

Footsteps from the Great East Japan Earthquake —Experiences of Fukushima fishery industry and a fish shop in Iwaki—

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In this presentation, I will explain the developments of the fishing trials which the main part of the present Fukushima fishing industry is, our company's efforts against reputational damages of Fukushima marine products, and the customers' reactions.

On March 2011, Ookawa Uoten, the fish shop at Yotsukura, Iwaki was seriously damaged by earthquake and tsunami. Because of the following marine contamination caused by the Fukushima Daiichi Nuclear Powerplant accident, coastal fishermen in Fukushima prefecture was forced to refrain from fishing operation. Even today, January 2020, commercial fishing in Fukushima has not restarted in the same way as previously.

Present our company's efforts focus on locals. We think it is important to expose customers in Fukushima prefecture to Fukushima coastal fishes and to acquire local consumer acceptance to them. Without basement of local consumer loyalty to Fukushima marine products, popularity outside Fukushima prefecture must be temporary. And now we are trying to publicize the increasing fishery resources and resource management in the waters off Fukushima by the fishing trials as new additional value of Fukushima coastal fishes. With introducing the history of our company's transmission of information from 2011 and the changes of customers' attitudes both inside and outside Fukushima, I like to explain these our company's present business and communication policies.

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