

Mission: 520 Tokyo

Market: 265 Japan

Key Subsector: 021 Fish & Shellfish and Other Products

Specific Product Opportunities: Current Imports (\$CDN)

Pacific herring roe	\$230.00 M
Salmon	\$1,345.00 M
Crab	\$637.00 M
Atlantic herring roe	\$63.00 M
Capelin	\$80.00 M
Lobster	\$45.00 M
Red fish	\$30.00 M
Black cod	\$120.00 M
Smelt	\$5.00 M
Salmon roe	\$137.00 M

General Outlook:

Japanese imports of fishery products increased by approximately 20 percent during 1988, an incredible performance considering the large increases already experienced during the last few years. Total Japanese imports of fishery products for 1988 reached 2.4 million tonnes valued at C\$13.4 billion.

The enormous size of the market coupled with ever increasing demand for high quality, high grade species of marine products has created tremendous opportunities for fish exporters, and certainly for Canada.

Canadian exports to Japan in 1988 reached \$583 million, an increase of \$103 million over 1987 levels. The fishery sector has been one of the most rapid growth sectors for Canadian exports to Japan nearly tripling in value since 1983.

In addition to strong demand for traditional Canadian fishery exports - herring roe, salmon, crab and capelin, other minor species are showing excellent growth such as sea urchin, black cod, lobster, mackerel, food herring, shark and shrimp.