

## **ABSTRACT**

**This market study provides information on the Japanese market for Canadian east coast herring roe for further processing into "agitsuke kazunoko". The information is based on market research carried out in Japan by ASI Market Research (Japan) Inc. The study provides much needed data on consumer awareness, product availability and differences between regional markets in Japan. Demand for agitsuke kazunoko is growing rapidly and this booklet is intended to assist Canadian exporters in exploiting opportunities in the Japanese seafood specialty market. The booklet also includes practical guidance to exporters on how best to utilize assistance provided by International Trade Centres and the Trade Commissioner Service.**