

Japan's imports. Advice on establishing an agent may be obtained from the Canadian embassy in Tokyo or from the Japan External Trade Organization (JETRO) in Canada.

WHOLESALE MARKETS: The ordinary distribution of fishery products in Japan extends through two kinds of markets, wholesale markets in producing regions to wholesale markets in consuming regions. The chain ends at the nearly 47,000 fresh seafood retailers across the country. The Tokyo Central Wholesale Market in Tsukiji is the largest wholesale market. In 1987, 889,831 tonnes of fish and fish products valued at US\$6.2 billion were sold through the Tsukiji market. About 40 per cent of the fish handled is on consignment with the remaining tonnage bought and resold. There are wholesale markets in all the major fishing ports. Certain landing ports have also become major import entry points. A portion of the product is handled through the landing markets and the balance is sold directly to local processors or volume users. For imported product the distribution route varies according to the type of product. Some products are consigned for auctioning to wholesale markets while other products reach the general market directly. For certain varieties of frozen fish, the distribution channel is growing shorter. Major retailers and restaurant chains who constitute final buyers may deal directly with importers, bypassing wholesalers. In some cases these groups may also directly import specific products.

WAREHOUSING: With the advent of the 200 mile economic zone and increased dependence upon imports, freezer warehouse capacity has expanded rapidly. Warehouses for refrigerated food are located at seaports where bonded facilities are available, near markets and in inland areas where they serve as regional distribution centres. The latter consist of both public and private facilities. In 1987, fisheries products made up almost 50 per cent of the products destined for refrigerated warehouse storage in Japan.

INSPECTIONS: Japan maintains a complex system of regulations regarding sanitary and hygiene measures governing the import of foodstuffs and perishable goods. The Japanese Food Inspection Law sets out regulations governing health standards for all food products as well as specific requirements which have to be met before products are permitted on the Japanese market. In the case of fish there are specific regulations concerning additives. Food additives listed in Japan may be found in the publication Food Sanitation Law: Food Additives in Japan, which is available from the Ministry of Health and Welfare. Tolerances also apply to mercury and PCB's. The tolerance for total mercury is 0.4 PPM and for methyl mercury 0.03 PPM. For PCB'S the tolerance is 0.5 PPM. Processed food may be subjected to three types of inspection: examination for bacteriological content, testing for chemical content and visual inspection. While importers have ultimate responsibility to ensure that quality standards are met, exporters hoping to build a good business relationship with Japanese importers should ensure that the quality of the product is such