



### Boston Seafood Show Update 3

[SEAFOOD.COM](http://SEAFOOD.COM) NEWS by John Sackton - Boston- March 1, 2008 -- We have had several more company requests to highlight some of their activities at the upcoming Seafood Show, starting this weekend.

Here is our final roundup of company news. During the show, we will certainly report on items that strike us as newsworthy and interesting.



Packaging Products Corp. of New Bedford announces the introduction of a 100 percent recyclable seafood box that is specially coated to achieve the water resistant characteristics of wax boxes. Designed to meet the shipping requirements of the seafood and produce industries, the wax alternative technology has been awarded the Fiber Box Association's 100 percent recyclable certification. The box provides the packer/supplier with an environmentally-friendly replacement for waxed corrugated boxes which allows retailers the opportunity to turn a disposal cost into a revenue stream.

### Turks and Caicos Conch Farm



The Turks & Caicos Islands' fishing industry produces exotic sea fare sought after by upscale restaurants and high-end markets throughout the world, including the Islands' most popular export, Queen Conch, which will be on display for the first time during this year's International Boston Seafood Show. Turks & Caicos is home to the world's only conch farm, which is growing so rapidly from the mollusk's rising popularity that it will be expanded from its original location in Providenciales to a larger property in Grand Turk.



Trident, in addition to their other items, will be showcasing their Symphony of Seafood winners in Boston. After winning dual First Place honors in Alaska's annual Symphony of Seafood competition, Trident Seafoods is showcasing its new

Trident Heart Smart™ Low-Fat Breaded Nuggets and Trident Naturals™ Mediterranean Cod at the Boston Seafood Show, Booth #517.

First Place – Foodservice: Trident Heart Smart™ Nuggets

Trident's goal in developing the Heart Smart line was to address the national concern about obesity and respond to the growing demand for low-fat menu items that can satisfy hungry diners of any age group.

Trident Heart Smart™ oven-bake portions dramatically reduce the amount of fat and calories per serving without sacrificing any of the comfort associated with deep-fried or par-fried fish portions.

First Place – Retail: Trident Naturals™ Mediterranean Cod

Trident Naturals™ offers retail shoppers a new line of natural-cut frozen fish portions designed to complement Trident's popular line of breaded-and-battered items introduced to the retail market last year.



Making great shrimp easy.®

SeaPak Shrimp Company will promote their new fish fillet items and their Maryland style crab cakes at the Boston Seafood Show, and new packaging and seasonal promotions that will continue to drive growth and stimulate the category for retailers across the country. SeaPak ended 2007 with a record year, and will continue to show aggressive leadership in the category throughout 2008.

SeaPak recently added all-natural fish fillets and authentic Maryland-style crab cakes to its existing line-up of quality shrimp products.

Consumers asked us for more varieties of premium, restaurant quality seafood products that offer the same outstanding taste and recipes that we're known for with our shrimp, said Bryan Jaynes, Director of Marketing for SeaPak.

**Linde North America** Compared with other proteins, seafood's unique properties require that processors have high quality freezing technologies to ensure peak product quality and maximum yield. Linde North America, a member of The Linde Group, the world-leading gases and engineering company, provides processors with cost-effective technologies designed to help customers maximize cryogenic efficiency and production throughput. Retailers and food service establishments want seafood that has a long shelf life; processors need to select systems that freeze their product in like fresh condition to maintain quality from harvest to the point of delivery in order to minimize dehydration and ensure optimal color, texture and appearance, said Mark DiMaggio, head of food and beverage markets, Linde North America.