

import), and in particular it is associated with Japanese New Years.

- Lower-grade roes e.g. capelin, pollock, Alaska herring roe, used as fillers and extenders in delicacies - fierce competition in this field, over 100 companies.

- Future prospects - a change in image is necessary to enhance its healthy aspects and a reduction in salt content. It should be targeted at younger people and women. Prices should remain competitive with other fish products to sustain and increase roe sales in Japan. Current patterns indicate no decline rather a steady demand, even with the younger generations. (Probably due to the forthcoming price negotiations, very little information was given about prices, except to note the singular nature of Japan as a major consumer of the product.)

QUESTIONS:

Roe from NZ - How should it be introduced? What are the key elements for marketing in Japan? - Big promotion and marketing efforts are needed to persuade consumers of the particular value of NZ roe. The new taste must be made acceptable via a large supermarket partnership and mass media campaign.

Is technology matching the marketing needs of today?

Reply by Petersen - newer technologies may/will be developed to go back to branded frozen packs.

Reply by Dobson - The Japanese market requires partners, this is imperative for technological improvements in shipping, packaging through to the consumer end.

P. Williams to K. Konishi - Do you have any statistics and insights for Newfoundland producers on sea-urchin (Uni) roe?

Reply by K. Konishi - In Japan there is no separate classification for uni, 3,800 tonnes were imported last year. Live packaging is preferred, in small cartons.