

volume of trade.

Sales of all Canadian consumer products, including agri-food and fish, already benefit from the longstanding and widespread recognition of the maple leaf symbol on packaging. In addition, for the past seven months, the Embassy has been working aggressively at implementing the *Canada Daishizen No Megumi* (Canada: Blessed By Nature) logo and slogan as signifying the safe, high-quality and natural image of Canadian agri-food, fish and beverage products. To date, surveys have shown that this logo and slogan are well accepted by Japanese chefs, retailers, consumers and media.

Since the demise of the Tokyo Seafood Show in 1995, there has been no trade show dedicated specifically to the interests of the seafood sector. To promote Canadian seafood products in the Japanese market, the Embassy, the Consulate General in Osaka and the consulates in Nagoya and Fukuoka will host a series of two-day events at which exporters and Japanese agents of Canadian products can present the full range of Canadian seafood to local importers, wholesalers, processors, retailers, food-services operators and journalists. The consensus of Canadian industry is that multi-species solo shows, in conjunction with seminars or private meetings as appropriate, are the most effective approach to promoting fish and seafood in the Japanese market.

Although approximately 13 per cent of Japanese fish consumption takes place in Kyushu, there is a limited local awareness of Canadian species and Canadian supply characteristics. The Canadian Consulate in Fukuoka will co-operate with local supermarket chains and culinary schools in organizing demonstrations by a Canadian chef on the diversity and uses of Canadian

seafood. The event will be repeated in each of the three main prefectures of Kyushu. A local competition and media event will take place on the final day in each location.

Coinciding with the fifth anniversary of the Canadian Consulate in Nagoya, a Canadian seafood and tourism promotion will be organized at a major hotel. A Canadian chef will work with the host hotel in the preparation of the promotion and will demonstrate the versatility and uses of such key Canadian seafood products as lobster, salmon, spot prawn, northern shrimp and surfclams.