

**Japan
Fisheries
Association**

ISARIBI
漁火
Fishing Fire

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Views and Opinions of Japan's Fisheries Industry

Challenge by Japan's fisheries

New campaign to promote fish consumption in Japan

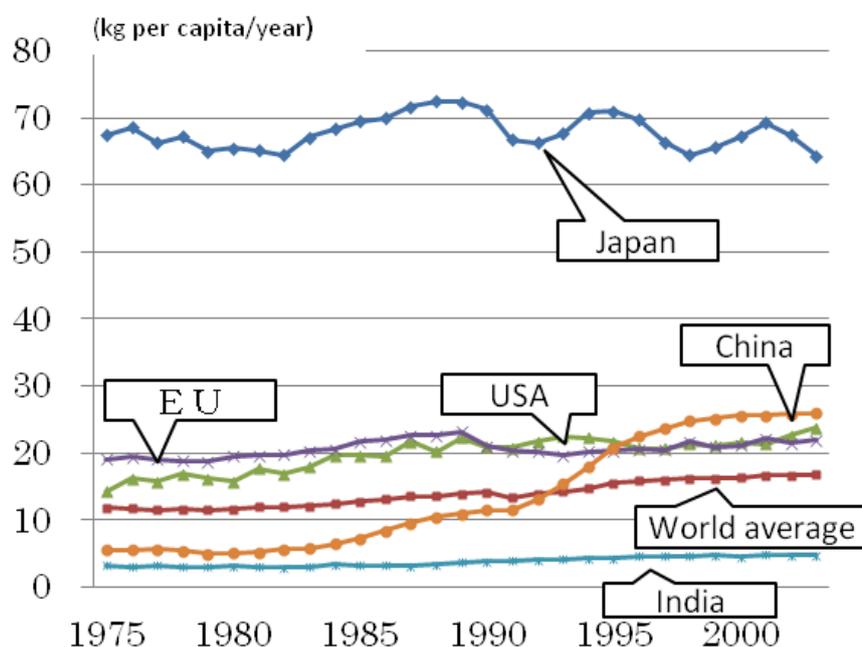
As mentioned in our previous issue of ISARIBI on the meeting of the International Coalition of Fisheries Associations (ICFA), the Japan Fisheries Association (JFA) is promoting fish consumption in Japan as a step to advance restoration of the Japanese fisheries industry. Following is an excerpt from "Let's Eat Fish Network Booklet."

It is our hope that the data and analyses presented here will be of use to the readers in discussing seafood consumption in their respective countries.

A. TRENDS IN FISH CONSUMPTION

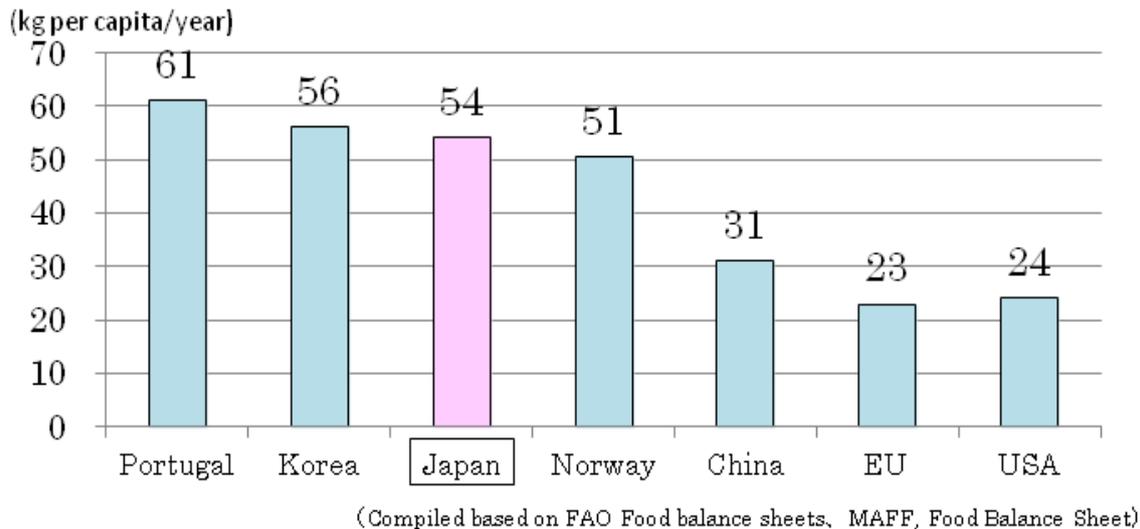
Nowadays, fish consumption is booming in the world, with ever growing demand for seafood. In contrast with this trend, consumption of fishery products in Japan has been declining year by year.

1. Trends in the annual global supply of fish and fishery products for consumption by country (per capita)



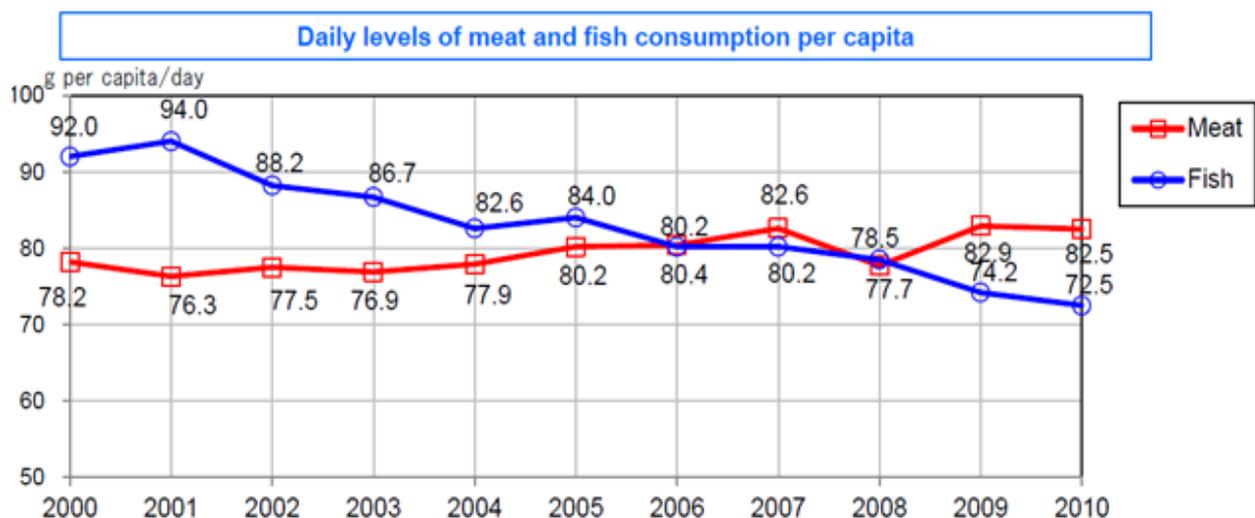
In an international perspective, Japan had long enjoyed the top position in per-capita supply of seafood, but it slipped to the third position in 2009, falling behind Portugal and Korea.

2. The annual global supply of fish and fishery products for human consumption by country (per capita)



In 2006, the per-capita consumption of fish and meat per day in Japan went in reverse, with more people eating meat than fish. Furthermore, the intake of fish decreased by 25% during the past decade, while meat consumption increased by 10%. The gap between meat and fish consumption expanded in 2009 and 2010.

3. Daily levels of meat and fish consumption per capita in Japan

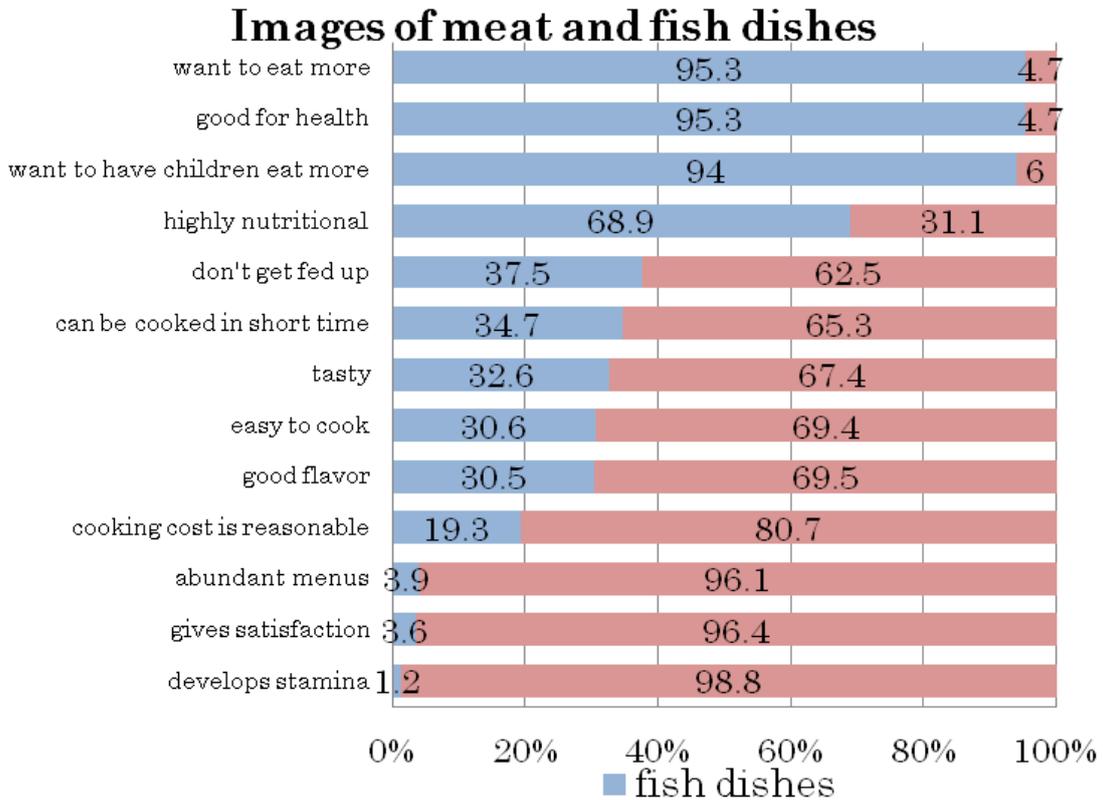


Source: Ministry of Health, Labor and Welfare: National Health and Nutrition Examination Survey (2003-2010)

B. WHY FISH CONSUMPTION IS DECLINING IN JAPAN

Here a question arises whether the Japanese have become less fond of fish. Studies show that most Japanese mothers think that fish is healthier than meat; they want to eat more fish themselves and also would like to have their children eat more.

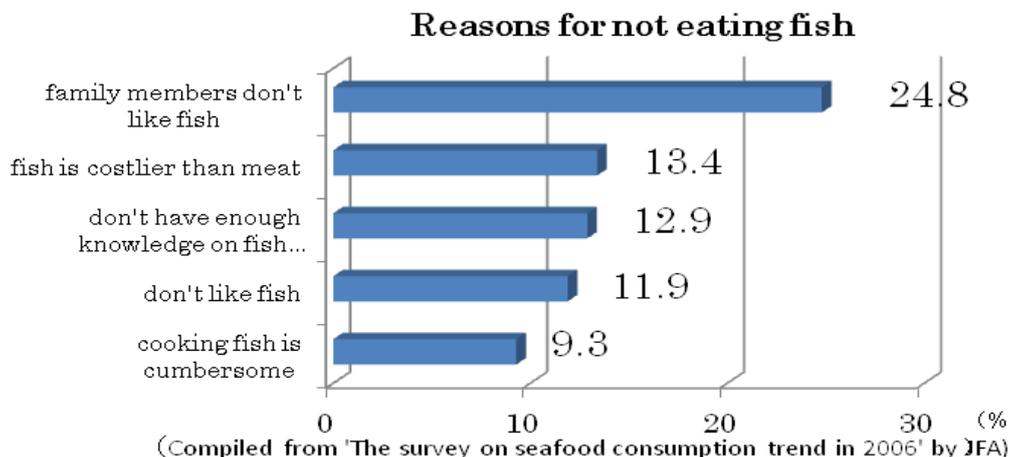
4. Images of meat and fish in Japan



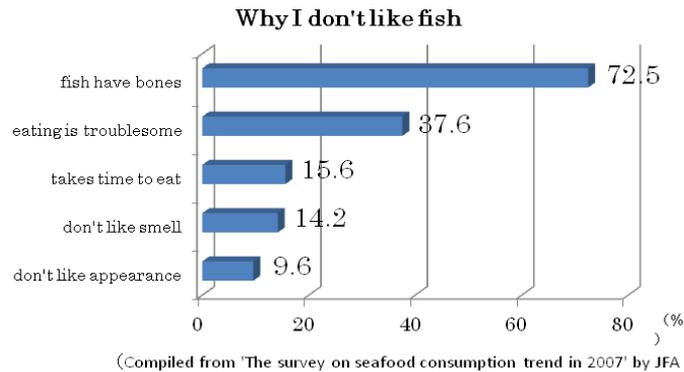
(Compiled from 'The survey on seafood consumption trend in 2011' by JFA)

It is not true to say that the Japanese people came to dislike fish. But they now consume fish less frequently because it takes time to cook, they face the problem of raw kitchen garbage, and children tend to dislike fish bones. For these reasons, it is considered that consumer demand is shifting to meat.

5. Reasons for not eating fish

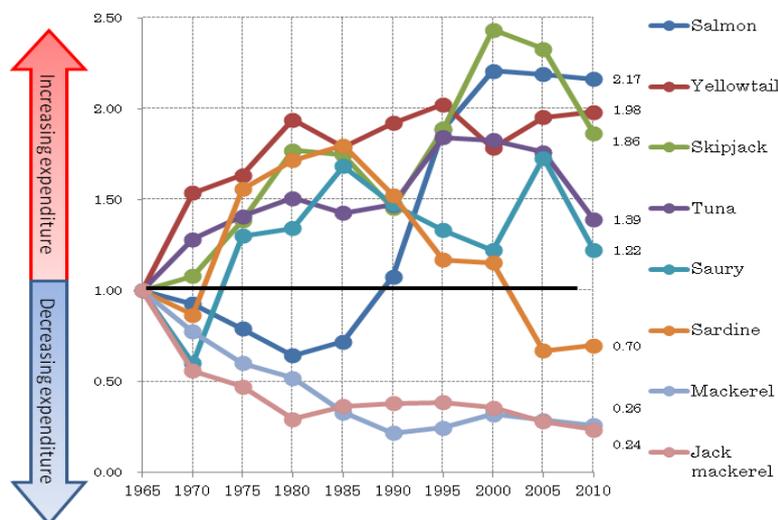


6. Why I don't like fish



Consumption of fish such as mackerel and jack mackerel is shrinking because it is time-consuming to prepare cooking of these fish. By contrast consumption of salmon, yellowtail and skipjack is growing as they are supplied as sashimi and slices and cooking is simple.

7. Changes in Food Expenditures per Household in Japan (where year 1965 = 1)



C. FAST FISH AS A NEW CAMPAIGN

Under these circumstances, a campaign, named "Fast Fish," was launched in Japan last year, with the aim to expand seafood consumption. This campaign is intended to make consumers enjoy fish dishes more at ease. The seafood industry is encouraged to present new products such as boneless products and easy-to-eat fish products that could be cooked quickly by microwaves. Soon after the campaign started, there were oppositions from conventional fish retailers that such products would deprive them of their business opportunities. But as time passed by, many Fast Fish products came to be displayed on the shelves of supermarkets and convenience stores mainly because they responded to the needs of Japanese women who tend to work outside their homes in an increasing number. The Fast Fish campaign may not solve all the problems we face, but we expect that it would provide a good chance or a starting point for consumers to reconsider fish diet and increase fish consumption. The most important thing is that the Fast Fish campaign does not cut into conventional demand for fish but rather add to the existing demand.

The JFA is now promoting its campaign to boost fish consumption through seminars and symposiums, centering on "Let's Eat Fish Network" organized by the Fish Consumption Promotion Center.

We have developed "Let's Eat Fish Network Booklet" with the aim to carry out these activities extensively. We are fully committed to redouble our efforts to propagate and promote seafood consumption in the future, including the programs targeting students--on elementary, middle and high school levels--by using these publicity materials.

In line with this general goal, the Marine Eco-label Japan (MEL Japan) is promoting sustainable and responsible fisheries through its labeling scheme. (For detail, please visit <http://www.melj.jp>)