

Reports

11-1-1983

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

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Recommended Citation

DuPaul, W., & Thomas, C. C. (1983) ROKA 83 Exhibition for Delicatessen and Drinks September 11-13, 1983 Utrecht-Holland. Marine Resource Report No. 83-12. Virginia Institute of Marine Science, College of William and Mary. <http://dx.doi.org/doi:10.21220/m2-d057-6191>

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ROKA 83

Exhibition for
Delicatessen and Drinks
September 11-13, 1983

UTRECHT - HOLLAND

MRR 83-12

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Exhibition for Delicatessen
and Drinks

September 11-13, 1983

UTRECHT - HOLLAND

Report of Contacts by

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Marine Resource Report Number 83-12

Virginia Sea Grant Marine Advisory Program
Virginia Institute of Marine Science
College of William and Mary
Gloucester Point, Virginia 23062

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. Effortsⁱⁿ 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

is distributed by Southern Frozen Foods, Inc., Montezuma, Georgia 31063.

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
Wilwelmina 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
Hoddf Straat 232
6881 TS - VELD

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. Machielsens
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 Snapperr - 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

J. Thiele & Zn. B.V.
Halkade F. 12-13
1976 DC Ijmuiden

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

Mr. Kees van de Sandt
E. van de Sandt B.V.
P.O. Box 1027
3000 BA-Rotterdam

Live Eels, Frozen Salmon, Frozen
Shrimp
Distributor

Huize Elhorst
Zijlweg 31-33
Haarlem

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

Mr. A.L.G. Kooi
Checkers South Africa Ltd.
220 Commissioner
Johannisburg
South Africa

Interest in all products shown -
interest moderate, quotes requested

Mr. J. Twilt
Kreeftenpark B.V.
Mennickstraat 4
2583 BR - Schevingen

Interested in all products.

Firma K. Hoeve
Rijksvishal
1976 DC - Ijmuiden

Smoked Trout, Salmon

Le Courrier Du Chef
Mr. Jules van Gaalen
Postbus 26, 2160
2160 AA Lisse N.L.
Heereweg 333
2161 B1 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 35^b 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