Table of Contents

| | | 1 agc |
|------|---|-------|
| List | of Tables | 5 |
| 1 | Introduction | 7 |
| 2 | Market Background | 7 |
| 3 | B.C. Farmed Salmon Survey | 10 |
| 4 | Recommendations for Successful Exporting | 12 |
| 5 | Survey Conclusions | 14 |
| 6 | Possible Marketing Strategy | 14 |
| 7 | Major Japanese Importers | 15 |
| 8 | Canadian Contacts for Exporters to Japan | 18 |
| List | t of Tables | Page |
| 1. | Supply of Salmon in Japan | 7 |
| | Estimated Quantity of Farmed Salmon Imported by Japan | 8 |
| 3. | Quantity of Salmon Imported by Japan in 1988 | 8 |
| 4. | Japanese Farmed Salmon Production by Prefecture | 8 |
| 5. | Estimated Harvest (Miyagi) | . 8 |
| 6. | Size Distribution of Japanese Farmed Coho Salmon | 9 |
| 7. | Imported Salmon by Volume and Value | 9 |
| 8. | Fresh Farmed Salmon | 10 |
| 9. | Frozen Farmed Salmon | 11 |
| 10. | Farmed Salmon Estimated Market Size | 11 |