTT AQUACULTURE P LTD, M/S. NILA SEAFOODS, AND M/S. CHOICE SEAFOOD, KOCHI EXHIBITED SEPARATELY ALONG WITH THEIR BUYERS OR INDEPENDENTLY. IN GENERAL, MOST PROMINENT PRODUCTS DISPLAYED IN SEAFOOD BOOTHS WERE RETAIL PRODUCTS ESPECIALLY READY TO COOK AND READY TO EAT PRODUCTS.

ABOUT 71 ENQUIRES RECEIVED AT THE SHOW ARE SEPARATELY LISTED IN THE CONCERNED SECTION OF THIS NEWSLETTER. THE ENQUIRES WERE MOSTLY FOR SHRIMP AND SOME FOR CRAB, LOBSTER ETC. A NUMBER OF EXISTING BUYERS VISITED MPEDA BOOTH AND EXCHANGED PLEASANTRIES.
Quick survey of US retail shops for seafood

A quick visit to the local supermarkets was done to observe the seafood displayed in the retail markets in MA (Massachusetts). One mall and two supermarkets were visited on 17 March 2015. The prominent items displayed were shrimp, Salmon, surimi analogues and bivalves (clams and Oysters) in these shops. The seafood counters in small supermarkets were bigger. It was told that these shops were visited by families at least once in week. Indonesian shrimp seems to be offering stiff competition to India shrimp. Most of the Vietnamese shrimp were in ready to cook/eat form and the value added segment occupied more than 60-70% of the shelf space.

MPEDA has deputed Mr. N Ramesh, Director (Marketing), Mr. P Anil Kumar and Dr. S Kandan, Deputy Directors, to organize its participation in the show.