

preparation of fish products, either fresh or value-added.

- Education on the preparation of different seafood products is therefore an imperative as some consumers are returning to traditional seafood preferences due to the health aspects.
- Consumers still synchronize their purchases with world seafood harvesting seasons to assure freshness. Education will be needed to increase awareness of year-round availability and quality maintenance.

Six Key Japanese Retail Words:

Safety - quality, avoidance of pollution and contamination - a strong point for Canada.

Reliability - trusting the taste and quality, source, storage delivery, etc.

Synchronism of In-Season Products - the "just-in-time" or "beaujolais syndrome" that emphasises seasonality and a very strong preference for imports, particularly fashionable one.

Information - to convince customers is very important - also recipes, menus, etc.

Convenience - product convenience in cooking preparation and storage.

Profits/Benefits - of seafood sales to customers - emphasis on market research and adequate profit margins for producers, wholesalers and retailers.