

FISHING TACKLE RETAILER[®]

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Saltwater

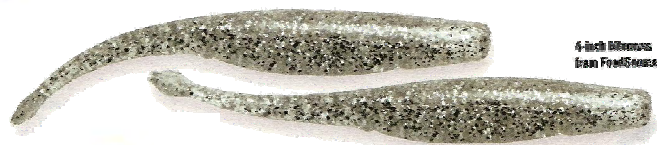
plus
Soft Baits

equals

Hot Market

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4-inch Minnows
from FoodSource

Companies are capitalizing on
the strength of saltwater angling.

BY KEITH JACKSON
Senior Writer



FoodSource
Shrimp Tails

And given the intensity of the Alaskan sports season, and the willingness of big halibut to bite on scented soft baits, it's a potential gold mine.

While natural halibut bait is relatively easy to come by for fishermen in Alaska, the reasons that soft baits are gaining in popularity is the same as it is in Florida or the Gulf Coast. Soft baits are easy to use: They are easier to rig than natural baits, more attractive because of added colors or phosphorescence and better at dispersing scent for longer periods of time.

Also, since soft baits generally don't spoil, no refrigeration, live bait tanks or extra effort to pick up bait before a fishing trip are needed. Soft baits can be stored on the boat or in the back of a car without worry.

These attributes are one of the reasons that FoodSource's soft baits are doing well in the marketplace.

These lures are made of "food products" instead of soft plastic, according to company president Ed Rogers. "Our baits are scented, but better than that, they are made of actual food that fish can eat."

"I see a trend toward scented baits," says Rogers, "and one of the hottest for us is bloodworm oil that we're adding to baits designed to imitate the short sections of bloodworms that fishermen use in the Northeast and elsewhere."

Other scents offered in FoodSource products are garlic, minnow, shrimp and crab.

Scent seems to be a big draw in saltwater soft baits, especially where those baits are fished passively — under a float or on a simple still-fishing rig where action can't be a factor in triggering a response from fish.