

- SALTED HERRING ROE ALSO OFFERS GOOD OPPORTUNITY FOR CANADIAN EXPORTERS. IN 1988, THESE EXPORTS WERE 4,940.9 MT, AT A VALUE OF \$161.2 MILLION. SALTED HERRING ROE IS OUR BIGGEST FISH EXPORT ITEM TO THE MARKET.
- THE MARKET CONTINUES TO BE CONCENTRATED IN THE YEAR END GIFT MARKET AND WITH A SMALL PERCENTAGE OF CONSUMERS IN SUSHI RESTAURANTS. GIFT MARKET CONSUMPTION IS EXPECTED BY SOME IN THE TRADE TO REMAIN STABLE OVER THE LONG-TERM DUE TO THE CHANGING DEMOGRAPHIC STRUCTURE OF JAPAN.

CRAB

- IN 1988, FROZEN CRAB EXPORTS WERE 7,455.2 MT AT A VALUE OF ABOUT \$81 MILLION.
- DEMAND FOR CRAB CONTINUES TO EXPAND ESPECIALLY DURING THE GIFT SEASON AND INDUSTRY SOURCES ARE OPTIMISTIC AS TO FUTURE POTENTIAL. FURTHER MARKET GROWTH IS ANTICIPATED IF PRICE AND SUPPLY CONDITIONS REMAIN STABLE.

VALUE-ADDED PRODUCTS

- VALUE-ADDED PRODUCTS FROM CANADA SUCH AS PATES, SMOKED SALMON, AND FARMED PRODUCTS HAVE BECOME POPULAR SALES ITEMS IN THE JAPANESE MARKET.