

**SEAFOOD 90 - KYOTO HIGHLIGHTS**

- 1) The world catch of fish and seafood grew to 96.5 million tonnes in 1988, an increase of 3.8 million tonnes, or roughly 4 percent from 1987.
- 2) Growth in aquaculture is having significant effects on trade. Prices of salmon and shrimp have dropped. In addition, Thailand and Taiwan have become the world's leading exporters of fish and seafood.
- 3) Japanese demands for seafood imports is weakening because of the depreciation of the yen. Appreciation of the yen since 1985 has provided a major impetus for the growth of the import market.
- 4) Exporters to Japan need to keep abreast of changes in Japanese consumption. Foreign suppliers should pay attention to safety standards, recipe recommendations and the fresh and chilled seafood segments of the market. Six Key Japanese retail Words are: Safety, Reliability, Synchronisation of seasons, Information, Convenience and Profits.
- 5) Global markets are beginning to absorb additional production of underutilized species, particularly Japan. Asia, the United States and Europe should follow the same pattern. New Patterns of consumption are required in response to reduced world groundfish supplies.
- 6) Major influences causing changes in the patterns of groundfish consumption in Europe include the impending single market, the emergence of market economies in Eastern Europe, higher incomes and standards of living and the changing nature of the workforce. Consolidation of product distribution and shopping opportunities will require stricter standards of quality and more professional marketing of seafood products.
- 7) Increasing demands on marine protein production and continuing pollution in the North Pacific could lead to a decline in the resource even with aquaculture the demand will not be met despite these possibilities, currently the resources in the North Pacific are healthy.
- 8) The New Zealand fishing industry is targeting niche markets, requiring careful positioning of their products in their international markets, as exports outweigh domestic consumption. Hoki, orange roughy and snapper comprise 59 percent of their fish and seafood exports, mostly in value-added form.
- 9) Ninety per cent of the roe market is in Japan (90,000 tonnes annually), with imports comprising sixty-one percent of their total supply. In the future, a change in image will be necessary to