ROKA 83 Exhibition for Delicatessen and Drinks September 11-13, 1983 Utrecht-Holland

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Exhibition for
Delicatessen and Drinks
September 11-13, 1983

UTRECHT - HOLLAND

MRR 83-12
ROKA 83

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Marine Resource Report Number 83-12

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Show Format and General Comments

The ROKA trade show for delicatessen and drinks (wines, liquors, etc.) was held in Utrecht, Holland on September 11-13, 1983. This show is relatively small when compared to other food shows but is more specialized towards the restaurants, hotel and small shop/market operator. The 1980-82 average attendance was 4700 and the 1983 attendance was expected to exceed the three year average.

The USA (U.S. Department of Agriculture, FAS) stand was approximately 15 X 30 ft. and housed sectional displays for wine, beef and seafood. The seafood was displayed in a 3 X 6' case freezer which remained open for convenient product inspection. Products selected for display were soft shell blue crabs, lobster tails, clam products, rock shrimp and farm raised catfish which were obtained from seafood producers in Virginia and Florida. Because of the nature of the show, only products considered as "specialty items" or new products were selected for display.

As part of the trade show, the U.S. Embassy and the U.S. Department of Agriculture sponsored a California wine tasting and dinner for 120 invited guests and buyers. In addition to beef, the dinner menu consisted of sauteed soft crab, clam chowder and deep-fried catfish. The response to the dinner was excellent and prompted return visits by several buyers to the USA display.

Despite the strong U.S. dollar ($1 = 2.96 Guilders) the response to the seafood products and their respective prices did not appear to be major obstacle. However, if the U.S. dollar
becomes stronger relative to foreign currency, marketing U.S. seafood may become increasingly difficult.

There is no question that the Dutch are quality conscious about their seafood. Efforts to insure that only the finest quality seafood was used for the display were worthwhile. Many visitors were quite complimentary as to the quality and appearance of the seafood and to the display in general.

The seafood section was sponsored by the Gulf and South Atlantic Fisheries Development Foundation.* The Foundation funded the cost of the booth, samples, shipment and incidentals as well as the travel costs for the participants.

Catfish for the U.S. Embassy/USDA dinner was supplied by Singleton Packing Company of Tampa, Florida; clam chowder and soft crabs were supplied by the Virginia Marine Products Commission, Newport News, Virginia.

*Dr. Roger Anderson, Executive Director
Gulf and South Atlantic Fisheries Development Foundation
Lincoln Center, Suite 571
5401 West Kennedy Blvd.
Tampa, Florida 33609
Products Exhibited - (Approx. Price - FOB)

**Soft shell blue crabs** - Interest on soft crabs was very strong primarily from the restaurant and hotel sector. Clients saw soft crabs as an attractive addition to menus at a reasonable price. There was favorable reaction to the soft crab served at the USDA - U.S. Embassy dinner from people who have never tried the item before. ($10-14/doz. depending on size and volume)

**Spiny Lobster tail (uncooked)** - Moderate to strong interest from the same clients interested in soft crabs. Price was a factor in determining the level of interest, but the product would have a place in the better restaurants and hotels. ($9-10/lb.)

**Clam strips** - Medium interest, although there appears to be a place for clam strips in the fast food markets. More work is needed for this product. ($2.03-2.05/lb.)

**Cooked Spiny Lobster (whole)** - Low interest in this particular product, but served to spur discussion towards lobster tails and live north American lobster. (ca $3-3.50)
Clam Nuggets* - Moderate interest in this new product as an appetizer item for restaurants and hotels. Clients were very impressed with the product after tasting prepared (deep-fried) samples. ($3.20/lb.)

Farm Raised Catfish (breaded fillets) - Moderate interest in this product by fast food interests. Product was reasonably well received by guests at the U.S. Embassy dinner. There may also be interest in other forms (i.e. H & G, unbreaded fillets). More work is needed for this product but there appears to be good potential. (ca $3.00/lb.)

Rock shrimp - Interest very strong in this product as price and quality was attractive. There is no reason why rock shrimp and soft crabs could not develop the base for an active export market. (31-35 ct. $2.70/lb.)

Clam chowder (cans, New England style) - Low interest in product as it is relatively unknown. Although it was well received at the U.S. Embassy dinner, interest as a market item was weak. In the same category was canned minced clams as most clients were either uninterested or unfamiliar with the product.

*Clam Nuggets are a brand name of a hard clam (Mercenaria) and potato product that is deep-fried. The product belongs to Terry Bros., Machipongo Seafoods Inc., Willis Wharf, Virginia 23486 and
Red snapper (fillets) - Medium interest although price was a factor in determining level of interest. Clients with the most interest were hotel and restaurant operators. Grouper fillets, exhibited along side the red snapper, did not attract as much interest from clients.
## Buyer Contacts
### The Netherlands

**H. van der Lingen**  
Wilhelmina Laan 23  
Monnikendam (NH) 1141 CT  
Mackerel, Lobster Tails (Strong Interest), Rock Shrimp, Mullet

**R. M. Hurkmans Traiteur**  
Steenstraat 22  
5831 J.E. Boxmeer  
08855-1881  
Lobster Tails, Rock Shrimp, All Clam Products, Soft Shell Crabs - Snapper

**Mr. Mart Stobbelaar**  
I.S.P.C.  
Kalshoven - Breda 2.5  
Tel. 076-877250  
Catfish, Breaded Clam Products, Soft Shell Crabs, Clam Strips, Clam Nuggets. Major supplier to hotels, markets, very strong interest in products.

**Peter Baltus**  
Rijnstraat 62  
1079 HJ. Amsterdam  
Tel. (20) 424048  
Clam Strips, Clam Nuggets, Soft Shell Crabs, Rock Shrimp Catfish Fillets, Lobster Tails, Breaded Shrimp, Smoked Trout

**P.F. Deurloo**  
Markt 1  
Tholen - Zeeland  
Tel. 01660-2504  
01660-2794  
01660-3250  
Live Lobsters, Squid, Eel - live  
Whitefish, Oysters - live

**Mr. H. Schmidt, Director**  
Zeevishandel  
Jan D. Schmidt B.V.  
Vasteland 42  
3011 BM-Rotterdam  
Tel. 010-122769-136630  
Telex 24634  
Major supplier to restaurants and hotels. Interested in all products, especially Soft Crabs, Clam Strips Clam Nuggets.

**J. Taal & Zn.**  
Van Hoytema Str 98  
2596 ET - Den Haag  
Soft Shell Crabs, Clam Strips, Clam Nuggets, Lobster Tails Green, Whole Lobsters Green, All Clam Products
Lourens Smit  
Hoddff Straat 232  
6881 TS - VELP

Rock Shrimp, Soft Shell Crabs, Clam Products, Lobster Tails

Emile van der Vaart  
Frederikhendriklaan 115A  
2582 BX - Den Haag  
S. Gravenhagen

Soft Shell Crabs

J. Machielsen  
Schoklandstraat 82  
Volendam 1131 KZ

Soft Shell Crabs, Lobster Whole Green, Lobster Tails Green, Crab Cocktail Claws, Rock Shrimp

G. W. van Houten  
Tolweg 24  
2042 El Iandwoort  
02507-14774

Soft Shell Crabs

Vishandel Breedpad  
Heerenveen  
05130-27112  
2402 LV Alphen A/D Rijn

Soft Shell Crabs, Clam Strips, Clam Nuggets

Rudy Van Buren  
Park Avenue  
Willemsparkweg 6  
1071 HD Amsterdam  
Tel. 020-726206

Clam Strips, Clam Nuggets, Shrimp (16-20 count), Lobster Tails, Red Snapper - Whole/Fillets. Strong Interest in soft shell crabs.

Mr. H. J. Bakker  
Piccard B.V.  
Schumannstr 17  
Maassluis

Rock Shrimp, Lobster Tails, Whole Lobster

H. W. Zijl & Zonen  
Zeevis-en Palnghandel  
Harnweg 22 - Spakenburg  
Tel. ZAAK 03499-4822  
Telex 79175

Loligo 14" total length including tentacles, 5 lb. box & 3 lb. box, wants quote on both 1/20 ft. container. Interest High! Whole Red Snapper/gutted - 5 ton wants quotes/size
Smoked Trout, Rock Shrimp, Lobster Tails Green, Soft Shell Crabs, Red Snapper fillets and whole, wants prices. Interest high, Squid *Illex* and *Loligo* whole and tubes; and mullet - whole

Live Eels, Frozen Salmon, Frozen Shrimp Distributor

Soft Shell Crabs, Smoked Trout, Lobster, Eel, Salmon

Interest in all products shown - interest moderate, quotes requested

Interested in all products.

Smoked Trout, Salmon
Le Courrier Du Chef
Mr. Jules van Gaalen
Postbus 26, 2160
2160 AA Lisse N.L.
Heereweg 333
2161 Bl Lisse N.L.
Tel. 02521-19014
Telex 41439

Soft Shell Crabs, Clam products, Lobster Tails, Whole Lobster co-op supplying hotel & rest. Strong interest.

Jan Verkerke
Export Marketing Consultants
Essenburgsingel 35b 3021 AP
P. O. Box 867 3000
AQ Rotterdam/Holland
Tel (0) 10 773631
Bank: ABN 50-14.98.710
Telex 26401 Intx. NL

Clam Chowder. Interest High

Binro Bachus
Kaatsbaan 31
3601 EB Maarsen
Tel. 03465-69999

Soft Shell Crabs, Lobster Tails

Restaurant "De Waegh"
Merk 18 - P. O. Box 18
Workum - 8710AA

Soft Shell Crabs, Rock Shrimp
All Clam Products, Lobster Tails

Sante Vis - Krekels & 2N. B.V.
Molenstraat 2q
5531 EC Bladel

All Lobster Products, Rock Shrimp
Soft Shell Crabs