

# Value Chain of Coastal Fishing in Japan

## -Case Study of MSC Certification by Kyoto Danish Seine Fishery Federation-

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### 1. Introduction

We have a high quality fish-eating culture since ancient times like Jomon period because Japan are surrounded by sea. Today, Japanese fish-eating culture is highly appreciated in the world. However, the amount of fish consumed in Japan is decreasing, so that production and output are declining, and the income of fisherman is generally low. This trend is common in agriculture, but there are many cases which produced new additional values through cooperation between economic agents in agriculture. However, in coastal fishing, there are few similar cases because economic agents in each distribution function play only their own roles and don't cooperate or link with other ones.

But, in this state, Kyoto Danish Seine Fishery Federation (KDSFF) succeeded a new activity for the first time in Japan, it was MSC certification. MSC certification proves that it is a sustainable fishing. In order to get this certification, the applicant has to cooperate or link with other related economic agents. So if I focus on this case, I think that I get suggestion about the possibility whether new activity in coastal fishing succeed or not. I aim to check the present coastal fishing.

### 2. Methods

I interview the people involved, and analyze this MSC certification case by the framework of value chain. I can reveal what kind of function as a whole industry exists, and what kind of economic entities are involved in coastal fishing by the framework of value chain. In addition, I also reveal what kind of connection is strong, or whether weak.

### 3. Results and Discussion

In this MSC certification case by KDSFF, each relationship entity could not always cooperate smoothly, but KDSFF was able to achieve even MSC certification while troubled point. The band between KDSFF and marine center is strong, but KDSFF don't start moving proactively. Marine center moves initiative. The ties with the fishermen and middlemen is very dilute, and they don't tend to cooperate each other. There are 5 reasons that KDSFF can get MSC certification. The first one is that the cooperation of the marine center and KDSFF is working well, and they has been able to perform resource management well. The second one is that Amita and marine center had a high evaluation of advanced resource management. The third one is that the marine center was able to correspond to the submission of the scientific documentation in review. Fourth one is that KDSFF acquires the first MSC certification in Japan. The fifth one is that the AEON tended to handling MSC certified fish.