

I N T R O D U C T I O N

- JAPAN IS THE WORLD'S LARGEST IMPORT MARKET FOR FISHERY PRODUCTS WITH AN ANNUAL PER CAPITA CONSUMPTION OF ABOUT 70 KILOGRAMS.
- CONSUMPTION OF FISH REMAINS STRONG AS PER CAPITA INCOME INCREASES WITH NO DRAMATIC SHIFT TO MEAT, ONLY AN INCREASING DEMAND FOR HIGHER GRADE FISH SPECIES.
- DOMESTIC PRODUCTION OF FISHERIES PRODUCTS HAS BEEN GRADUALLY DECLINING DURING THE PAST DECADE IN LARGE PART DUE TO THE REDUCED FISHERY ALLOCATIONS GIVEN TO JAPAN BY OTHER COUNTRIES SINCE THE IMPLEMENTATION OF THE 200 MILE LIMIT.
- IMPORTS, ON THE OTHER HAND, ARE INCREASING VERY RAPIDLY AND IN 1988 REACHED 2.4 MILLION MT VALUED AT ABOUT CDN\$ 14 BILLION AND ACCOUNTED FOR APPROXIMATELY 29 PERCENT OF TOTAL FISH CONSUMPTION. THIS IS REPRESENTATIVE OF AN INCREASE OF APPROXIMATELY 24 PERCENT OVER 1987 FIGURES. IMPORTS BY AIR FREIGHT WERE ESTIMATED AT 140,000 MT VALUED AT \$1.7 BILLION IN 1988 WHICH INDICATES THE PRICE THE JAPANESE ARE PREPARED TO PAY FOR QUALITY AND FRESHNESS.
- JAPAN IS THE SECOND MOST IMPORTANT MARKET FOR CANADIAN FISH PRODUCTS FOLLOWING THE USA.
- THE STRENGTHENED YEN AND THE REDUCTION OF TRADE BARRIERS IN THE JAPANESE FISHERIES SECTOR ARE CREATING NUMEROUS OPPORTUNITIES FOR CANADIAN COMPANIES.