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Diamond Back Squid Marketing Trial in St. Lucia

Based on the result of FAD Fishery Management Workshop as part of JICA master plan study, the Department of Fisheries of St. Lucia has established a working group for marketing Diamond Back Squid (DBS).

DBS is a very valuable and high priced under-utilized marine resource which has been identified around the islands of St. Lucia, Grenada, Dominica and Jamaica through the JICA/CFTDI Fisheries Resource Management Project.

In order to utilize un/under-utilized resource, such as DBS squid, marketing is identified as a key factor.

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Diamond Back Squid can be found worldwide in tropical and subtropical waters.
In one year the maximum mantle length is around 100 cm (3.3ft). total body weight 20 kg (45lbs) then dies.

The working group decided to take the following approach as means of the market development.

- 1) To introduce DBS as high-value food to the restaurants and hotels which handle Japanese foods and/or is open for tourists.
- 2) To provide high quality DBS product to those restaurants and hotels because not enough DBS are in stock presently.
- 3) St. Lucia Fish Marketing Corporation (SLFMC) will be sales base of DBS and make the system which supply DBS stably in the market.

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- 4) To produce and distribute a leaflet to introduce facts and characteristics of DBS which as a precious local fishery resources.
- 5) Furthermore, introduction of DBS recipe will be made through tasting exhibition and leaflet.

Hints of Dishes



Squid Burgers and Squid Balls



Raw Squid: Sashimi and Sushi



A constant and sustained catch would also be an indispensable factor for development of marketing system. Therefore, the continued support of the Department of Fisheries in collaborating and cooperating with fishers and fishers group in the sustained development and management of the FAD fishery for the diamondback squid is essential.

COLUMN Effective Use of Unused Fish: *Mottainai* 1/2

- When fishery products undergo the distribution process, some fish are not used for human consumption or are traded at low prices due to the uneven size of the catch or too small a product quantity to form one lot for distribution. In recent years there have been growing moves to try to effectively use such “unused fish.”
- Effective use of unused fish complies with the spirit of *Mottainai**1 in terms of not wasting food and using resources to the fullest.
- In order to increase fishers’ earnings and to raise Japan's seafood self-sufficiency rate through expanding its consumption of fishery products, active efforts should be made by people concerned in each phase, from production to distribution and consumption of fishery products.

*1 *Mottainai* is a Japanese phrase which Wangari Maathai, who was awarded the Nobel Peace Prize in 2004, advocated to spread as a universal slogan for protecting the environment. The phrase is often translated as “waste not, want not.”

Source: White Paper on Fisheries , Japan

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