

Table of Contents

	Page
List of Tables	5
1 Introduction	7
2 Market Background	7
3 B.C. Farmed Salmon Survey	10
4 Recommendations for Successful Exporting	12
5 Survey Conclusions	14
6 Possible Marketing Strategy	14
7 Major Japanese Importers	15
8 Canadian Contacts for Exporters to Japan	18

List of Tables

	Page
1. Supply of Salmon in Japan	7
2. Estimated Quantity of Farmed Salmon Imported by Japan	8
3. Quantity of Salmon Imported by Japan in 1988	8
4. Japanese Farmed Salmon Production by Prefecture	8
5. Estimated Harvest (Miyagi)	8
6. Size Distribution of Japanese Farmed Coho Salmon	9
7. Imported Salmon by Volume and Value	9
8. Fresh Farmed Salmon	10
9. Frozen Farmed Salmon	11
10. Farmed Salmon Estimated Market Size	11