Necessity of expanding consumption in fishery products, exploring new demands and popularizing fish diet

Fishery product consumption and fish eating style have been changing due to various factors such as preference shift, simplification and externalization in diet, and developed logistics systems.

It's been concerned that Japanese fishery consumption may drop as domestic population decreases and new generation who don't prefer fishes becomes dominant. On the other hand, there are emerging trends like a microwave oven equipment which allows easier fish cooking are selling well, and belt-conveyor sushi are getting familiar regardless of ages. Those movements indicate there are still possible ways to stimulate fishery consumption by promptly following such consumer's style shift in externalization, simplification, safety and health preferences.

Plus, fishes are rich in nutrients such as calcium, minerals, and vitamins. Notably, It's been confirmed that DHA (docosahexaenoic acid) which is found in fish lipid helps brain and nerve system development, and EPA (eicosapentaenoic acid) prevents blood clots from forming.

In order to promote national health through dietary habits, we should expand consumption in fishery products by advertising advantages of eating fishes, spreading fish recipes, and developing products that meet consumer expectations. Especially 40s, most of them have children, don't have a habit of eating fishes much unlike before. It's imperative that we deliver fishes to those adults and children in next generation in order to familiarize fish eating.

Reality in fishery product processing industry

Fishery products have been essential resources for Japanese since ancient days, which take up 40% of animal protein nowadays consumed in Japan. Especially today, as outstanding nutrition characteristics in fishery products are being reviewed, fishes have become indispensable in Japanese basic diet.

Around 70% of Japanese fishery products are processed into a variety of forms. Those processing industry have contributed to expand fishery demands, to develop Japanese fishing industry, and to enrich dietary life. As fishery production, however, decreases in Japan due to shrinking pelagic fishery in the 200 nautical miles exclusive economic zone, Japan relies on most of the imported processed fishery material nowadays.

Recently, the overall fishery processing production is in decreasing trend due to difficulty in stable material supply, which is caused by poor sales led by economic slowdown, and price rise in imported materials relating to increasing worldwide demand of fishery products. Hence, key issues have been to secure stable material supply either domestic or imported, and to enhance product development capability that meets the consumer expectation.