

## FISHERIES MARKET REPORT - JAPAN

### General Outlook

- 1990 has been a recovery year after the poor results of 1989. Both the dollar value and volume of exports have increased in 1990, although not to the levels of 1988.
- Some importers remain cautious about increasing their inventories of product after the losses sustained in 1989, and the rising rates of interest in Japan, which have led to higher carrying costs. However, demand remains strong for many Canadian products.
- The ongoing labour shortage in Japan has hit the fisheries processors hard, as many young people are not interested in "messy" low-paying jobs. Particularly affected are processors of low-margin items. This should create opportunities for Canadian firms to increase the value added to their products through processing before export.
- The strengthening of the yen against the Canadian dollar should create more opportunities for Canadian suppliers, although American suppliers have been similarly affected.
- In dollar terms we have increased our market share for the period Jan - Aug. from 4.4% in 1989 to 4.8% in 1990.

### Japanese Fish Imports - total

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>Jan-Aug</u>	
				<u>1989</u>	<u>1990</u>
Volume(000MT)	2,075	2,414	2,288	1,500	1,626
Value \$C millions	11,424	13,437	12,410	8,135	8,181
\$US millions	8,448	10,966	10,564	6,925	7,003
Yen billions	1,234	1,405	1,450	951	1,055

NOTE: Currency table on Page 20

	<u>Jan 89</u>	<u>Jan 90</u>	<u>Jan 91</u>	<u>Oct 90</u>
Cdn sockeye				
trout	1350-1400	1100-1200	1250-1400	1200-1400
net	1200-1300	1000-1100	1150-1300	1100-1300
Cdn coho	950-970	940-960	1000-1150	950-1100
Bristol sockeye	1000-1100	1000-1100	900-1100	800-1100