

**Japan
Fisheries
Association**

ISARIBI
漁火
Fishing Fire

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Views and Opinions of Japan's Fisheries Industry

Japanese food promotion event overseas

Japanese exporters promote the excellence of Japanese food in London

An event to promote Japan's exports of agriculture, forestry and fishery products and foods in general was organized by the Japan External Trade Organization (JETRO) in London on May 5, 2015. At the event, representatives of export organizations for five major commodities--seafood, rice, beef, tea and flower--appealed the attraction of their products to local buyers and culinary experts.

The promotional event was also attended by Japan's Deputy Prime Minister Taro Aso and Minister of Agriculture, Forestry and Fisheries Yoshimasa Hayashi.

Representing the seafood sector, Toshiro Shirasu, President of the Japan Fisheries Association (JFA), stressed the excellence of Japan's seafood to the participants.

Nippon Suisan Kaisha, Ltd., Tatsumi Frozen Food Co., Ltd (Hokkaido) and Suzuhiro (Odawara in Kanagawa Prefecture) made presentations, respectively, on farmed yellowtail, scallops and kamaboko (a traditional fish paste product).

At the event--the first of its kind with five export organizations participating--special one-hour seminars were held by each organization to present the cultural background, characteristics and other information regarding their commodities.

After the seminars, a reception was opened with a toast by Minister Hayashi at which dishes using Japanese-produced food materials were served. About 350 people representing importers and buyers from local supermarkets, restaurants and hotels, as well as the mass media, enjoyed the Japanese food. Conspicuously popular food items at the reception were sushi (using yellowtail, scallops and beef) and yellowtail shabu-shabu--a Japanese hot-pot dish whose distinguishing feature



Shirasu addressing the participants

is paper-thin slices of fish that are swished around in a boiling broth for a few seconds and then dipped into a sauce and eaten immediately.

Washoku is a World Cultural Heritage

At the seminar organized by the Council to Promote Exports of Fishery Products and Processed Seafood, President Shirasu introduced the JFA and emphasized the charm of Japan's seafood as follows:

Washoku (traditional Japanese cuisine) is now attracting attention all over the world after it was registered as a World Intangible Cultural Heritage of UNESCO in 2013. One survey has told us that *Washoku* enjoys the highest popularity among other globally popular cuisines, such as Italian and Chinese.

The word "*Washoku*" may instantly remind many of such dishes as sushi, sashimi and tempura. But we must recall that these dishes mainly consist of seafood. In other words, one cannot tell much about

Washoku without mentioning fish.

Japanese seafood has an excellent reputation for its high quality, tastiness and high-level safety. We are proud that Japanese fishery products are widely loved by consumers around the world.

To this day, however, Japan has been importing many kinds of seafood from foreign countries as the size of its domestic seafood market is large. For this reason, there has not been a high incentive among Japanese seafood producers to export their products overseas. The annual value of processed fishery products traded in Japan totaled 3 trillion yen last year while the export value stood at only 233.7 billion yen, slightly less than 10% of the total volume.

This situation may not allow us to provide adequately Washoku using Japanese seafood to the people around the world. It is our sincere wish that more and more people will come to know Japanese seafood in which we Japanese take pride.

Japan has the richest fishing ground in the world

It is said that the fishing ground that has the highest productivity in the world is the North Pacific. Japan has the most abundant fishing ground in the world. I would like to point out that more than 3,000 species of fish inhabit the sea surrounding Japan as it has an area with a long longitudinal stretch



Minister Hayashi (center)

straddling subarctic, temperate and subtropical zones, where warm and cold currents converge.

Japan also has prominent aquaculture technology, which leads to the production of the most multifarious fish species in the world. We would like to step up our efforts to introduce many types of fresh and safe seafoods to the people of the world through aquaculture.

Japan will boost its seafood exports so that the people of the world can enjoy our seafood

Lately the Japanese government set a policy goal to expand the annual seafood export value to 350 billion yen by 2020. This prompted the fisheries industry to establish an all-industry Council for Promotion of Exports of Fishery Products and Processed Seafood, which is aimed at bolstering further the effort to enlarge exports of seafood and processed seafood products.

Therefore, today I am addressing you on the excellence of Japanese seafood, not only as president of the JFA but also as a representative of that Council.

Meanwhile, it is to be noted that the European Union, including the United Kingdom, is now requiring exporting countries including Japan to obtain HACCP (Hazard Analysis and Critical Control Point) certification in order to sell their seafood to consumers of the EU member countries. There are a number of seafood processing facilities already certified as being in compliance with HACCP requirements of the United States. But there are only 30 such facilities certified as being in compliance with EU HACCP requirements.

However, measures have been

implemented recently in Japan to promote the acquisition of HACCP certification for the EU. The JFA, the certification agency for HACCP USA, and based on its expertise, is supporting Japanese exporters wishing to obtain EU HACCP certification in order to promote seafood exports to that area.

We have already received applications for certification from many exporters, and I foresee the number of certifications will increase drastically in the days ahead.

Today the participants will hear presentations by three Japanese companies that provide tasty Japanese seafood--namely, producers of yellowtail, scallops and kamaboko.

Naturally, these three companies have EU HACCP certification. In point of fact, Suzuhiro, the

kamaboko maker, obtained it in March this year, with the JFA extending assistance. I am convinced that this seminar will deepen the knowledge of the participants about the excellence of Japanese seafood, Shirasu said.

After Shirasu's address, Ms. Yoko Matsuoka of Suzuhiro made a presentation on "Kamaboko as a traditional Japanese food," which was followed by "Japan-produced scallops" by Mr. Akira Tatsumi, President of Tatsumi Frozen Food and "Yellowtail farmed in Japan" by Mr. Takeshi Shima of Nippon Suisan and Mr. Soichiro Asaka of Nordic Seafoods--each emphasizing the charm of their products.

Japan's seafood exports

Japan's exports of fishery products --Objectives and issues--

from a report of the Ministry of Agriculture, Forestry and Fisheries

In Japan, the agriculture, forestry and fishery product markets as well as the food markets in general are on a shrinking trend owing to the progression of an aging population combined with a decreasing birth rate. On the other hand, the scale of the world's food market is projected to double from 340 trillion yen in 2009 to 680 trillion yen in 2020. Notably, the market scale of Asia as a whole, including China and India, is estimated to triple from 82 trillion yen to 229 trillion yen during the same period because of, among other factors, the increasing number of wealthy people backed by their rising incomes as well as the ever-growing population.

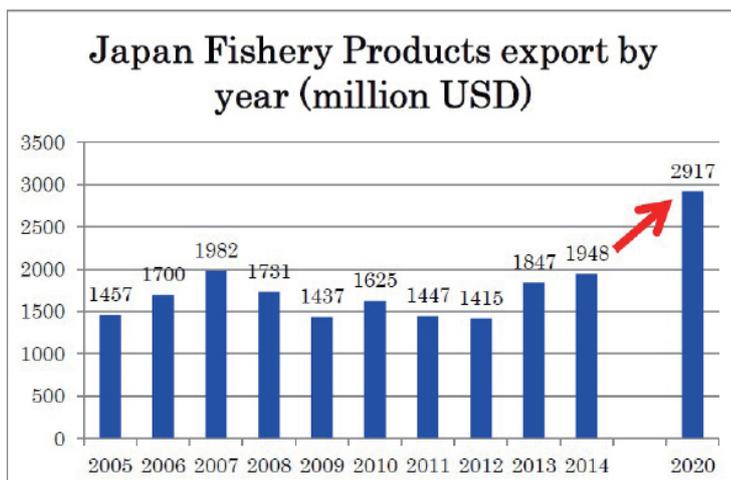
It is essential for Japan to take advantage of this growth in the world food market in order to expand its exports of farm and fishery products and other

foods, and develop Japan's agricultural, forestry and fisheries into growth industries. Under the circumstances, the Ministry of Agriculture, Forestry and Fisheries has established a goal to expand the export value of agriculture, forestry, fishery and other food products to a scale of one trillion yen by 2020 and in August 2013 developed a nation-to-nation and commodity-to-commodity strategy towards the achievement of that goal.

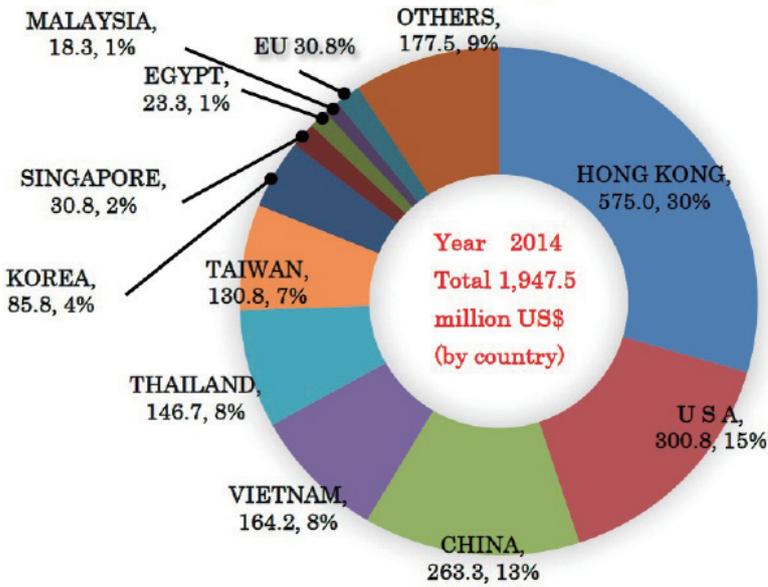
In June 2014 the Ministry set up a committee within its National Council for Promotion of Exports of Agriculture, Forestry and Fishery Products for implementing the export strategy. The Ministry developed a concrete policy to analyze the export results on items of importance and to validate the policy based on the export strategy in close cooperation with other government ministries

and agencies, related private-sector organizations and industry stakeholders. Regarding the export environment, the Ministry identified issues, on a commodity-to-commodity basis, to which priority should be given.

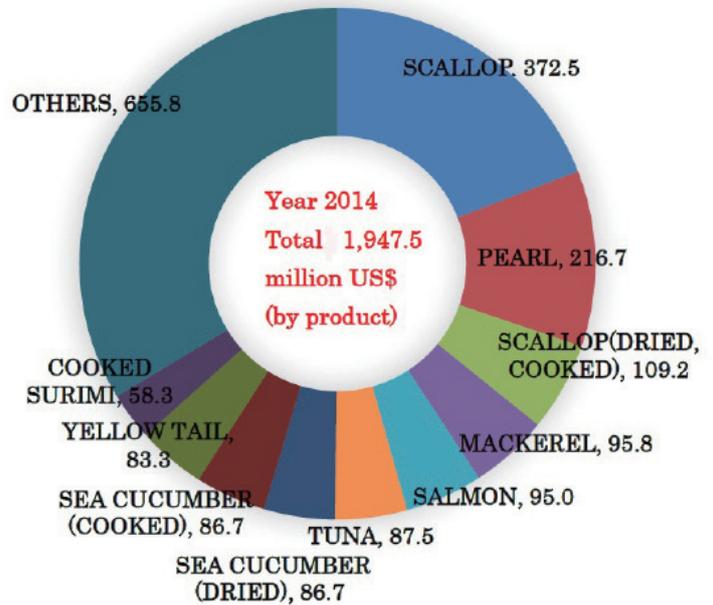
Given below are charts related to Japan's export of seafood, taken and edited from the "Report on the Issues of Export Environment for Agriculture, Forestry and Fishery Products and Food" (2014/2015) compiled by the Ministry on the basis of the results of the discussions on the issues. Also given are charts on marine product export by country and product published in Trade Statistics of Japan.



Japan Marine Products Export Amount



Japan Marine Products Export



Japan's Strategy for Marine Product Export

It is envisioned that Japan's annual marine product export value will grow from 170 billion yen in 2012 to 350 billion yen by 2020.

