

# A Digital Solution to Japan's Seafood Crisis

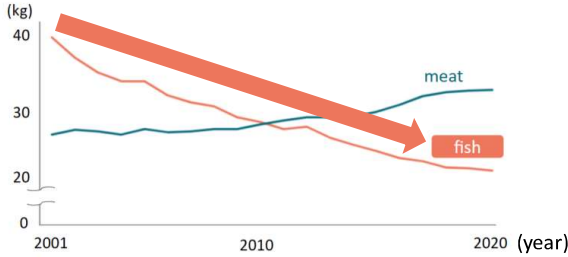
~From Ocean to Table~

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## Introduction

The consumption of seafood has decreased from 40.2 kg in 2001 to 23.4 kg in 2020

Annual consumption of edible fish and meat per capita in Japan



Ministry of Agriculture, Forestry and Fisheries "Food Supply and Demand Table"

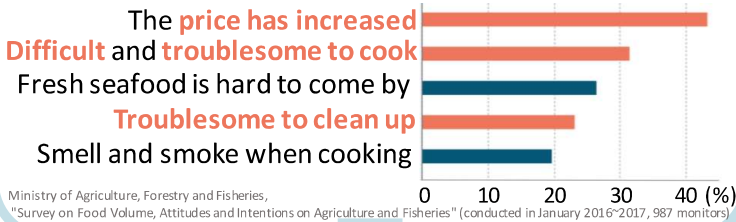
## Possible Impacts

- Loss of employment opportunities (Fishermen have declined by 25% in 7 years)
- Impact on the economy
- Health problems
- Influence on Japanese cuisine



## Contributing factors to decline

Top 5 reasons for "why consumption has decreased"



Ministry of Agriculture, Forestry and Fisheries, "Survey on Food Volume, Attitudes and Intentions on Agriculture and Fisheries" (conducted in January 2016-2017, 987 monitors)

## Main Issues

### High price

- Caused by a decrease in fish catches and rising food prices
- About 85% of people will buy seafood if the price drops

Q: If the price of seafood is reduced, would you buy it?

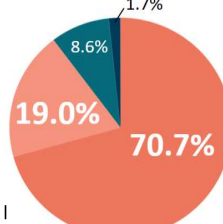


"Questionnaire on Seafood Consumption" (October 2023) (KUAS 58 teachers and parents of students)

### Difficulty in cooking

- Requires skills
- Takes a long time
- About 90% of people want to buy pre-processed seafood

Q: Would you rather buy pre-processed seafood than seafood that has not been processed at all?



## Solution



Consumer's voice

- The price is too high to afford
- Preparing fish is troublesome and difficult
- Prefer the taste of meat to fish
- Desired seafood isn't available for purchase
- Unsure how to cook it



Fishers and Fisheries Cooperatives' voice

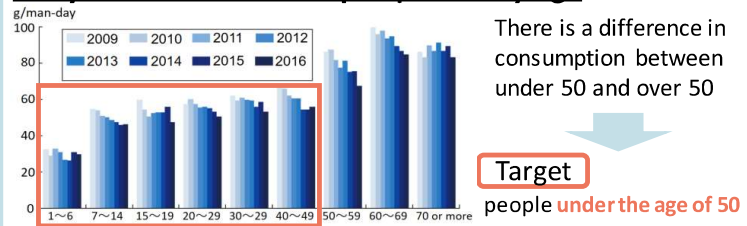
- Sale of unsold fish
- Loss of income due to broker
- Difficulties in accessing the market (Fishermen in remote areas, small-scale fisheries)
- Economic instability

New app "SABASK"

Apps that connect consumers with fishermen

Seafood selected by consumers delivered on a regular schedule.

Daily intake of seafood per person by age



There is a difference in consumption between under 50 and over 50

Target people under the age of 50

Ministry of Health, Labour and Welfare "National Health and Nutrition Survey"

However,

there are already similar services

	Selective	Cooked	Cheapness
Fishlle	×	○	×
Bonquish	○	○	×
サカナDIY	×	○	×
SABASK	○	○	○

SABASK can compensate for the drawbacks of other services

## Unique advantages

The right choice for each consumer

- Some types of price plans
- A large variety of seafood
- Different types of products (from pre-processed products to pre-cooked products)

Reduce the price of seafood

- Reuse food waste for supplements
- Shorten the transport distance
- Sell unused and unsold fish



Ishidai



Yagara

Introduction to various recipes

- Conveying the charm of seafood
- Using unpopular fish
- Help consumers cook

A place for fishermen to promote

- Showing the condition of fishing grounds
- Delivering fisherman's promotions
- Selling fish conveniently (Especially older fishermen)



We propose SABASK as an app that benefits many people and contributes to the consumption of seafood!

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