

5 Survey Conclusions

The survey defined the parameters and characteristics of the current market for farmed salmon in Japan. It also solicited trade views on the prospects for the future of this sector.

Summary of Survey's Findings

Market growth	— Expected to increase rapidly.
Usage	— Atlantic and King oriented to sushi/sashimi, high-class hotels and restaurants, and smokers. — Coho oriented to fresh and salted retail market.
Size	— 2 to 3 kg and 3 to 4 kg sizes preferred for Coho and Atlantic. — Less clearly defined for King but larger sizes preferred (4 kg up).
Colour	— Colour of King and Coho much preferred over Atlantic.
Species preference	— Coho slightly favoured over King.
Farmed salmon image	— Considered inferior to wild. — B.C. wild salmon enjoys good image.
Prices	— Farmed salmon is priced lower than wild.
Purchase decision factors	— Price, quality and meat colour are most important factors.

There is a strong trade interest in farmed salmon from B.C.

6 Possible Marketing Strategy

In light of the above, together with comments made by the trade, the following might serve as a possible framework for a market development strategy for B.C. farmed salmon in Japan:

- Select King salmon to focus marketing efforts. The King salmon is the most prestigious species of salmon in Japan and also the major species farmed in B.C.
- Direct promotional activities to the high-class hotel and restaurant trade and possibly smoking sector. This ties in well with the usage pattern for King salmon. These efforts are also less expensive than attempting a promotional campaign directed at the consumer in the retail level where the usage of Coho salmon is concentrated.
- There are many excellent magazines/trade papers servicing the target group. For C\$100 000 or less a strong campaign could be mounted for B.C. salmon.
- While the image of B.C. is very positive, the image of farmed salmon generally is quite negative. This would have to be taken into account in the campaign design.
- There appears to be an excellent opportunity, through appropriate promotion, to create a market niche for B.C. King salmon as the "Rolls Royce" of the salmon market.
- The most appropriate timing would likely be in the Fall, after the Japanese Coho salmon is finished and in time for the traditional entertaining/party season, October to January.