

Table 1

Processed Meat Production by Type – Japan
(thousands of tonnes)

Processed Meat type	1982	1983	1984	1985	1986	1987	1988*	%** Increase
Roshu (loin) ham	58.9	58.8	64.1	70.2	74.3	81.7	53.2	
Boneless Ham	23.8	26.5	25.9	24.3	23.5	23.7	14.1	
Other	9.1	9.7	10.0	10.7	12.0	13.2	8.9	
Ham – Total	91.8	95.0	100.0	105.2	109.8	118.6	76.2	4.3
Bacon – Total	42.9	45.5	50.6	54.3	57.6	63.1	49.8	10.0
Vienna Sausage	94.5	106.1	112.6	126.7	155.6	167.6	131.6	
Frank Sausage	34.5	37.8	39.6	42.3	47.0	44.5	31.7	
Bologna Sausage	18.0	18.3	18.5	18.6	19.0	19.7	12.9	
Other	32.0	34.1	34.1	33.8	31.7	32.1	27.1	
Sausage – Total	179.0	196.3	204.8	221.4	253.3	263.9	203.3	4.6
Pressed Ham	35.2	32.0	28.3	25.0	21.1	19.2	11.8	-14.8
Chopped Ham	52.4	54.4	53.8	51.1	48.5	44.7	34.0	5.4
Mixed Products	11.6	10.5	10.0	9.1	7.3	6.9	4.3	-20.0
TOTAL	412.9	433.7	447.5	466.1	497.6	516.4	379.4	3.1

Source: Japan Meat Processors' Co-operative Association.

* January – September 1988

** % Increase Dec. vs Jan./Sept. 1988

The January/September 1988 figures in Table 1 show a continuation of the five-year pattern with increased production in ham, bacon and sausage and additional declines in the lower valued products.

The Japanese per capita consumption of processed meats is given below in kilograms:

	Ham	Bacon	Sausage	Total
1982	.77	.36	1.51	3.48
1983	.79	.38	1.64	3.62
1984	.83	.42	1.70	3.72
1985	.87	.44	1.83	3.85
1986	.90	.47	2.08	4.09
1987	.97	.52	2.16	4.22

It would appear that a number of factors contributed to the rise in consumption of processed meats from 3.48 kg per capita in 1982 to 4.22 kg in 1987, not the least of which is the growing affluence of Japanese consumers and the same consumers' desire to add more variety to their everyday diet. The consumer, especially the young consumer, has displayed an interest in Western-style convenience foods, which is changing the dietary pattern of the Japanese.

Of particular interest in the broadening of the traditional food intake is the case of Vienna sausage. The production of this item has grown sharply in five years. The product has received remarkable acceptance as a convenience food and is especially popular as a lunch box item, as snacks and with drinks.

Prior to the downturn in pork prices, wiener sausage products were produced from a combination of mutton, pork, horsemeat, chicken and in some cases fish. As pork became more competitive in price, processors increased pork usage in their formulae at the expense of the other major raw material; indeed, in the majority of cases pork became the only meat material ingredient (see Figure 5). The industry was fortunate in being able to offer consumers improved quality without having to noticeably raise prices. Consumption has shown steady growth since then indicating consumers favourable response to the new formulation.

Aggressive sales promotion activities and new product introductions have also added to the growth in wiener consumption.