

Misaki Wholesale Seafood Market, Miura City



Located on the tip of the Miura peninsular, in the southwest of Kanagawa Prefecture, Misaki Fishing Port is a Class 3 Designated Fishing Port, under the management of Kanagawa Prefecture. It is a well-positioned natural harbor, for which Jogashima, an island facing it to the south, forms a natural breakwater. The Misaki Wholesale Seafood Market was established by the Mayor of Miura City and is a publicly owned marketplace located on Misaki Fishing Port. The market is a space where frozen *maguro* (tuna), caught by deep-sea fishing vessels, is traded alongside live and fresh fish caught by coastal vessels. The market has recently been enhanced by the construction of a low-temperature wholesale market space, tailored to the trade in *maguro* frozen at ultra-low temperatures (“super-frozen *maguro*”). This new addition to the market will enable strict adherence to the quality and hygiene management that is demanded of the modern age, while also working to build up the Misaki *maguro* brand.

Supporting the frozen *maguro* supply chain with a low-temperature wholesale market

Misaki Fishing Port is a platform for trade in super-frozen *maguro*, in other words *maguro* that has been rapidly frozen to the ultra-low temperature of -60°C (-75°F) immediately after being caught. In order to maintain the quality of this super-frozen *maguro*, as well as to ensure it is handled hygienically, the newly constructed Miura City low-temperature wholesale market space boasts a range of features and functions, including the following:

- (1) Market is totally enclosed in order to prevent the inside temperature from rising and the risk of contamination by foreign bodies, with service entrance/exits protected by two sets of overlapping sliding doors.
- (2) Showroom is maintained at the set low temperature of 15°C ($\pm 2^{\circ}\text{C}$) (59°F $\pm 3.6^{\circ}\text{F}$). Furthermore, since air movement around the super-frozen *maguro* may cause the temperature of the carcasses to rise, the air conditioning inside the facility is set to an ultra-low speed.
- (3) The market trades more than 600 super-frozen *maguro* daily, with many of these being bigeye *maguro* of 40kg+ in body weight. As such, *maguro* are placed directly onto and moved across the floor of the showroom. In order that no damage is caused to the super-frozen *maguro*, the floor has been coated as smoothly as possible.
- (4) To ensure work can be carried out safely on the flat, slippery floor surface, all workers will be required to wear boots with specially designed soles. This will also be effective in the prevention of contamination by foreign objects brought in from outside.
- (5) The lighting under which the visual assessments (*mekiki*: expert of *Maguro* with long time history in this area) of super-frozen *maguro* are carried out by *maguro* brokers has been jointly and carefully chosen by the developers, wholesalers, and brokers together, to ensure the same level and quality of visibility as before.



Misaki Wholesale Seafood Market, Miura City: Key Products

Maguro (mostly bigeye tuna, also bluefin tuna, southern bluefin tuna, etc.); swordfish; coastal/offshore fish and seafood (e.g. mackerel, sardine, horse mackerel, squid, yellowtail, splendid alfoncino). Particularly famous for its trade in frozen *maguro*, with 400-1,000 *maguro* traded daily.

Measures to Promote Exports from Misaki Fishing Port

Landing volumes at Misaki Fishing Port have been in decline, as a result of worsening issues regarding fisheries resources as well as increasing structural weaknesses in fishery production. Given this context, efforts are being made to promote Misaki's fishing industry and to improve regional vitality. As part of these efforts, in March 2016 an advisory board, comprising academics and local stakeholders, issued a 31-point action program, entitled *Misaki Fishing Port: Vision for Fisheries and Fishing Port-focused Promotion*. Key measures for promoting the fishing industry within the program include the "continued pursuit of advanced hygiene management", entailing the formation of a local framework for hygiene management, and "the expansion and development of the Misaki brand", to include the promotion of exports and efforts focused on the region's response to increased inbound demand.

Based on this, the Misaki Fishing Port Exports Promotion Council was established in July 2016 and drew up the *Misaki Fishing Port Exports Strategy*. The strategy sets out how to make best use of the distinctive features of Misaki Port, as a Class 3 Designated Fishing Port functioning as a production and distribution hub for the fishing industry over a wide area, the implementation of advanced hygiene management throughout the port, and the proximity of the port to Haneda Airport in order to achieve the objectives of promoting the export of Misaki fisheries products, establish and entrench the Misaki brand across international markets, and thereby increasing the level of inbound demand. To achieve these objectives, the strategy recommends the "establishment and entrenchment of the "super-frozen" category" and the "export of fresh fish, killed on the morning of the catch and dispatched the following day". Specifically, it advocates the launch the following measures, to be implemented for those categories of product which are export priorities, including frozen *maguro* and swordfish, farmed fish (livestock fish), and splendid alfonsino: (1) making improvements to quality and competitiveness through the continued pursuit of advanced hygiene management throughout the fishing port; (2) achieving greater efficiency through functional improvements to distribution and processing facilities, such as a super freezer warehouse; (3) promoting development as an international shipping hub for farmed fish by taking advantage of the proximity to Haneda Airport (to include farmed fish from other prefectures, e.g. Mie and Kagawa Prefectures); (4) raising international awareness of the Misaki brand through brand-strengthening; (5) developing international markets (e.g. Export Association of Misaki Fishing Port)

Market Location

From central Tokyo, the market can be reached by train in approx. 1.5 hours (Keikyu train to Misaki-guchi station) or by car in just over 1 hour.

<Getting to the market>

- By public transport: from Misaki-guchi station, serviced by Keikyu railways, take a bus heading to either Misaki-ko, Jogashima, or Toriya and alight at Misaki-ko (Misaki Port). The market is a 5 minute walk from the bus stop.
- By car: if coming from Tokyo, exit the Yokohama-Yokosuka Toll Road at Kinugasa interchange, continue along the Miura Jukan Road, then take Route 134 towards Misaki. At Hikibashi junction, continue towards Misaki then turn right at Misaki Koen junction, just in front of the port.
- By pleasure boat: Kanagawa Prefecture provides guest berths in certain sections of Misaki Fishing Port for the use of visitors arriving by pleasure boats or similar vessels.

*For further details, please contact the Eastern Fishing Port Office, Kanagawa Prefecture (Tel: 046-882-1232)



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