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Types and distributions of regional brands fishery products in recently Japan.

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Regional brands fishery products are typical samples of space commodification in fishing villages and towns. These products are valued high for regional information about fishing, fish processing and fish distribution. Places of the many products are located in North Japan, Hokuriku-San'in District and South-western Japan.

In recently Japan, there are hundreds kinds of regional brands fishery products. The regional brands can be classified into three basic types. Three types of the regional brands are rare-single item, large-single item and plural items-comprehensive.

Rare-single item type products are characterized by small quantity and seasonality. The products mostly originate from wild fishes caught by coastal fisheries at fishing villages.

Large-single item type products are characterized by large quantities and non-seasonality. The products mostly originate from offshore wild fishes or cultured fishes or processed fish at fishing towns.

Plural items-comprehensive type products are characterized by regional systematic maintenance of the product quality and brand images. The products mostly originate from offshore wild fishes or processed fish at fishery cities.

Keywords: regional brands, fishery products, space commodification