

Ainan Fisheries Cooperative

item

Seafood
(Sea bream)

Main Export Countries	United States, Canada, etc.	Export Value	130 million JPY
Sourcing Region	Ainan town Minamiuwa District, Ehime Prefecture		

Overview of Export Production Areas

- Since 2019, the company has been working to develop overseas sales channels and improve products for fresh red sea bream produced in Ainan, aiming to expand sales channels to overseas markets, which are on an expanding trend, with weaker domestic demand in the future.
- The company collaborates with producers (5 companies) that have obtained MEL or BAP certification.

Actions for Compliance with Export Regulations

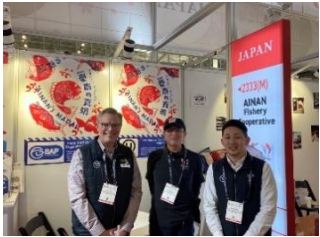
- Acquired marine eco-label certification (MEL/BAP).
- We are working to expand production without medication, which is preferred in the United States.
- We introduced the traceability input system "Trace Register" in July 2024.

Promotional Points

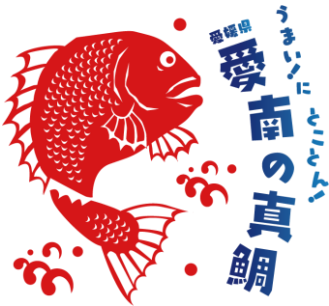
- In 2023 and 2024, participated in Boston Seafood show at JETRO booth to expand sales channels.
- The company filed an international application for a graphic trademark of the Japanese trademark "Ainan no Madai" logo in the United States, Canada, and Thailand.



Ainan Fisheries Cooperative
Processing ARTICLE



Exhibiting at the Boston
Seafood Show



Internationally registered
trademark



Ainan Fair in LA