



Thinking Together
Fishery of the Future

We need to know. **Unused fish**



What is the work of fishery and fishermen for young people who bear the future?

When we talked to young fishermen who are still working, they said I want to stabilize my income.
Feel anxiety about the future of fishermen and the fishing industry.
These are some of the reasons why they are here.



A scene from "Set Net Fishing"

At each of Matsue's fishing ports, fish are caught using a fishing method called a set net.

The fishermen head for the offshore set nets before the sun comes up and land the fish.
The fish are brought back to the port, sorted, and shipped to the market.



Active fishermen of Kashima Town, Matsue City, Shimane Prefecture



And then We, fishmongers and wholesalers, buy them.

No find buyers for unused fish !

Shimane Prefecture has many ports and is very rich in marine resources.
The catch includes not only popular fish that fetch high prices, but also many lesser-known fish that have limited uses.
These fish are used as bait for aquarium animals or processed into fish cakes, etc., and sold at very low prices.
When fish are caught in large quantities and there are no buyers, the price plummets.

Such fish are called unused fish.



There are many different types of unused fish.

Blackthroat seaperch, Snow crab
These will fetch a high price.



Some fish cost tens of thousands of yen per box, while others cost only a few hundred.
The price of a box of fish has a huge impact on a fisherman's income.



We believe that we fishmongers can contribute to the stability of fishermen's income by raising the purchase price of unused fish.

What we can do now

Purchase unused fish at a reasonable price.
Sell products that make use of unused fish.
Disseminate information about problems in the production area and the current situation of fishermen.



We want to develop products that are easy for consumers to eat, which will lead to higher fish prices in the future.



With all the various customs, laws, codes, and arrangements in place
In order to enrich the lives of local fishermen, it is necessary for not only the people concerned but also the people involved to think about and improve the situation.



The future of Shimane's fishing industry is linked to people supporting each other.

We would like to send out a message to make Shimane's fishing industry a rewarding and hopeful place for fishermen.
We will continue to work to create businesses that lead to the joy of food.
Sol Japan Co.

