



# CANADIAN SEAFOOD: SAFE AND HEALTHY SOURCE OF THE HIGHEST QUALITY

## Top Canadian seafood exports to Japan:

- Crab products
- Salmon products
- Lobster products
- Liver products
- Shrimp products
- Sea Urchins
- Halibut
- Tuna products
- Herring products
- Clams, cockles and ark shells



For a long time, fish and seafood have been recognized for their health benefits. Fish and seafood products are low in saturated fats, and high in Omega-3, important sources of Vitamins D and B12, and other important minerals, such as calcium, selenium, iodine, iron, zinc and copper.

### **Eat healthy, eat Canadian fish and seafood**

Canada is home to the highest quality fish and seafood in the world and is one of Japan's most important suppliers. Canada's clean, icy and pristine waters are home to a rich variety of high-quality fish and seafood. Whether it be for sushi, sashimi or prepared other ways, Canadian fish and seafood tastes great.



Canadian seafood producers are export ready, reliable and have well established distribution networks and relationships with retailers and restaurants. Canada's fisheries are also leaders in sustainable harvesting practices, and in cooperation with regulators participate in the Safe Food for Canadians Regulations, the most modern food safety regime in the world. With a wealth of reasons to enjoy Canadian seafood, ultimately what you'll love the most is the taste. Buying Canadian fish and seafood is a smart decision for Japanese wholesalers/distributors, retailers, foodservice, and consumers. It will exceed your expectations.

The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) has lowered tariffs on Canadian seafood. Under CPTPP almost 100 per cent of tariff lines in fish and seafood will be tariff free, including top sellers preferred by Japanese customers such as snow crab, salmon, lobster, cold-water shrimp, clams and cockles. As such, Japanese customers can now enjoy the best of Canadian seafood at a lower price.

## Improve your health with nutritious Canadian fish and seafood

Omega-3 is associated with reducing risk of heart disease and possibly stroke. New studies are identifying potential benefits for a wide range of conditions including cancer, inflammatory bowel disease, and other autoimmune diseases such as lupus and rheumatoid arthritis. Selenium and Iodine are important for thyroid functions. Fish consumption is linked to reduced decline in brain function as we age. People who eat fish regularly also have more grey matter in the brain centers that control memory and emotion.

## Confidence in our food safety system

Sustainable practices on the water and dockside aren't the end of the story, Canada's fish processing industry is a global food safety leader. In collaboration with the Canadian Food Inspection Agency,

industry developed and implemented the Quality Management Program, one of the first regulatory systems in the world to embrace the concepts of HACCP (hazard analysis critical control point). Innovation was also at the centre of the development and implementation of the Safe Food For Canadians Regulations, a modern food safety regime now in place which built on Canada's existing high standards. Our customers can feel confident about eating Canadian fish and seafood, because they know it is a product of one of the most advanced food safety systems in the world.

## Buying Canadian fish and seafood

Japan is the fourth largest importer of Canadian fish and fish products. In 2018, Canada exported CDN\$286 million of Canadian fish and seafood to Japan, roughly four per cent of all Canadian fish and seafood exports. But more significantly, Canada ranks third, sixth, and first as suppliers to Japan for food products of crab, salmon and lobster, respectively. Japanese customers also favour Canadian fish and seafood liver products, coldwater shrimp and sea urchins.

Want to buy Canadian seafood online? Look no further than Seafoodonline.ca, Amazon.com, and other leading e-commerce platforms. The Canadian Trade Commissioner Service also operates in Japan with experts who can help you bring Canadian fish and seafood to your customers' plates.

For more information on how to buy Canadian seafood, use the QR code to see our online CANfish Magazine, which includes a products and services directory including easy-to-find lists of products and companies.

Visit us online at [www.fisheriescouncil.ca](http://www.fisheriescouncil.ca)

