

U.S. Seafood Processors Missing Out on Opportunity for Additional Value and Revenue

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U.S. Seafood Processors Missing Out on Opportunity for Additional Value and Revenue According to Strategro International

West Orange, NJ (PRWEB) February 27, 2008 -- Strategro International, a market entry and business growth consultancy, spoke to a packed room of seafood processors at the International Boston Seafood Show on Sunday offering examples of how companies and researchers worldwide are developing valuable products from seafood processing waste streams.

The Boston Seafood Show, co-located with Seafood Processing America, is North America's largest seafood exhibition, attracting close to 18,000 seafood buyers and sellers from across the globe, and recently named one of Trade Show Week's top 50 fastest growing trade shows in the U.S.

Steve Dillingham, Principal and Founder of Strategro, was invited to speak at the Show's Industry Conference Program due to Strategro's international expertise working with companies and organizations to develop and market marine-derived products and ingredients. The presentation, titled *Creating Value Through the Use of Seafood Byproducts*, highlighted what European countries are doing to strengthen their application knowledge, industry participation and value chain efficiency dealing with seafood byproducts. Dillingham contrasted the significant impact and success of other country's national focus and priority, funding and industry support towards the full utilization of seafood byproducts, to that of the United States, where he sees no national focus or industry leadership to maximize byproduct utilization, and the infrastructure and value-chain for doing so quite unorganized and fractured.

For the unenlightened seafood company, seafood byproducts can pose a headache and a significant cost item for disposal, storage, or dumping (which in many areas is illegal). For those involved in further processing of seafood byproducts, desirable compounds can be extracted and purified into high value ingredients with application in the feed, food, health and nutrition, cosmeceuticals, and the research and diagnostic markets. "Many seafood processors are not even aware of how valuable these marine byproducts can be", stated Dillingham. "For instance, one company is turning shrimp-shell waste into a high value ingredient that promotes blood clotting. This ingredient is now being impregnated into bandages used by the US military and expected to reach the general consumer market. That is just one example of companies turning seafood trash into treasure. The U.S. as a whole should be doing a much better job collectively to utilize its seafood byproduct waste, creating new valuable products and new companies", emphasized Dillingham, "with added ecological and environmental benefits as well."

About Strategro International

Strategro International is a market entry and business growth firm working with companies and organizations within the functional foods, nutraceuticals, marine biotechnology, and life science sectors. Typical consulting engagements include helping companies with go-to-market strategies, providing business development, strategic advice, market intelligence and hands-on assistance to help companies grow.

Strategro publishes two free quarterly publications, NutraTrends® and Aquapreneur® (www.aquapreneur.com), covering recent commercial developments within functional foods and ingredients and the marine biotech and marine products sectors, respectively. In addition Strategro works with trade groups, governments and economical development organizations to enhance development and growth within core industry clusters, utilizing Strategro's SectorStim cluster development approach.

Strategro International has offices in the U.S. and Canada.

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