

10 Pricing

Appendix A illustrates the sharp fluctuations in the price of sea urchin roe. The figures represent typical daily prices of domestic products and imports from Canada and the United States, for the period January 1 to December 31, 1989. This table provides the highest and lowest prices for each category of sea urchin roe together with the number of trays sold.

It should be noted that fresh sea urchin roe produced from imported live sea urchin is not specified as imported roe on the market. While people in the industry can distinguish between roe produced from Japanese sea urchin and that extracted in Japan from foreign sources, consumers would not be able to make the distinction.

Of the various grades of roe produced from imported live sea urchin, the special high grade, which accounts for only 0.2 per cent of production from imports, is generally sold at ¥ 8 000 to 9 000 per kg. However, the price for high grade, which comprises 25 per cent of production, fluctuates very sharply on a daily basis, and depends on the market situation, particularly the daily supply.

The volume, amount and unit price of sea urchin roe sold at Tsukiji between 1983 and 1988 is detailed in Table 8.

Table 8

Sales of Sea Urchin Roe — Tsukiji Market

Year	Quantity (Metric Tons)	Amount (¥ million)	Unit price (¥/kg)
1983	1 406	8 932	6 354
1984	1 415	8 994	6 355
1985	1 545	10 002	6 475
1986	1 607	10 857	6 756
1987	1 848	12 237	6 622
1988	2 545	14 205	5 581

The following table indicates the volume, amount and unit price of sea urchin roe sold on the Tsukiji market by supply source. The substantial decrease in the average unit price in 1988 compared with preceding years is because of the increase in volume of imported roe sold at the market at relatively lower prices than domestic product.

Table 9

Sea Urchin Roe Sold at Tsukiji by Supply Source

	1987			1988		
	Quantity (Metric Tons)	Amount (¥ million)	Unit Price (¥/kg)	Quantity (Metric Tons)	Amount (¥ million)	Unit Price (¥/kg)
Hokkaido	352	3 995	11 357	369	4 479	12 126
Aomori	28	290	10 535	22	281	12 967
Iwate	12	85	7 149	8	63	7 684
Miyagi	156	978	6 264	112	789	7 043
Tokyo	269	1 212	4 506	337	1 244	3 697
Other	63	198	3 145	91	176	1 945
Imports	968	5 479	5 660	1 607	7 172	4 463
Total	1 848	12 237	6 622	2 545	14 205	5 581