This project encouraged the development of two new products: a cold water shrimp ring and a shrimp seafood au gratin product. The Fisheries Diversification Program (FDP) assisted Barry Seafoods Limited of Corner Brook with its development plan.

Background
Barry Seafoods, with its Seafreez Foods Inc. labels, already had considerable experience with seafood product development, especially in the development of its bottled shrimp cocktail and shrimp-in-salsa products. The Barry Group had marketed over 1.2 million bottles of shrimp cocktail a year since the Corner Brook plant first began operating in 1995-96.

The company decided that because of the resulting experience and stability provided in its plant, consideration could be given to adding and test marketing new products. These new products could also boost the overall economic viability of their existing distribution and marketing lines with new choices.

Barry Seafoods was aware of the large market for shrimp products. Because of this, the company decided to proceed with expanding its production line, despite the competition with warm water shrimp from several Asian countries in the same markets.

Methodology
The Barry Group conducted a study of two new products: a cold water shrimp ring and a cold water shrimp seafood au gratin.

The project would have two parts. Phase One involved the development of the two proposed products.
This included new artwork, package design development, a pilot or small-scale production of the new items, a test marketing of the products and an analysis of the feedback from the market.

Phase Two was dependent on the outcome of Phase One and involved the purchase of automated packing equipment to improve product presentation and plant productivity.

All cooked and peeled shrimp for secondary processing at the plant was supplied by Atlantic Shellfish at Clarenville, Trinity Bay.

Results
Production of a cold water shrimp ring was postponed early in Phase One after a prototype shrimp ring had been sent to prospective customers. Although their response had been excellent, there was no premium for cold water shrimp due to high production costs, market pricing and stronger demand for other products in the 2000 marketplace.

Similar efforts with a shrimp seafood au gratin received excellent market feedback, especially for the four ounce seafood au gratin product. Adding to its appeal was the artificial crab back or carapace in which the seafood was presented, giving a natural shell appearance without the costs associated with a real crab shell.

Subject to the required economics, the company plans to continue development of its seafood au gratin product.

Conclusion
At the time of its final FDP report in 2001, the company had postponed the development of a cold water shrimp ring but was continuing market development of a seafood au gratin with shrimp as its main ingredient.