

Table 6

Principal Flavoured Herring Roe Processors in Japan

Processors	Location	1986	1987 (Units - Tons)	1988 Estimate
Honma Suisan	Sapporo	1 200	1 200	
Hokuei Shokai	Sapporo	150	500	
Kaneshime Shokuhin	Sapporo	200	500	
Kasei Foods	Sapporo		400	
Mitsuwa Shokuhin	Sapporo	100	250	
Daiyoshi Takashima	Sapporo	200	200	
Tezukuri Shokuhin	Sapporo	50	100	
Shinrei Shokuhin	Niigata	750	1 000	
Yamazaki Reizo Shokuhin	Niigata	250	300	
Maruta Shokuhin	Niigata	200	100	
Kyoshoku	Nationwide	1 500	1 500	
Ohno Suisan	Rumoi		100	
Kawakami Shoten	Yoichi	200	200	
Nichirei	Tokyo		400	
Chugai Shokuhin	Tokyo	200	250	
Marine Foods	Tokyo	100	100	
Minami Shokuhin	Shiogama	100	100	
Marutomo	Shikoku	150	500	
Yamaki	Shikoku	50	200	
Marunami Shokuhin	Nagoya	100	100	
Mashige Yamani Suisan	Mashige		100	
Kaneka Seafoods	Kesennuma		300	
Yamaya	Hakata		200	
Yamamoto Shokuhin	Aomori	300	300	
Okamura Shokuhin	Aomori		100	
Other		600	1 600	
TOTAL		6 400	10 600	11 800

Source: Daily Hokkai Keizai, August 11, 1988.

Other companies visited during the June study visit included Takahashi Suisan Co. Ltd. of the Sapporo Central Fish Market as well as the Hokkaido Fish Processors Co-operative (Hokkaido Processing Fish Products Co-operative Federation) in Sapporo, Hokkaido.

A subsequent mission in November of 1988 provided representatives of the Atlantic Canadian herring roe industry with the opportunity to develop a dialogue with Japanese industry representatives regarding minimum grade standards, market situation and opportunities for market development and promotional activities.

5 Quality Concerns

The major quality concerns regarding Atlantic Canadian roe identified through discussions and observations in Japan include the following:

- *Freshness* was a major concern for 75 per cent of the Japanese companies. Problems observed included high incidence of breakage or egg seepage, discolouration, poor textural qualities, bitterness detected in end products and short shelf life.
- *Small roe size* was a major concern for 65 per cent of the Japanese companies. This problem was localized in the 1987 Bay of Fundy fishery where reportedly an increasing percentage of the catch had a whole fish weight of less than 200 g. Roe weight must be a minimum weight of 10-15 g per piece. The 1988 Bay of Fundy fishery reflected a substantial increase in average roe weight, thus roe size was not a concern for the majority of the 1988 product.