

came apparent a few months ago when more than 500 responses were received to a Fisheries Service request for suggestions and opinions as to the desirability of efforts to standardize the names of certain fish and fisheries products. The announcement pointed out that thousands of species are known throughout the world by scientifically accurate names, but differing and sometimes confusing common names used in labeling products from some species cause problems in

marketing and market development, and could disrupt attempts to write uniform labeling regulations. The Fisheries Service also said there is increasing interest in using fish and shellfish that, to date, have not been marketed generally, and for which no common names exist that are familiar to consumers. A spokesman said that new food processing techniques such as the use of minced fish blocks present opportunities to develop new products that have no recognized

market names.

After the report and recommendations are made by the contractor in April 1975, NMFS will consult with appropriate organizations in the public and private sectors relative to plans and procedures. Considerable time will be required before the program can be completed. Actions will be coordinated with interested parties such as the Food and Drug Administration, the American Fisheries Society, consumer groups, and the fishing industry.

## Foreign Fishery Developments

# Japan Tells 1972-73 Fishery Product Trade

## EXPORTS

In 1973 the value of Japan's fishery exports were 21 percent higher than during the previous year: \$636 million versus \$527 million exported in 1972.

**Table 1.—The value of Japan's fishery exports, by country and share of market, 1972-73.**

Country	1973		1972	
	Value <sup>1</sup>	Share <sup>2</sup>	Value <sup>1</sup>	Share <sup>2</sup>
United States	226	35.5	194	36.8
Great Britain	39	6.1	41	7.8
West Germany	32	5.1	25	4.7
Canada	27	4.3	19	3.7
Switzerland	23	3.6	15	2.8
Taiwan	22	3.4	10	1.8
Australia	20	3.1	15	2.9
Philippines	19	3.1	17	3.2
Hong Kong	17	2.7	13	2.4
Puerto Rico (U.S.)	16	2.6	20	3.7
Other	195	30.5	158	30.2
Total exports	636	100.0	527	100.0

<sup>1</sup>Values in US\$1 million.

<sup>2</sup>Shares in percent.

Source: Japanese Customs Returns.

Exchange Rates: 1973: 273 Yen = US\$1.00

1972: 308 Yen = US\$1.00

**Table 2.—The value of Japan's fishery exports, by commodity and share of the market, 1972-73.**

Commodity	1973		1972	
	Value <sup>1</sup>	Share <sup>2</sup>	Value <sup>1</sup>	Share <sup>2</sup>
Mackerel, canned	96	15.1	76	14.4
Tuna, Canned	90	14.1	88	16.7
Tuna, Frozen	79	12.4	58	10.9
Pearls	65	10.3	46	8.7
Salmon, canned	38	6.0	56	10.6
Squid, frozen	17	2.7	11	2.1
Shrimp, frozen	13	2.0	12	2.3
Saury, frozen	12	1.9	12	2.3
Other fish, live	12	1.9	3	.6
Fish oil	10	1.6	5	1.0
Other	204	32.0	160	30.4
Total exports	636	100.0	527	100.0

<sup>1</sup>Values in US\$1 million.

<sup>2</sup>Shares in percent.

Source: Japanese Customs Returns.

Exchange Rates: 1973: 273 yen = US\$1.00

1972: 308 yen = US \$1.00

The United States was Japan's largest market in both years, accounting for 37 percent and 36 percent of Japan's total fishery exports for 1972 and 1973 respectively. Table 1 provides statistical data on Japan's fishery exports by country for 1972-73.

Canned mackerel and tuna, frozen tuna, and pearls were the most valuable of Japan's fishery exports in 1973. Because of fishing restrictions which affected Japan's salmon catch, exports of canned salmon declined in 1973. Table 2 provides data on Japan's fishery exports by commodity for the period 1972-73.

The Philippines purchased 18 percent of Japan's canned mackerel exports, followed by the United States (11 percent) and Singapore (10 percent). The United States was Japan's largest importer of canned tuna (31 percent) followed by Canada (20 percent) and Great Britain (12 percent). Almost all of Japan's frozen tuna (88 percent) went to the United States and Puerto Rico. Great Britain (55 percent) and Australia (26 percent) were leading buyers of Japanese canned salmon in 1973. Table 3 provides data on Japan's exports of fishery commodities by country for 1973.

**Table 3.— Value of Japan's fishery exports, by commodity, country, and share of the market, 1973.**

Commodity and Country	Value <sup>1</sup>	Share <sup>2</sup>	Commodity and Country	Value <sup>1</sup>	Share <sup>2</sup>
Canned Mackerel			Frozen Shrimp		
Philippines	18	18.3	Guiana	6	46.9
United States	11	11.0	United States	3	24.9
Singapore	10	10.4	Surinam	2	17.5
Ghana	6	6.8	Trinidad & Tobago	1	7.4
Papua-New Guinea	6	6.3	Nigeria	1	2.1
Other	45	47.2	Other	—	—
Total	96	100.0	Total	13	100.0
Canned Tuna			Frozen Saury		
United States	31	34.7	American Samoa	3	20.9
Canada	20	22.4	Madagascar	1	9.8
Great Britain	12	12.9	New Hebrides	1	7.1
Switzerland	7	7.9	South Korea	1	7.0
West Germany	7	7.7	Canary Islands	1	6.9
Other	13	14.4	Other	5	48.3
Total	90	100.0	Total	12	100.0
Frozen Tuna			Fish Meal		
United States	54	68.0	Taiwan	7	82.9
Puerto Rico (U.S.)	16	20.4	West Germany	1	10.6
Papua-New Guinea	2	3.1	Australia	—	2.7
Spain	2	2.8	South Africa	—	1.9
Italy	1	1.5	Hong Kong	—	.8
Other	4	4.2	Other	—	—
Total	79	100.0	Total	8	100.0
Canned Salmon			Canned Oyster		
Great Britain	21	55.3	United States	5	60.8
Australia	10	26.3	Canada	2	21.7
Netherlands	3	7.9	Austria	—	7.4
United States	2	5.3	South Africa	—	3.2
New Zealand	1	2.6	New Zealand	—	1.6
Other	1	2.6	Other	—	—
Total	38	100.0	Total	7	100.0

<sup>1</sup>Values in US\$1 million.

<sup>2</sup>Shares in percent.

Source: Japanese Customs Returns.

Exchange Rate: 273 Yen = US\$1.00.

## IMPORTS

South Korea exported \$173 million worth of fishery products to Japan in 1973, making this nation Japan's most important supplier of fishery products. Taiwan was Japan's second largest supplier followed, surprisingly, by the United States which exported \$89 million worth of fishery products to

Japan; this amount accounts for 8.1 percent of Japan's total imports for 1973. Table 4 provides data on Japan's imports, by country, for the period 1972-73.

Frozen shrimp accounted for nearly 40 percent of Japan's total imports. In 1973 the Japanese purchased an

estimated \$433 million worth of shrimp, again breaking all records. Herring roe imports totaled \$77 million making this product Japan's second most important import. Tuna, salmon roe, octopus, salmon, eel, fish meal, squid, and crab were also imported in significant quantities in 1972-73. Table 5 provides data on Japan's imports by major commodities during 1972-73.

**Table 4.—The value of Japan's fishery imports, by country and share of market, 1972-73.**

Country	1973		1972	
	Value <sup>1</sup>	Share <sup>2</sup>	Value <sup>1</sup>	Share <sup>2</sup>
South Korea	173	15.7	80	12.9
Taiwan	93	8.4	56	9.1
United States	89	8.1	25	4.0
Indonesia	81	7.4	49	7.9
China, Mainland	76	6.9	50	8.0
India	65	5.9	40	6.5
Canada	64	5.8	24	3.8
Thailand	52	4.7	33	5.4
Mexico	45	4.1	23	3.7
Australia	40	3.6	28	4.5
Other	321	29.4	210	34.2
Total imports	1,099	100.0	618	100.0

<sup>1</sup>Values in US\$1 million.

<sup>2</sup>Shares in percent.

Source: Japanese Customs Returns.

Exchange Rates: 1973: 273 Yen = US\$1.00  
1972: 308 Yen = US\$1.00

**Table 5.—The value of Japan's fishery imports, by commodity and share of the market, 1972-73.**

Commodity	1973		1972	
	Value <sup>1</sup>	Share <sup>2</sup>	Value <sup>1</sup>	Share <sup>2</sup>
Shrimp, frozen	433	39.4	292	47.2
Herring roe	77	7.0	33	5.3
Tuna, fresh-frozen	52	4.7	34	5.5
Salmon roe	44	4.1	25	4.0
Octopus, frozen	42	3.8	32	5.2
Salmon, frozen	41	3.8	3	.5
Eel, live	39	3.5	n.a.	n.a.
Fish meal	32	2.9	11	1.7
Squid, frozen	30	2.7	21	3.4
Crab, frozen	21	1.9	3	.5
Other	288	26.2	164	26.7
Total imports	1,099	100.0	618	100.0

<sup>1</sup>Values in US\$1 million.

<sup>2</sup>Shares in percent.

Source: Japanese Customs Returns.

Exchange Rates: 1973: 273 Yen = US\$1.00  
1972: 308 Yen = US\$1.00

**Table 6. — Value of Japan's fishery imports, by commodity, country, and share of the market, 1973.**

Commodity and Country	Value <sup>1</sup>	Share <sup>2</sup>	Commodity and Country	Value <sup>1</sup>	Share <sup>2</sup>
<b>Frozen Shrimp</b>			<b>Frozen Salmon</b>		
Indonesia	74	17.1	United States	29	70.8
India	64	14.8	Canada	11	27.4
Mexico	43	10.0	Soviet Union	—	.6
Thailand	35	8.1	North Korea	—	.5
Australia	27	6.2	South Korea	—	.4
China, Mainland	23	5.4	China, Mainland	—	.1
Other	167	38.4	Other	—	—
Total	433	100.0	Total	41	100.0
<b>Herring Roe</b>			<b>Live Eels</b>		
China, Mainland	34	43.7	Taiwan	38	98.1
Canada	26	33.6	China, Mainland	—	.5
South Korea	11	13.9	New Zealand	—	.5
United States	5	6.5	Indonesia	—	.4
Hong Kong	1	1.6	South Korea	—	.2
North Korea	—	.6	United States	—	.1
Other	—	—	Other	—	—
Total	77	100.0	Total	39	100.0
<b>Fresh &amp; Frozen Tuna</b>			<b>Fish Meal</b>		
South Korea	22	42.3	Angola	12	36.1
Taiwan	18	34.6	Southwest Africa	6	17.4
Panama	5	9.5	Peru	5	16.0
United States	2	3.9	Thailand	2	7.3
Canada	1	1.2	Soviet Union	2	7.1
Maldiv Islands	1	1.0	South Africa	2	6.8
Other	4	7.5	Other	3	9.3
Total	52	100.0	Total	32	100.0
<b>Salmon Roe</b>			<b>Frozen Crab</b>		
United States	24	55.5	United States	14	67.1
Canada	20	44.3	South Korea	6	29.7
Denmark	—	.1	China, Mainland	—	1.3
Sweden	—	.1	North Korea	—	.9
West Germany	—	—	Canada	—	.4
Other	—	—	Taiwan	—	.3
Total	44	100.0	Other	—	—
			Total	21	100.0

<sup>1</sup>Values in US\$1 million.

<sup>2</sup>Shares in percent.

Note: Totals do not necessarily agree with data due to rounding. Each listed country provided fractional exports if no figure is shown.

Source: Japanese Customs Returns

Exchange Rate: 273 Yen = US\$1.00

due to rounding. Each listed country provided

Indonesia, India, Mexico, Thailand, and Australia were Japan's principal suppliers of shrimp in 1973. The People's Republic of China—which also sent sizeable shipments of shrimp to Japan during the year—was Japan's most important supplier of herring roe followed by Canada and South Korea. Most of Japan's fresh and frozen tuna came from South Korea and Taiwan. The United States was Japan's principal supplier of salmon roe and frozen salmon. Practically all of Japan's imports of live eels came from Taiwan during the year with small amounts being shipped from other nations including the United States. Table 6 provides data on Japan's imports of fishery products by commodity and country for 1973.

## Peru, U.S. Company Enter Joint Venture

Star-Kist Overseas, Inc. and the Peruvian Government Company Empresa Publica de Servicios Pesquera (EPSEP), responsible for developing fish for human consumption, announced the formation of a new joint fishing venture called Cia Pesquera Estrella de Peru SA (COPES) late last summer.

Final documents for the formation of COPES were signed in Washington, D.C. by Col. Luis Villacorta Boydo, Executive Director of EPSEP and John J. Real, Vice-president of Star-Kist. Present at the signing ceremony was Peru's Minister of Fisheries General Javier Tantalean Vanini.

COPES will be a processing company and is expected to can fish products for local consumption and for export. The Peruvian entity EPSEP will own 51 percent of the company's stock and Star-Kist will control the remaining 49 percent of the stock. A total investment of \$4.5 million is anticipated.