

Seafood

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THE CURRENT SITUATION OF IMPORTED MARINE PRODUCTS /
THE MARKET SIZE OF SUSHI IS 1.5 TRILLION YEN**The Current Situation of Imported Marine Products**

According to the June statistics of Japan Fish Traders Association, import of marine products rose 0.4% in volume and 0.7% in value from the previous year recording 225,520 tons, 117.3 billion yen. During the first half of year from January to June, there was a 0.2% drop in volume and 4.9% rise in value recording 1,268,130 tons, 664.4 billion yen. The key fish species that increased in June were frozen herring, minced walleye pollack, saury, cod roe, squid, seaweed, and other filet type fish. On the other hand, some fresh fish such as salmon, trout, tuna, smelt, shrimp, octopus, and eel decreased. Saury increased to 1,518 tons. Minced fish and cod roe from the US and Russia are on a rise with its steady production, while both frozen and processed squid are increasing. Brooding of herrings was imported in a large number from North America.

Import trade statistics of major marine products (June)

(Unit = Quantity/ton, amount/1 million yen)

Types	Quantity		Amount		Accumulated Quantity		Accumulated Amount	
	2011	2010	2011	2010	2011	2010	2011	2010
(Live)								
Eels	673	1,359	1,850	2,052	5,177	6,662	11,676	9,691
(Fresh, chilled)								
Pacific salmon/Danube salmon	1,592	1,489	1,215	1,169	9,655	9,668	7,895	7,495
Yellowfin tunas	1,102	1,251	836	780	7,634	7,898	6,162	5,739
Bigeye tunas	909	750	692	618	23	5,797	4,833	4,923
Bluefin tunas	151	222	118	182	1,156	2,219	1,523	3,169
Spanish mackerel	77	102	50	52	1,475	2,393	756	13,470
Other fish	105	177	153	186	2,321	3,488	1,244	1,472
(Chilled)								
Pacific sockeye salmon	1,271	1,274	812	883	5,830	4,067	3,330	2,561
Pacific silver salmon	1,825	1,993	937	971	66,966	53,299	31,719	24,136
Pacific other salmon	403	1,214	218	585	2,064	2,449	1,355	1,490
Trout	2,861	1,895	1,650	1,003	24,614	20,638	13,796	10,220
Halibut	1,195	1,701	771	930	10,220	11,301	5,946	6,001
Other flat fish	2,817	2,680	527	523	12,390	14,232	2,472	3,018
Yellowfin tunas	3,440	4,196	1,106	1,530	22,651	24,769	7,448	8,163
Skipjack or stripe-bellied bonito	2,894	3,239	400	395	20,426	32,533	2,443	3,289
Bigeye tunas	4,730	8,397	3,997	6,245	32,085	41,639	25,860	31,574
Bluefin tunas	4	11	9	25	1,591	887	3,609	1,549
Herrings	12,024	8,301	1,071	1,178	22,967	23,272	2,177	3,060
Cod	581	31	180	8	9,610	6,296	2,980	1,902
Sardines	338	1,019	34	89	1,709	2,156	130	184
Mackerel	1,218	2,147	274	548	13,047	16,661	3,076	3,719
Aji (Trachurus spp. and Decapterus spp.)	1,635	1,968	240	253	19,476	23,260	2,735	2,969
Shishamo (smelt)	2,893	4,289	595	672	13,060	12,738	2,779	2,510
Blowfish	361	228	62	43	2,543	2,267	525	446
Menuke (Sebastes spp.)	1,501	1,248	531	4	7,970	9,261	2,858	3,085
Sable fish	1,342	1,459	2,021	1,853	3,501	3,802	5,218	4,749
Other fish	5,493	5,497	1,419	1,380	30,896	36,597	7,690	8,493
Hard roes of Nishin (Clupea spp.)	2	2	1	1	245	181	112	88
Hard roes of Tara (Gadus spp., Theragra spp. a)	9,021	7,333	7,006	5,061	32,650	32,408	24,837	24,421
Other hard roes of fish	488	753	284	399	1,952	2,096	1,342	1,513
Fillets of JD fish	6,224	1,452	2,258	1,763	34,496	26,902	12,129	9,530
Fillets of tuna	2,125	1,598	2,293	1,829	11,058	8,283	12,369	9,257
Fillets of bluefin tunas	126	466	314	1,374	7,106	419	19,607	8,448
Fillets of other fish	5,541	5,375	2,883	2,721	32,626	30,059	16,784	15,280
Ground fish meat of teragra chalcogramma	7,610	3,407	1,952	1,226	29,856	26,909	7,532	8,675
Minced flesh of snapper	3,901	5,031	969	1,375	21,711	28,119	5,418	7,206
Other fish meat	10,689	10,880	3,012	3,180	55,250	58,590	16,944	17,110
(Salted fish guts)								
Hard roes of Nishin (Clupea spp.)	801	1,215	799	1,683	1,750	2,412	1,620	2,995
Fillets of salmon and trout	111	91	147	109	522	213	669	255
Other smoked fish	410	381	487	451	2,085	1,888	2,454	2,225
< Crustaceans and Molluscs >								
(Live)								
Sea urchins	890	1,090	430	552	5,553	5,520	2,891	3,166
(Live, fresh, chilled)								
King crabs	195	364	169	312	788	830	629	722
Snow crabs	1,464	2,356	754	324	4,883	6,036	2,560	2,600
Oysters (including frozen)	586	534	329	302	3,984	3,305	2,250	1,847
Hard clam	256	233	54	50	3,932	4,304	845	978
Sea urchins (fresh and chilled)	63	69	221	233	518	550	2,250	2,439
Baby clam	1,244	1,204	312	311	18,829	24,357	2,732	4,031
Fresh water clam	316	256	48	42	2,407	2,091	457	395
Other molluscs	168	180	145	156	1,761	1,888	1,316	1,282
(Chilled)								
Rock lobster	134	277	323	634	1,188	1,098	2,624	2,272
Shrimps and prawns	13,976	14,914	12,193	12,511	83,675	86,422	68,535	69,595
King crabs	305	140	643	227	16,502	2,640	3,465	3,864
Snow crabs	4,024	3,441	4,748	3,440	11,259	7,057	12,779	6,434
Cuttlefish (1)	168	558	116	332	1,404	2,354	977	1,385
Squid	2,803	3,039	1,631	1,667	14,425	16,879	8,480	9,644
Octopus	2,806	3,381	1,960	1,865	16,562	19,332	10,829	10,272
Cuttlefish (2)	1,046	1,286	762	872	5,519	6,542	3,912	4,382
Squid (excluding Cuttlefish)	5,479	2,526	1,290	725	16,629	9,036	4,725	2,882
Sea urchins (including meals)	160	26	396	44	326	228	694	451
Baby clam (including meals)	172	77	57	29	609	406	195	136
Others (including meals)	688	600	1,081	693	3,456	3,096	5,041	3,968
(Salted fish guts)								
Cuttlefish	37	59	67	86	329	605	469	635
Squid	230	107	226	89	756	530	770	420
Jellyfish	698	788	207	211	2,634	4,081	871	1,156
< Seaweeds and other algae >								
Dried Wakame (Undaria pinnatifida)	111	768	723	454	5,693	4,348	3,447	2,494
Wakame (preserved in normal temperature)	875	391	158	43	10,061	4,308	1,255	462
Wakame (Fresh, chilled, frozen)	4,687	1,340	776	148	15,689	9,474	2,418	1,006
Others	191	136	101	88	1,012	576	476	433
< Prepared products >								
Skipjack and other bonito, in airtight containers	2,568	2,429	1,131	1,054	13,209	11,436	5,433	4,763
Dried young sardines	137	71	139	85	510	514	525	562
Eel	1,937	2,899	4,576	4,724	9,261	14,793	19,312	22,866
Other fish	7,266	7,231	3,152	3,156	39,837	36,895	17,515	16,222
Hard roes of Tara (Gadus spp., Theragra spp. a)	613	575	733	834	3,565	3,135	4,407	4,471
Salmon roe	7	1	19	3	237	132	615	246
Crab	1,014	944	1,394	1,263	5,869	5,640	7,947	7,619
Shrimps and prawns (Salted fish guts)	1,854	1,725	2,149	1,759	9,827	9,702	11,049	10,082
Shrimps and prawns	4,118	3,926	2,803	2,605	23,597	21,267	15,814	13,920
Squid	4,524	3,861	2,243	1,547	22,505	20,482	11,072	8,290
Other molluscs	3,698	3,769	1,613	1,747	19,178	19,668	8,461	8,987
Meal	17,234	27,589	2,127	4,021	98,026	132,026	11,892	17,094

Sources: Trade Statistics by Ministry of Finance

Note) (1) European type, (2) Non-European type

The Market Size of Sushi is 1.5 Trillion Yen

Let's look at corporations that make a specialty of imported marine products. Many corporations are paying attention to sushi. The size of Japanese sushi market is 1.5 trillion yen, and of that, "kaiten-zushi" or conveyor belt sushi continues to grow, reaching 500 billion yen.



Koyo Trading is putting power into sushi using raw fish with the "intention for real thing".

"Whelk slice" is processed natural whelk from Russia, Magadan. You can enjoy its chewy texture and slight flavor of the sea. "Southern Sea Red Shrimp" is specially processed fresh Indonesian cultured Vannamei shrimp. Keeping its fresh texture and vivid red color of shrimp, it is unique and different from other products. It is produced in Indonesia, Java. "Southern Sea Flying Fish Roe" has 2 different types, orange and gold. Using dried flying fish roe from Indonesia, you can enjoy the gloss and lumpy sensation created by the original processing ways.

Maple Foods is a corporation that puts emphasis on developed products using catfish and oyster that are expanding its demand. Cultured catfish is increasing intensively for the past 10 years in Vietnam. Imports to Japan are also increasing. Maple Foods imports half shell oyster from the US, river shrimps from India, soft shell crabs from Vietnam, and blue mussels from Chile for restaurants.

Japan Katsugyo lays stress on Korean Ezo abalone and its processed goods that are popular among restaurants and sushi bars. The company believes that "there are many restaurants that do not own a fish tank and there is demand for frozen products that could be used right away for sashimi". They will emphasize on frozen Ezo abalone as well in the future.

Kyokuyo is working on global strategy and processing strategy. They lay stress on developing and selling processed marine products such as trout smoke salmon (from Chile, processed in Thailand KUE Corp.) that won gold price for Monde Selection, cultured black tiger from Madagascar, natural banana shrimp from Australia, natural tiger shrimp from Australia, and natural sea tiger from Nigeria.

Yamamasa is pushing on "Ryuguden", a pickled fish brand using natural pacific cods

from Alaska as a gift product. There are many repeaters due to gift-giving sales battle. After catching, the fish is processed on board while it is alive and it is frozen immediately so it stays fresh.

Max Food Industry is importing sushi toppings such as sea urchin from Canada, Chile, US, and the Philippines. Sea urchins are repacked in factories and sold to volume sellers and restaurants. They process and sell sea urchin puree, unground sea urchin, sea urchin sauce, and sea urchin powder.

Nippon Marine is enthusiastic about suggesting menus using albacore from Canada and trout from Chile. The product quality is high due to inspections in both Canada and Japan, and it is evaluated for steady supply. Salmon and trout are sold for sushi topping after they are sliced and processed.

Sanyo Foods lay stress on sushi toppings such as Atlantic salmon from Norway, red abalone from Chile, baby lobster from Chile, and eel from China. For the Atlantic salmon from Norway, one company does all the stages of work starting from egg collection to processing. The whole progress of egg, hatching, farm, type and amount of feed, vaccination, temperature, name of the exporting ship, "ike-jime", and processing could be traced. Red abalone from Chile is also completely part of the process production, providing safety to the consumers.

