

10 Tips for New Product Developers*

Retailers' advice for getting products on their shelves

- Test products on people outside the seafood industry.
- If you're a small producer, use size to your advantage by being flexible and moving fast to bring products to market.
- Ask the market what it needs and wants.
- Understand the retailers' business; i.e. what they have to do to sell the product.
- Partner with retailers to promote and entice consumers to try the product.
- Pay close attention to restaurant trends; consumers respond to what is new, but also familiar.
- Seek strategic partnerships with other seafood producers or packaging companies.
- Make packaging as consumer-friendly as possible with accurate cooking instructions.
- You know seafood is easy to use, but your customers don't. Whether your product is in raw or heat-and-eat form, sell the inherent convenience of seafood.
- Keep in mind that adding the wrong kind of value -- i.e. burying the flavor of fish in the wrong breading -- can actually devalue the product.