

- JUST THINK, OUR FISHERY PRODUCT EXPORTS TO THIS MARKET HAVE RISEN FROM A MERE \$39.2 MILLION IN 1975 TO A WHOPPING \$718 MILLION IN 1988.

#### ECONOMIC VALUE

- THE IMPORTANT QUESTION BECOMES: WHAT DOES THIS ALL MEAN FOR THE NEWFOUNDLAND ECONOMY?
- FIRST OFF, FROZEN CAPELIN EXPORTS TO JAPAN, THE MAJORITY OF WHICH ARE SOURCED FROM NEWFOUNDLAND, TOTALLED 39,922.8 MT VALUED AT \$91.5 MILLION IN 1988.
- ROCKFISH EXPORTS TO THIS MARKET, AGAIN MOST OF WHICH ORIGINATES IN THIS PROVINCE, TOTALLED 3,018.4 MT AT A VALUE OF \$8.5 MILLION IN 1988.
- THESE TWO SPECIES ALONE, REPRESENTED \$100 MILLION OF FISH PRODUCT EXPORTS TO JAPAN IN 1988.
- CRAB EXPORTS HAVE ALSO RISEN SIGNIFICANTLY FROM \$54 MILLION IN 1987 TO ABOUT \$81 MILLION IN 1988. A LARGE PART OF THIS TRADE COMES FROM NEWFOUNDLAND.

#### NEW OPPORTUNITIES

##### ATLANTIC HERRING, COD AND MACKEREL

- IMPROVED ACCESS FOR ATLANTIC HERRING; COD AND MACKEREL WILL RESULT IN INCREASED EXPORT OPPORTUNITIES TO THIS MARKET AS JAPAN'S FISH IMPORT REGIME GRADUALLY BECOMES LIBERALIZED.