

**Live and Fresh Fish Market in Japan - Norio Kizuka Director, Daisui Co., Japan.**

**Changes in Consumption Patterns in Japan:**

- Fresh fish and processed fish are categorized with the same label in Japan.
- Changes in eating habits, at home and out, have resulted in a blurring of food categories and types. There is more emphasis on selecting by the consumer, with freshness, less fatty fish and health aspects being the main selection criteria.
- There are more fashion trends in fish as a result of greater travel abroad by consumers who demand the same foreign dishes at home.
- Changes in purchasing behaviour - there is more "just-in-time" buying (spur-of-the-moment). Purchases are small and many, as many families have less storage facilities.

**Supply Changes:**

- It is a buyers market in food in Japan, especially in fish, with an increase in fresh and live importation. He expressed doubt about whether the live fish trend is secure.
- There is a bigger flow to the restaurant market > Y24 trillion and a sustained demand.
- 25% of all air cargoes into Japan are perishables, with a large part of that being marine goods.

**Distribution:**

- Based on a system of central wholesale markets and local wholesale markets that are controlled and managed by the municipal wholesale market laws of Japan. It seeks optimization purchases and smooths market distribution and imposes transaction and business rules.
- There are "out-of-market" direct channels in Japan but they represent only 15 per cent of the total. The remaining 85 per cent is dealt with through the wholesale system.
- The system is used by licensed brokers who channel the fish to the public after the production has been displayed, auctioned, divided, packaged and shipped.