

2007feb-sushi-odaiba-manytypes



日本  
地王  
TSUNAMI

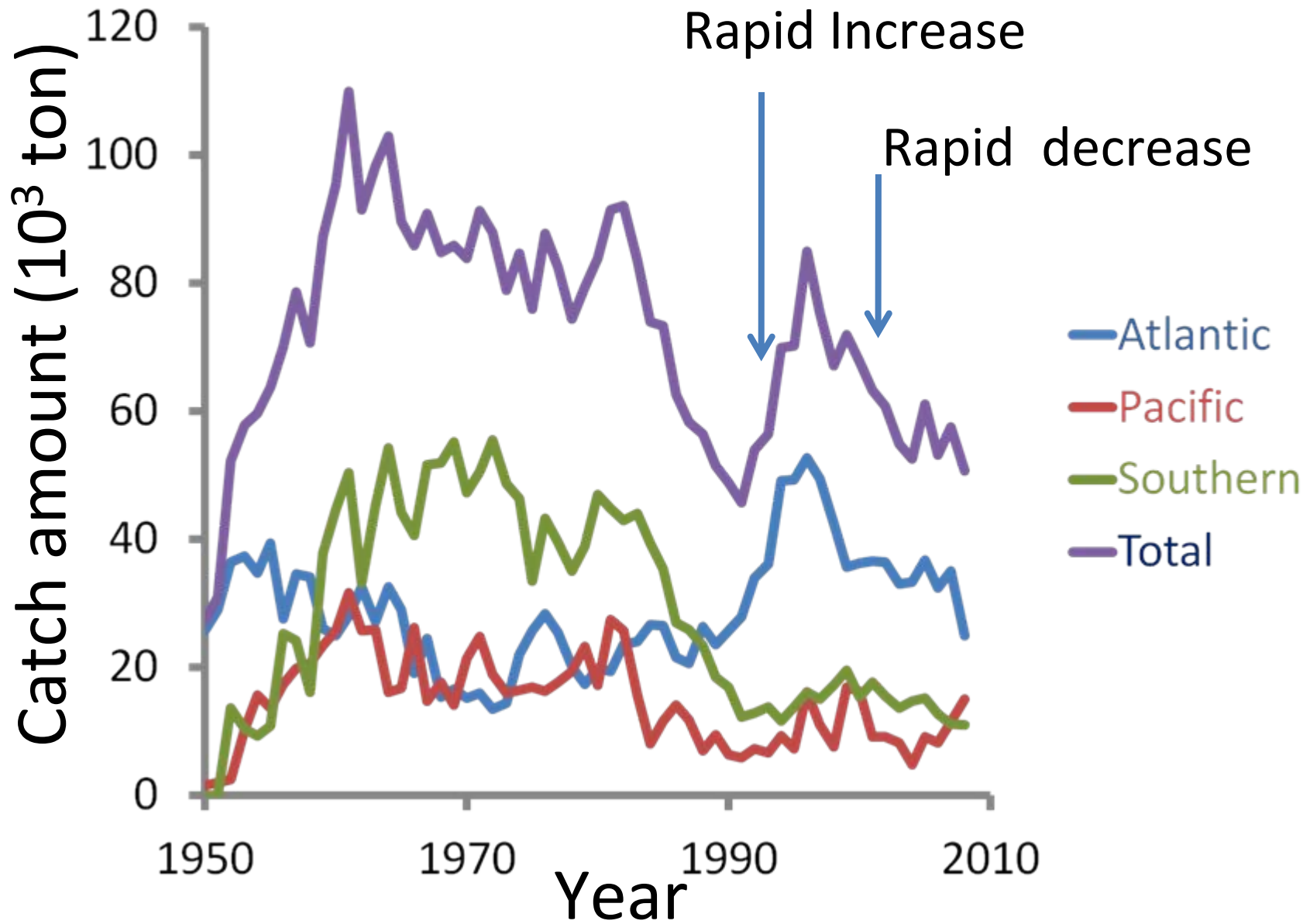


# Tuna goes around the world on sushi

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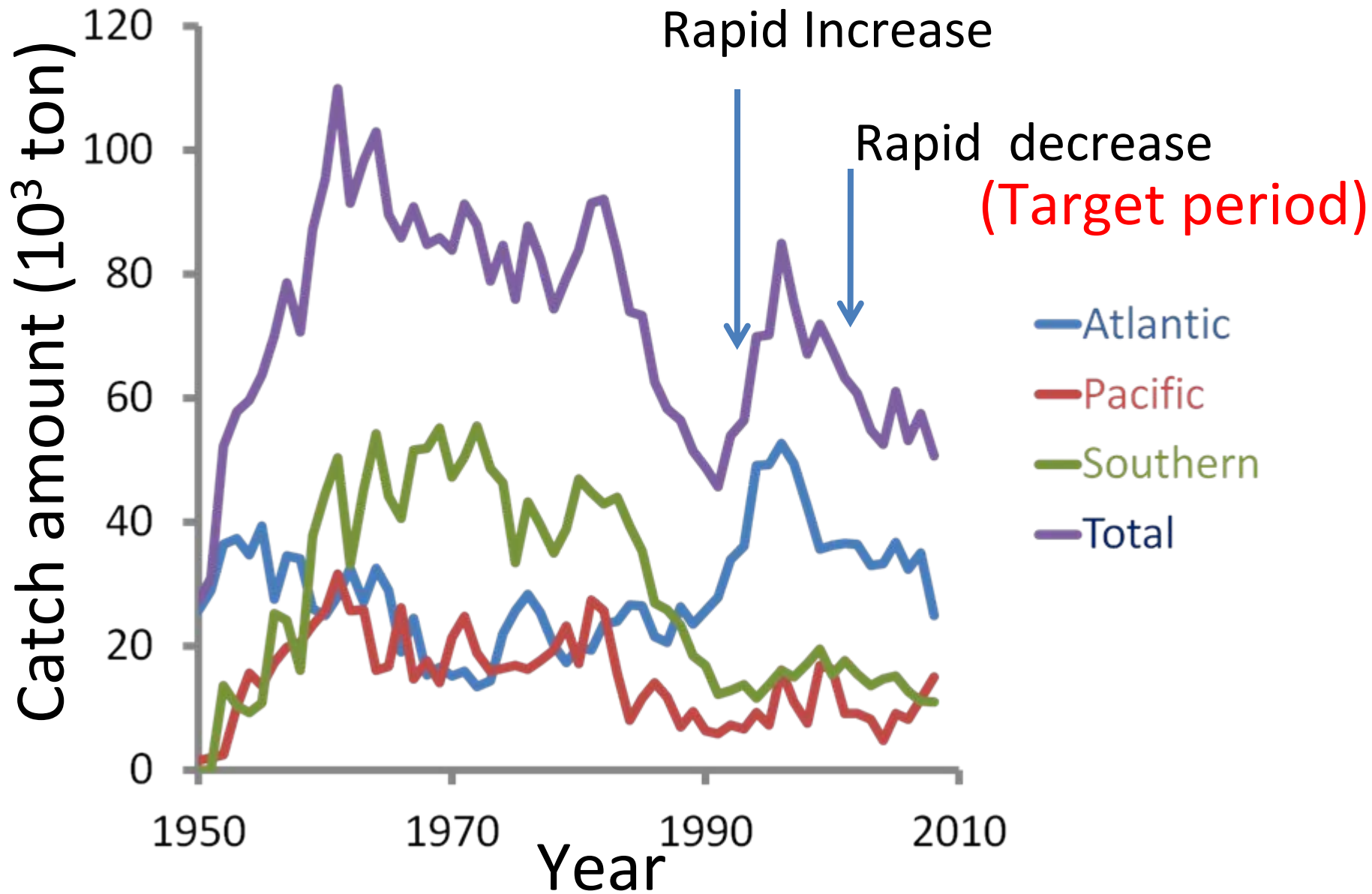


World catch amount of blue fin tuna

15th CITES in Doha, In this year,  
did not adopt listing of Atlantic blue fin  
tuna

However in Appendix I

We cannot deny the degradation in  
stock condition of blue fin tuna

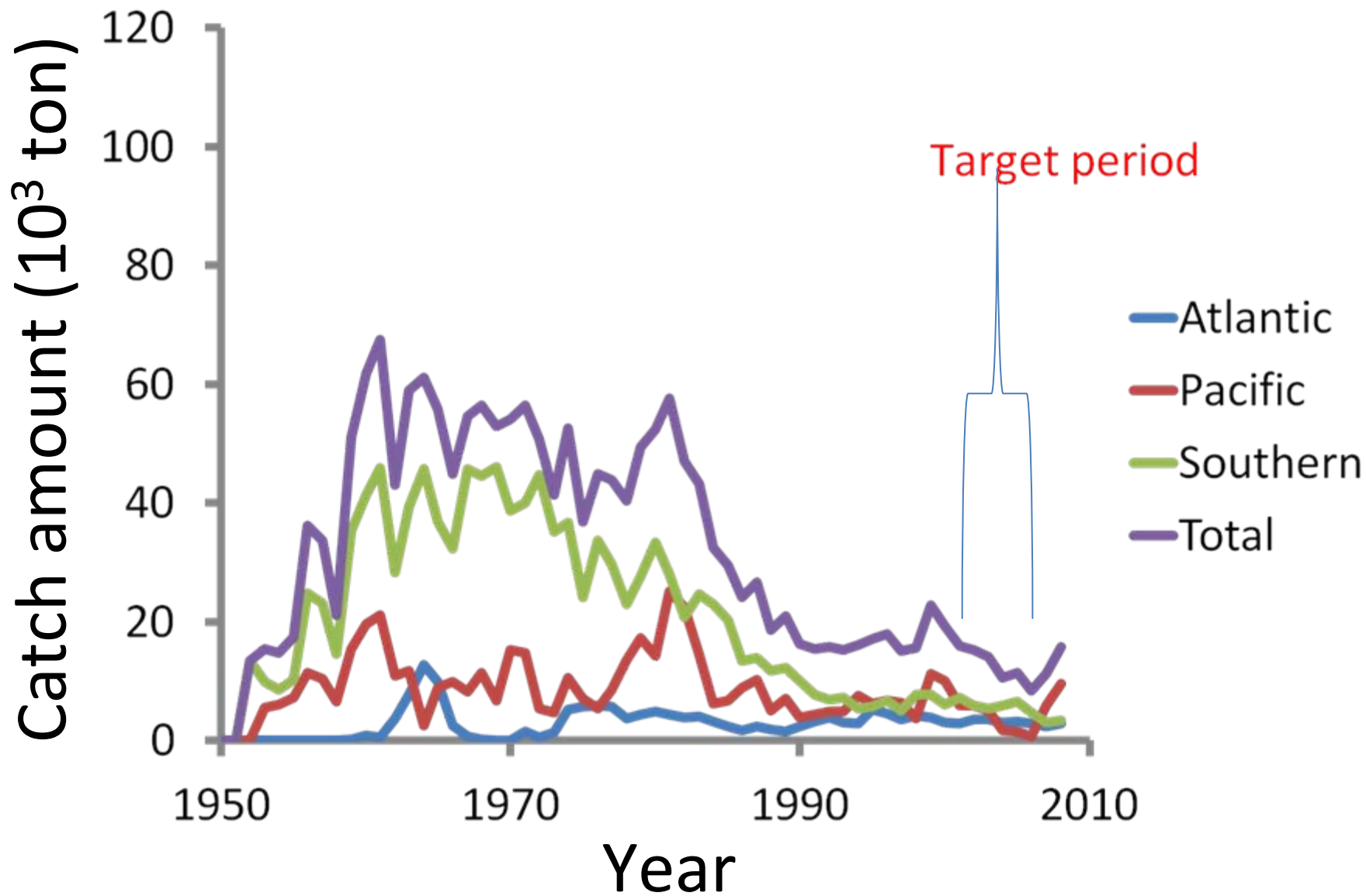


World catch amount of blue fin tuna

# Previous to other discussions

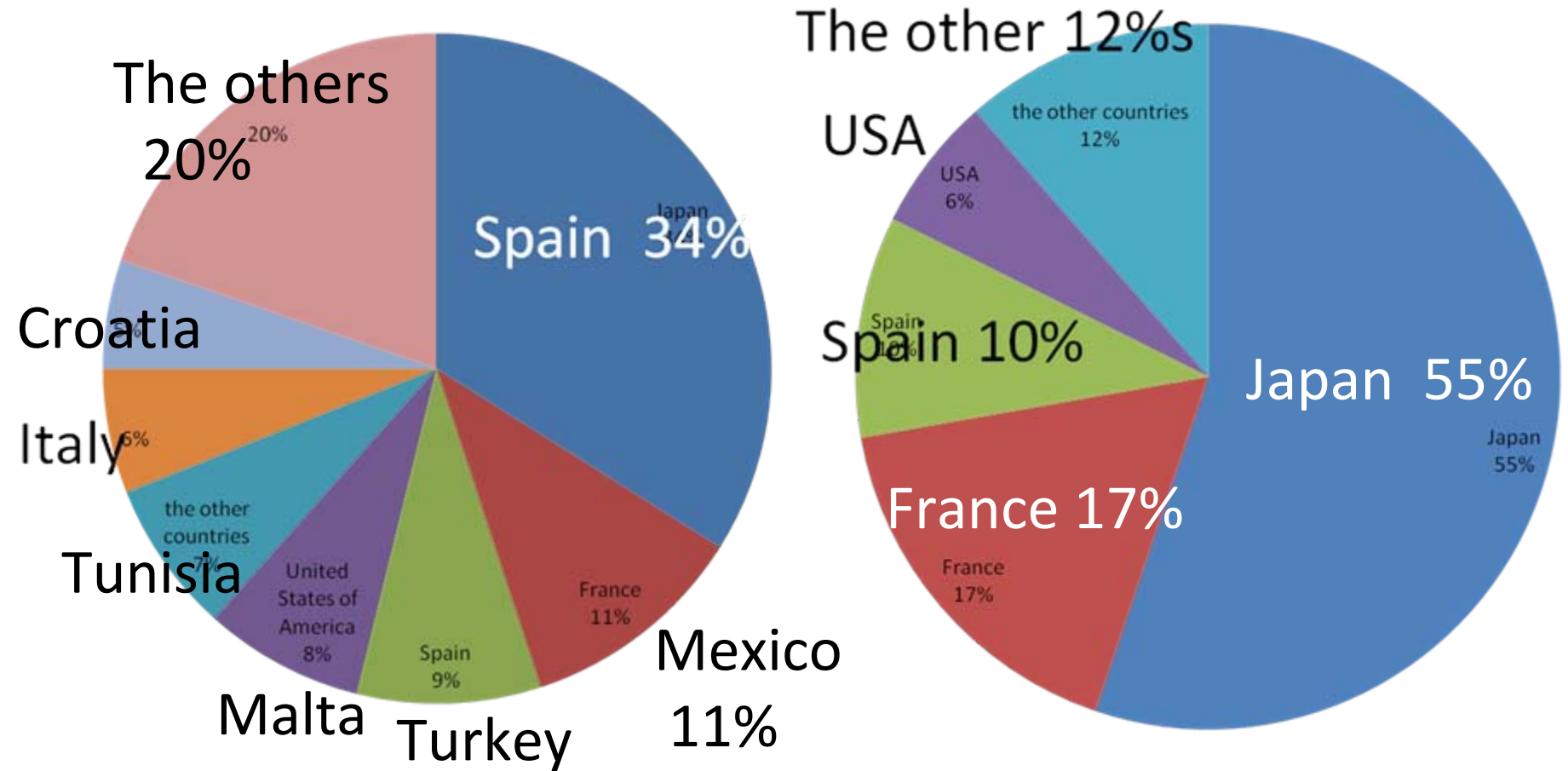


Who did eat blue fin tuna ?



catch of blue fin tuna by Japan

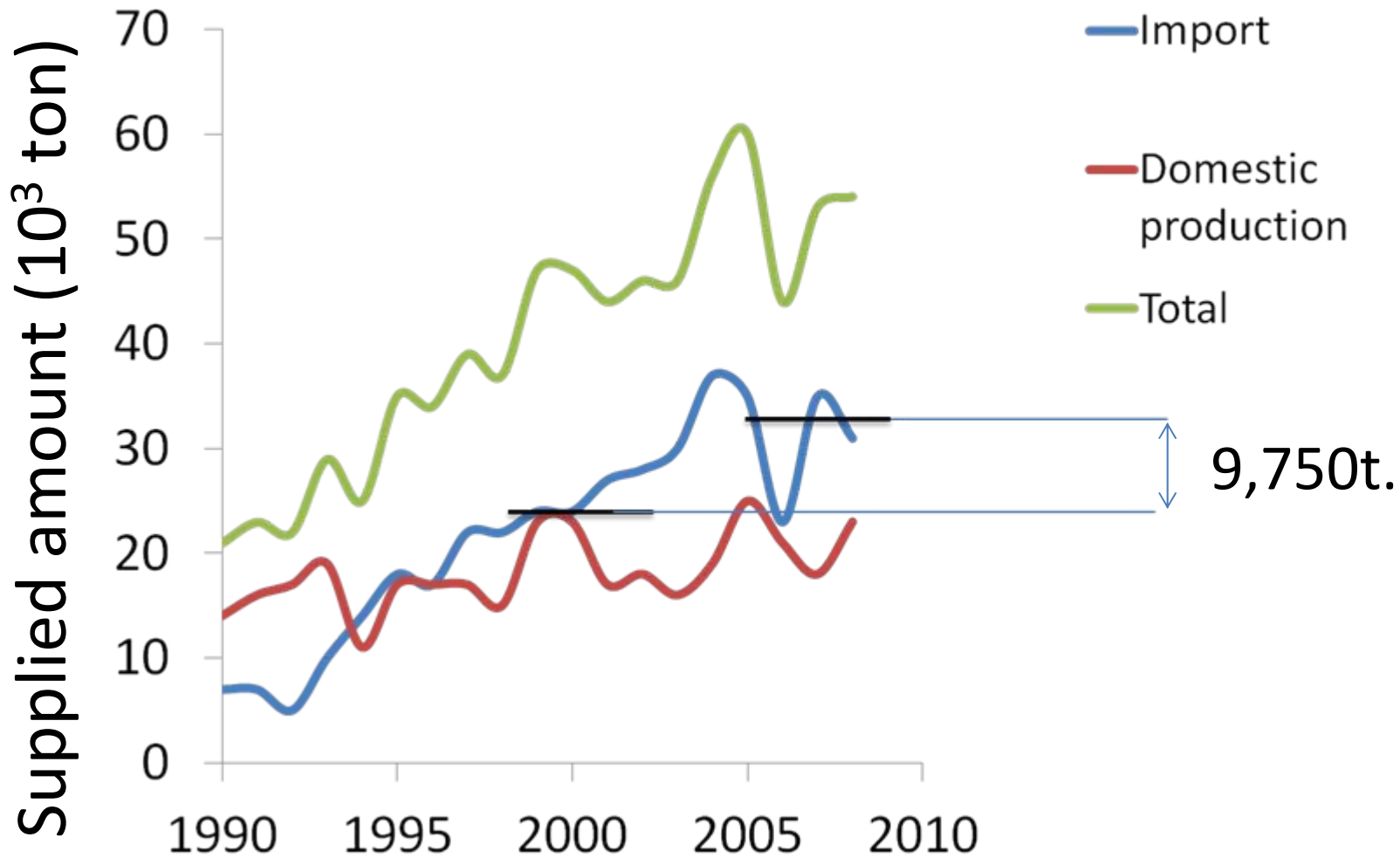
Export (total 20,374 ton)    Import (total 25,914 ton)



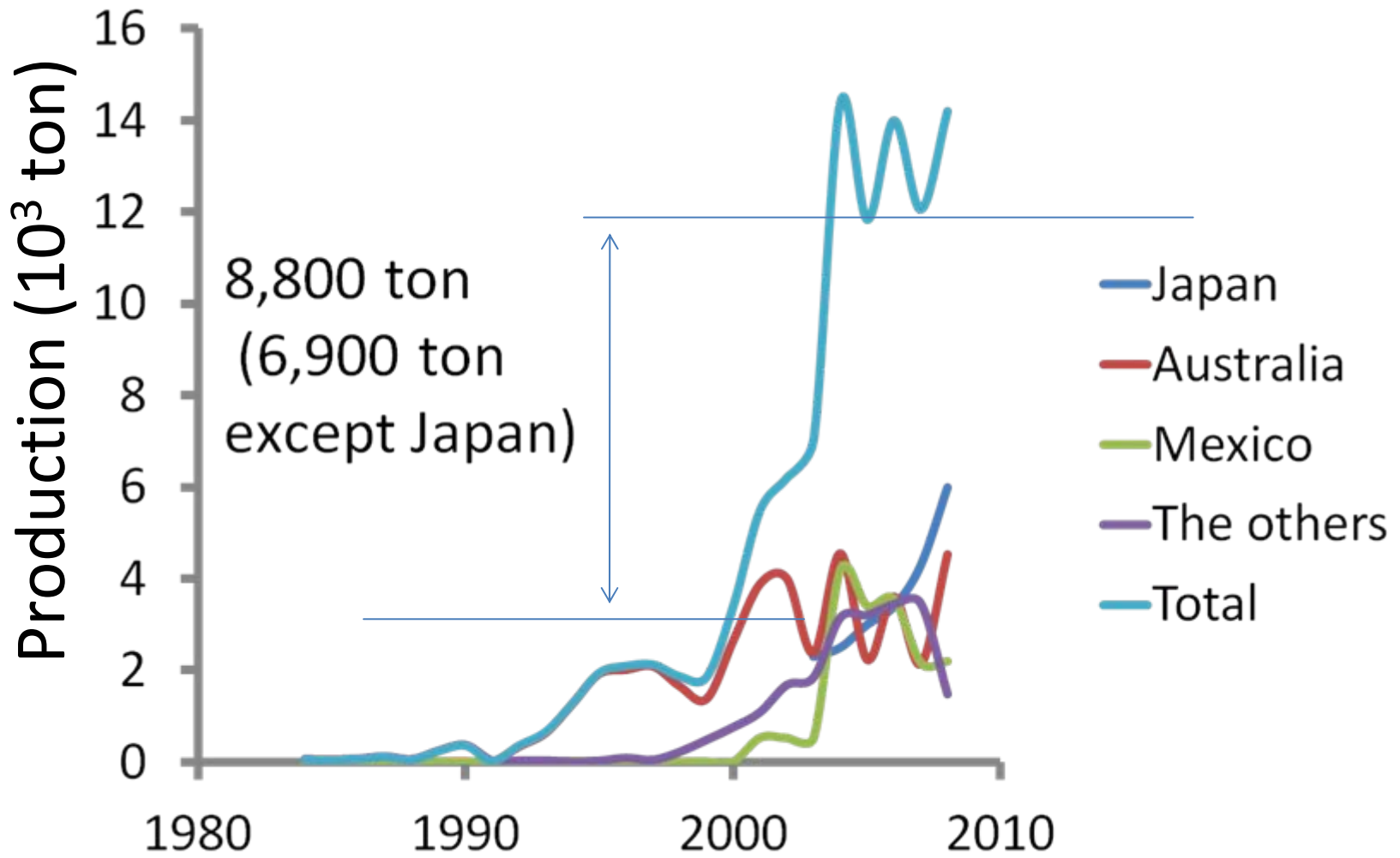
World trade of blue fin tuna in 2007

Trade of Pacific blue fin tuna is not included in export





Supply of Blue fin tuna in Japan



World aquaculture production of blue fin tuna

In market mechanism

supply = demand

What was the demand in Japan ?

# What is conveyor belt sushi bar?



## History of sushi

BC 4<sup>th</sup>: Sushi was born in Southeast Asia  
as nonperishable food

Early 19<sup>th</sup>: Edomae (Tokyo style ) sushi was  
originated as fast food

1958: Convey belt sushi bar was invented

1960s: Sushi became fine dining

1978: the duration of patent finished

After 1980s: development of fast food industry

After 2000: Major conveyor belt sushi bar chains  
began to use imported cultured blue  
fin tuna

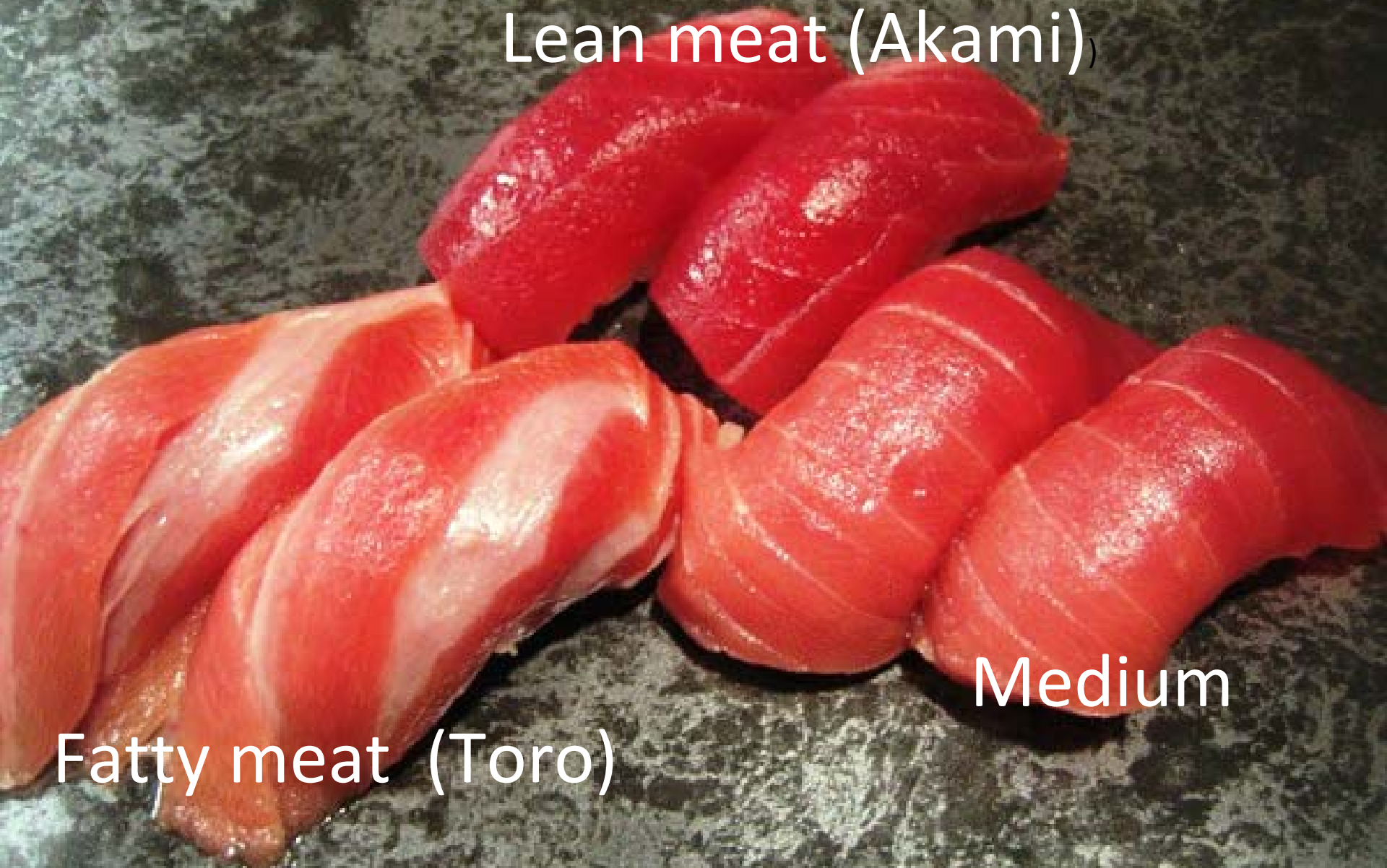


In classic style shish bar  
Artisan cooks sushi following each  
request



In conveyor belt sushi bar  
One chef can serve many customers

Lean meat (Akami)



Fatty meat (Toro)

Medium

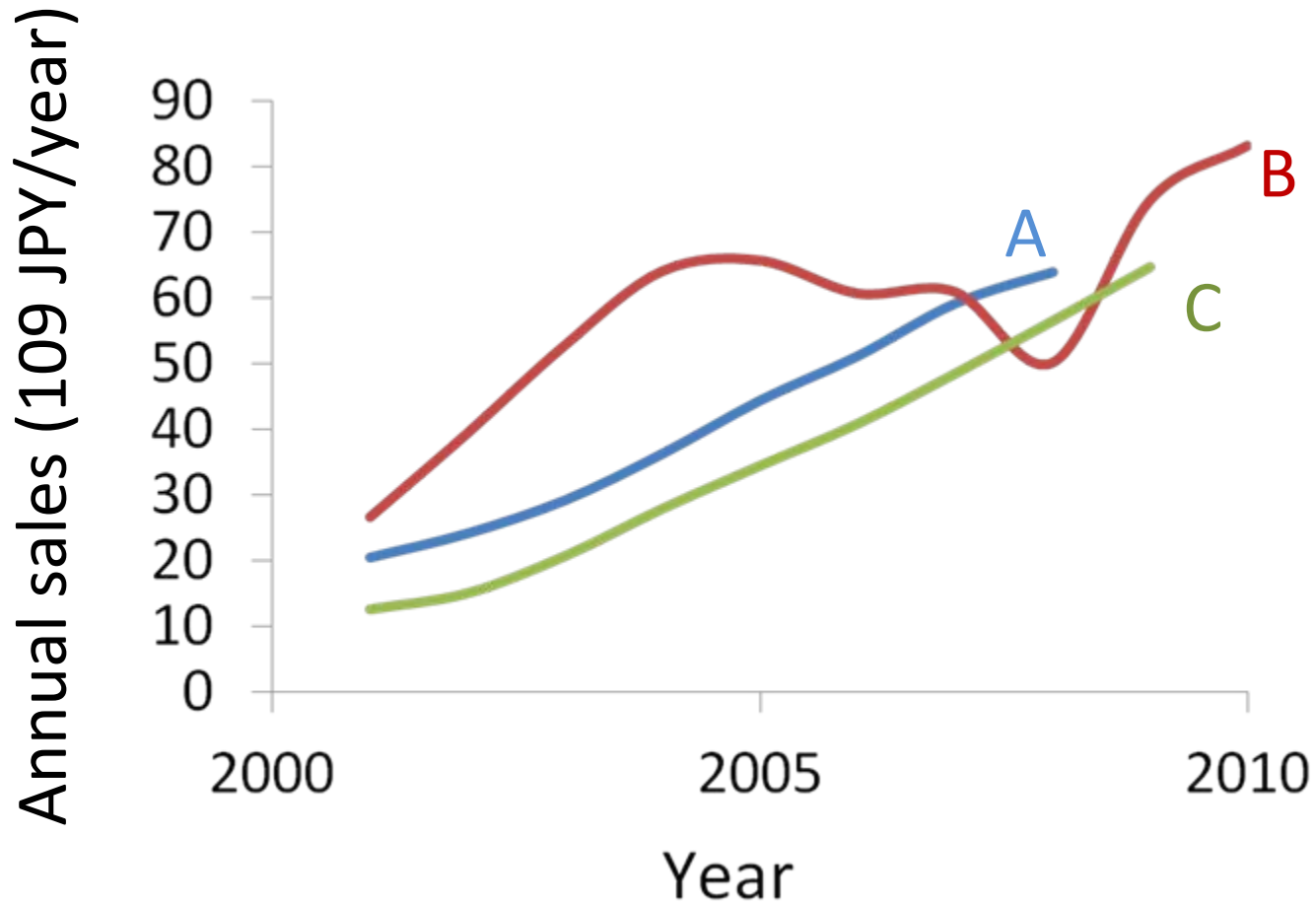


Fatty meat of cultured blue fin tuna  
were used as call bird

Because nearly whole body is fatty meat

Fatty meat of cultured blue fin tuna is  
cheaper than  
that of wild caught blue fin tuna

Domestically produced cultured blue fin  
tuna is expensive  
than imported blue fin tuna  
because culture period  
is long (2 or 3 years)



Annual sales of conveyor belt sushi bar companies (A, B,C)

Number of conveyor belt sushi bar in Japan at 2007: 5000

(A) Estimated total sales in 2007:  $500 \times 10^9$  JPY  
(Torii 2007)

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## Calculation conditions

(B) Average customer spend :1200JPY

(C) Ratio of customers who eat fatty tuna: 50%

(D) Weight of tuna meat[ in one dish: 25g

(E) Ration of fatty meat in a body of tuna: 70%

$$(ACD)/(BE)=7,440 \quad (\text{ton})$$

Between 2000 to 2005

Increase of culture production (except Japan) 6,900 ton /year

Increase of import by Japan 9,750 ton/year

Consumption in conveyor belt sushi bar 7,440 ton/year

Conveyor belt sushi bar is popularized  
all over the world

Yoh Sushi



Fattening of blue fin tuna is a cause of stock degradation  
Cultured tuna were eaten in conveyor belt sushi bar

We have to consider future of conveyor belt sushi bar

Factors

Taste of young generation is changing  
from fatty tuna to fatty salmon in Japan

Belt conveyor sushi bar is not popularized in China  
Though many tourist from china visit sushi bar in Japan

Many new style sushi are produced all over the world



California roll born in USA  
Avocado and Kanikama  
are ingredients





Philadelphia roll  
Is using  
Smoked salmon  
and cream cheese



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# MENU

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Business Hours  
11:00  
21:30

☎ Service Line 0800-012-000

🌐 Web Site www.sushi-express.com.tw

Please feel free to contact us online.  
02707-8708888@SUSHI-EXPRESS.COM



Conveyor belt sushi bar is  
now popularizing in Taipei

We have to go to sushi bar in Taipei  
to see

Future of tuna and human being