

Export Strategy of the Processing and Marketing Companies in Aquaculture of Yellowtail: From a Viewpoint of Fish Processing Business in West Japan

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Summary

With an annual export-oriented tendency of about 10% of the total production, yellowtail (*Seriola quinqueradiata*) is one of the most important economic species in the coastal aquaculture of West Japan. This study analyzes the strategy that processing and marketing companies have set up to expand the export of yellowtail. Moreover, this study identifies the challenges of further developing their business. We conducted literature reviews, data collection, and a series of field surveys in Kyushu and Shikoku. The interviews were conducted using semi-structured questionnaires, and the respondents were managerial staff of the processing and marketing companies, fish farmers, and local government staff, among others. Findings reveal that the most decisive factor for processing and marketing companies to increase yellowtail exports is the establishment of a series of strategies including a food chain approach in production areas to secure food safety. They were successfully certified with EU Hazard Analysis Critical Control Point (HACCP) and/or USA-HACCP. Moreover, they showed a tendency to apply for a public certificate rather than the private one. Aquaculture farms and processing companies need to adopt more effective frameworks for the food chain approach.

Keywords: cultured yellowtail, export strategy, food chain approach