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## Report Name: Citrus Annual

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## Report Highlights:

Japan's MY 2022/23 mandarin production recovers from last year's historically lowest production. However, overall Japanese citrus planted area and production is on a downward trend amidst aging farmers, labor shortages, and a lack of successors for running farms. Japanese yen depreciation is projected to impact consumption of largely imported oranges, grapefruit, lemons, and orange juice. Stocks of orange juice is limited, causing sales of some orange juice products to be suspended.

## General

## Tangerines/Mandarins, Fresh PS\&D

| Tangerines/Mandarins, Fresh Market Year Begins Japan | 2021/2022 |  | 2022/2023 |  | 2023/2024 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Oct 2021 |  | Oct 2022 |  | Oct 2023 |  |
|  | USDA Official | New Post | USDA Official | New Post | USDA Official | New Post |
| Area Planted (hectares) | 0 | 0 | 0 | 0 | 0 | 0 |
| Area Harvested (hectares) | 50600 | 50600 | 49300 | 49500 | 0 | 48300 |
| Bearing Trees (1000 Trees) | 0 | 0 | 0 | 0 | 0 | 0 |
| Non-Bearing Trees (1000 trees) | 0 | 0 | 0 | 0 | 0 | 0 |
| Total No. Of Trees (1000 trees) | 0 | 0 | 0 | 0 | 0 | 0 |
| Production (1000 MT) | 954 | 954 | 921 | 882 | 0 | 930 |
| Imports (1000 MT) | 14 | 14 | 18 | 18 | 0 | 18 |
| Total Supply (1000 MT) | 968 | 968 | 939 | 900 | 0 | 948 |
| Exports (1000 MT) | 2 | 2 | 2 | 2 | 0 | 2 |
| Fresh Dom. Consumption (1000 MT) | 895 | 895 | 868 | 832 | 0 | 876 |
| For Processing (1000 MT) | 71 | 71 | 69 | 66 | 0 | 70 |
| Total Distribution (1000 MT) | 968 | 968 | 939 | 900 | 0 | 948 |
|  |  |  |  |  |  |  |
| (HECTARES) ,(1000 TREES) ,(1000 MT) |  |  |  |  |  |  |

## Planted Area and Production:

There are two major kinds of tangerines/mandarins (hereafter "tangerines") cultivated in Japan: Satsuma mandarin locally called "Unshu mikan" (hereafter "unshu") and late maturing tangerine varieties called "Chubankan" (meaning late maturing citrus). In 1975, Japan's unshu production peaked at 3.7 million metric tons (MT). Subsequently, Japan's unshu planted area and production have been steadily declining since 1975. Since unshu and many varieties of Chubankan have different harvest periods (Chart 1), some unshu farmers have transitioned from unshu to produce Chubankan. This transition partially offset the reduction of unshu production, however, Chubankan production also started declining in 1987.

Typically, Japanese tangerines are cultivated on hillsides to maximize exposure to sunlight and provide good drainage. However, in exchange for these favorable growing conditions, tangerine cultivation in Japan requires intensive labor.
Most tangerine growers are elderly, meaning that such challenging cultivation conditions has contributed to fewer farmers and reduced planted area, resulting in the decreased production of tangerines in Japan. In the 2022/23 marketing year (MY: October - September), the planted area for total tangerines in Japan decreased to 49,500 hectares (ha). In addition to reduced planted area, fruit numbers per tree were much less in MY 2022/23 due to heat damage that occurred in MY 2021/22. Furthermore, MY 2022/23 was an "off-bearing" year, characteristic of biennial citrus plants including tangerines. These factors resulted in the historically lowest production of tangerines in Japan at 882,000 metric tons (MT) in MY 2022/23.

In MY 2023/24, aging farmers combined with the lack of successors contributed to the continued reduction of tangerine planted area in Japan to 48,300 ha, down 2.4 percent. However, despite low precipitation during the fruit growing stage making the average tangerine size smaller, the increase in fruit sets (total fruit on a tree) in the "on-bearing" year is anticipated to aid recovery for Japan's
tangerine production. Therefore, FAS/Tokyo forecasts Japan's total tangerine production will increase 5.3 percent to $930,000 \mathrm{MT}$, of which $732,000 \mathrm{MT}$ will be unshu.

Chart 1 - A typical harvest calendar of Unshu and Chubankan varieties in Ehime, Japan


Source: Ehime Prefectural Government

## Consumption:

Approximately 90 percent of domestically produced tangerines are consumed fresh because fresh distribution receives the highest market value in Japan. The remainder is processed for juice and canning, but those are mostly "out-of-standard" products that are segregated during the sorting process.

General consumer taste preference for tangerines is for sweet and/or less sour fruit. As a result, many retailers display the brix values of tangerines at the point of sale to indicate the sweetness levels. Breeding programs are also designed to select sweeter varieties.

In MY 2022/23, tangerine consumption in Japan decreased seven percent to 832,000 MT because of decreased production. In MY 2023/24, FAS/Tokyo anticipates a recovery of Japan's tangerine production and a corresponding rebound in fresh tangerine consumption to $876,000 \mathrm{MT}$, up 5.3 percent.

## Imports:

In MY 2022/23, Japan increased tangerine imports by 26 percent to 18,119 MT to partially compensate for reduced domestic production. While the United States remains the leading tangerine supplier to Japan at 31.3 percent import share, Turkey rapidly achieved 31 percent of import share in just two years because of a price advantage over U.S. tangerines (Table 1). While Japanese tangerine importers anticipate that Turkish tangerine exports will continue to grow in MY 2023/24, recovering domestic
tangerine production will offset demand for imported tangerines. Therefore, FAS/Tokyo forecasts Japan's tangerine import volume to remain flat at 18,000 MT in MY 2023/24.

Table 1. Japan's Mandarin/Tangerine Imports by Volume (in MT)

|  | MY <br> $\mathbf{2 0 1 8 / \mathbf { 1 9 }}$ | MY <br> $\mathbf{2 0 1 9 / 2 0}$ | MY <br> $\mathbf{2 0 2 0 / 2 1}$ | MY <br> $\mathbf{2 0 2 1 / 2 2}$ | MY <br> $\mathbf{2 0 2 2 / 2 3}$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| World | 18,651 | 21,031 | 23,103 | 14,379 | 18,119 |
| United States | 13,004 | 12,799 | 12,399 | 5,910 | 5,674 |
| Market Share: | $69 \%$ | $69 \%$ | $59 \%$ | $41 \%$ | $31 \%$ |
| Turkey | 0 | 0 | 0 | 1,456 | 5,609 |
| Australia | 4,827 | 6,959 | 5,901 | 3,584 | 3,797 |
| Peru | 23 | 824 | 4,451 | 2,677 | 2,031 |
| Other | 1,002 | 849 | 474 | 752 | 1,008 |
| Sour |  |  |  |  |  |

Source: Trade Data Monitor

## Exports:

The Government of Japan designated some strategic commodities, including unshu, for increasing agricultural exports (see JA2021-0103 titled "Japan Releases Details on Agricultural Export Expansion Plan"). Despite reduced domestic tangerine production, Japan still exported a similar volume of tangerines in MY 2022/23 compared to MY 2021/22. Given an anticipated increase in domestic production, FAS/Tokyo forecasts Japan's tangerine exports in MY 2023/24 to increase 11 percent to 1,800 MT. (note: PS\&D shows the same export volume due to rounding.)

## Policy:

There have been no policy changes related to tangerines in Japan. The import tariff for tangerines/mandarins (Harmonized System Code (HS) 0805.21), clementines (HS 0805.22) and similar varieties (HS0805.29) remains at 17 percent. There is no import tariff rate for the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) member countries, including Australia and Peru.

Oranges, Fresh
PS\&D

| Oranges, Fresh Market Year Begins Japan | 2021/2022 |  | 2022/2023 |  | 2023/2024 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Oct 2021 |  | Oct 2022 |  | Oct 2023 |  |
|  | USDA Official | New Post | USDA Official | New Post | USDA Official | New Post |
| Area Planted (hectares) | 0 | 0 | 0 | 0 | 0 | 0 |
| Area Harvested (HECTARES) | 400 | 400 | 400 | 390 | 0 | 381 |
| Bearing Trees (1000 TReEs) | 0 | 0 | 0 | 0 | 0 | 0 |
| Non-Bearing Trees (1000 trees) | 0 | 0 | 0 | 0 | 0 | 0 |
| Total No. Of Trees (1000 Trees) | 0 | 0 | 0 | 0 | 0 | 0 |
| Production (1000 MT) | 6 | 6 | 6 | 6 | 0 | 6 |
| Imports (1000 MT) | 72 | 72 | 66 | 68 | 0 | 66 |
| Total Supply (1000 MT) | 78 | 78 | 72 | 74 | 0 | 72 |
| Exports (1000 MT) | 0 | 0 | 0 | 0 | 0 | 0 |
| Fresh Dom. Consumption (1000 MT) | 77 | 77 | 71 | 73 | 0 | 71 |
| For Processing (1000 MT) | 1 | 1 | 1 | 1 | 0 | 1 |
| Total Distribution (1000 MT) | 78 | 78 | 72 | 74 | 0 | 72 |
|  |  |  |  |  |  |  |
| (HECTARES),(1000 TREES) ,(1000 MT) |  |  |  |  |  |  |

## Production

Planted area of oranges in Japan in MY 2022/23 was estimated as 390 ha, approximately 40 percent of which is in Hiroshima prefecture, located 450 miles west of Tokyo. In MY 2022/23, Japan produced an estimated 5,900 MT of fresh oranges, and the leading variety is Navel, accounting for approximately 80 percent of the estimated Japanese orange market share, followed by Blood and Valencia varieties. Similar to the case of Unshu mikan, the major constraints for the orange industry are the aging of farmers and the lack of successors to take over farmland, resulting in the continuing decline of planted area and production. FAS/Tokyo forecasts the MY 2023/24 planted area to decline another 2.3 percent to 381 ha. Correspondingly, (although the number appears the same in the PS\&D due to rounding,) FAS/Tokyo forecasts MY 2023/24 Japanese orange production to decrease another 1.7 percent to 5800 MT, compared to MY 2022/23.

## Consumption

Japan's consumption is determined mostly by the quality and price of imported oranges as only 8 percent of the total orange consumption comes from domestic sources. In MY 2022/23, Japan's fresh orange consumption decreased 5.1 percent to 74,000 MT due to reduced imports from Australia (see also Imports section).

Given the depreciation of Japanese yen against the U.S. dollar, FAS/Tokyo anticipates Japan's orange imports will decrease, resulting in decreased fresh orange consumption to $72,000 \mathrm{MT}$, a decrease of 2.7 percent.

## Imports

The fact that Japanese orange importers are looking for cheaper oranges can be seen in the recent increase in Turkish orange imports, resulting in the decreased market share of U.S. oranges. Given the comparatively high unit price of U.S. oranges, U.S. orange market share has declined to 44 percent in MY 2022/23 compared to 59 percent in MY 2018/19 (Table 2). Australia has taken over as the leading orange supplier to Japan for the two most recent MYs (Table 2).

Table 2 - Japanese Orange Imports (MT) and CIF price ( $\$ / \mathrm{kg}$ )

|  | $\begin{gathered} \text { MY } \\ \text { 2018/19 } \end{gathered}$ | $\begin{gathered} \text { MY } \\ 2019 / 20 \end{gathered}$ | $\begin{gathered} \text { MY } \\ 2020 / 21 \end{gathered}$ | $\begin{gathered} \text { MY } \\ 2021 / 22 \end{gathered}$ | $\begin{gathered} \text { MY } \\ 2022 / 23 \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| World | 85,049 | 91,116 | 85,935 | 71,951 | 68,364 |
| United States | 50,086 | 49,994 | 45,883 | 29,030 | 30,118 |
| CIF Price: | \$1.41/kg | \$1.44/kg | \$1.58/kg | \$1.91/kg | \$1.74/kg |
| Australia | 31,035 | 39,668 | 38,898 | 37,018 | 34,324 |
| CIF Price: | \$1.32/kg | \$1.37/kg | \$1.44/kg | \$1.36/kg | \$1.34/kg |
| Turkey | 0 | 0 | 0 | 3,991 | 2,249 |
| CIF Price: | N/A | N/A | N/A | \$0.90/kg | \$0.94/kg |
| Others | 3,928 | 1,454 | 1,154 | 1,912 | 1,673 |

Source: Trade Data Monitor
In light of global price inflation, combined with the depreciation of the Japanese yen versus the U.S. dollar, FAS/Tokyo estimates that Japan's orange imports will further decrease three percent to 66,000 MT.

## Exports

Japanese orange exports are negligible (49 MT in MY 2022/23).

## Policy

There are no major policy changes for fresh oranges to Japan. U.S. fresh oranges have a stepwise tariff elimination schedule based on the U.S.-Japan Trade Agreement (USJTA). The tariff for U.S. oranges varies depending on the import window (Table 3). In addition, the tariff on U.S. orange imports to Japan may be subject to a safeguard if imports exceed the safeguard trigger volume (Table 4). This safeguard is only applicable between December 1 to March 31.

Table 3. Tariff Schedule for U.S. Oranges (HS 0805.10) under the USJTA

| Period of the Year | JFY 2023 | JFY 2024 | JFY 2025 |
| :---: | :---: | :---: | :---: |
| 1) Between April 1 and November 30 | Free | Free | Free |
| 2) Between December 1 and March <br> 31* | $10.2 \%$ | $5.1 \%$ | Free |

Source: FAS/Tokyo

* This period is subject to the safeguard.

Table 4. Safeguard on U.S. Oranges to Japan between December 1 and March 31 under the USJTA

| Year | Safeguard Trigger (MT) | Over-safeguard Duty |
| :---: | :---: | :---: |
| JFY 2023 | 42,750 | $20.0 \%$ |
| JFY 2024 | 44,650 | $20.0 \%$ |
| JFY 2025 | Eliminated | N/A |

Source: FAS/Tokyo

## Grapefruit, Fresh

PS\&D

| Grapefruit, Fresh Market Year Begins Japan | 2021/2022 |  | 2022/2023 |  | 2023/2024 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Oct 2021 |  | Oct 2022 |  | Oct 2023 |  |
|  | USDA Official | New Post | USDA Official | New Post | USDA Official | New Post |
| Area Planted (hectares) | 0 | 0 | 0 | 0 | 0 | 0 |
| Area Harvested (HECTARES) | 1243 | 1243 | 1250 | 1240 | 0 | 1235 |
| Bearing Trees (1000 TREES) | 0 | 0 | 0 | 0 | 0 | 0 |
| Non-Bearing Trees (1000 TRees) | 0 | 0 | 0 | 0 | 0 | 0 |
| Total No. Of Trees (1000 TREes) | 0 | 0 | 0 | 0 | 0 | 0 |
| Production (1000 MT) | 27 | 27 | 27 | 27 | 0 | 27 |
| Imports (1000 MT) | 45 | 45 | 35 | 33 | 0 | 30 |
| Total Supply (1000 MT) | 72 | 72 | 62 | 60 | 0 | 57 |
| Exports (1000 MT) | 0 | 0 | 0 | 0 | 0 | 0 |
| Fresh Dom. Consumption (1000 MT) | 70 | 70 | 60 | 58 | 0 | 55 |
| For Processing (1000 MT) | 2 | 2 | 2 | 2 | 0 | 2 |
| Total Distribution (1000 MT) | 72 | 72 | 62 | 60 | 0 | 57 |
|  |  |  |  |  |  |  |
| (HECTARES) ,(1000 TREES) ,(1000 MT) |  |  |  |  |  |  |

## Production

Although Japan's domestic grapefruit production is marginal at approximately 98 MT with 8 ha, Japan produces domestic grapefruit-like varieties (hereafter referred to as Japanese Pomelo), such as buntan (Citrus maxima) and kawachi-bankan (Citrus kawachiensis), which are included in the PS\&D table.

Japanese Pomelo production is seen to be relatively stable after years of decreases. Therefore, even though the Japanese Pomelo industry also faces both aging farmer and lack of successor issues, the pace of reduction for both planted and production is relatively slower for Japanese Pomelo compared to Unshu. With that said, FAS/Tokyo estimates Japan's grapefruit production, including Japanese Pomelo, will remain at 27,000 MT with a slight reduction of planted area down to 1,235 ha in MY 2023/24.

## Consumption

Approximately, 70 percent of imported grapefruits are estimated to be consumed by households, including relatively higher priced U.S. grapefruits. Cheaper, imported grapefruits from other sources are consumed at various destinations such as izakaya restaurants, depending on contingent upon price, quality, and market demand.

Fresh grapefruit consumption in Japan has been on a continuous decline after peaking in 2004 due to reduced U.S. production caused by adverse weather and citrus greening. In addition, elderly Japanese people, who are the primary and core consumers of fresh grapefruits, stopped eating the fruit following media reporting on how grapefruit negatively impacts hypertension medicine.

In MY 2022/23, although Japanese Pomelo production remained flat, Japan's total consumption of grapefruit and Japanese Pomelo decreased 14.3 percent to 60,000 MT because of reduced fresh grapefruit imports. FAS/Tokyo forecasts that Japan's fresh grapefruit consumption in MY 2023/24 will decrease another 5 percent to $57,000 \mathrm{MT}$ due to the continuing reduction in grapefruit imports.

## Imports

In MY 2022/23, Japan's fresh grapefruit imports decreased to 33,000 MT, down 25.8 percent compared to MY 2021/22. Despite a 30 percent reduction, South Africa continues to be the leading supplier of fresh grapefruits to Japan for MY 2022/23. Taking advantage of favorable pricing, Turkey became the second largest supplier of grapefruits to Japan. The United States follows with 4,823 MT in MY 2022/23, down 40 percent from 7,968 MT in MY 2021/22 primarily attributed to reduce production (USDA Report).

Since U.S. grapefruit production is forecasted to decline, FAS/Tokyo anticipates fresh grapefruit imports from Turkey will further increase in MY 2023/24. As a result, FAS/Tokyo forecasts Japan's MY 2022/23 fresh grapefruit imports to be 40,000 MT, down 11.2 percent compared to MY 2021/22. Nevertheless, imported grapefruits will continue to struggle in the Japanese market because of consumer preference for sweet fruits. Therefore, FAS/Tokyo forecasts fresh grapefruit imports to Japan for MY 2023/24 will decrease 9.1 percent to $30,000 \mathrm{MT}$.

## Exports

Japan's fresh grapefruit exports were negligible in MY 2022/23. FAS/Tokyo forecasts grapefruit exports will continue to remain marginal in MY 2023/24 due to limited domestic production.

## Policy

There are no significant policy changes related to grapefruit in Japan. The current tariff rate is 10 percent for U.S. fresh grapefruit (HS 0805.40) to Japan.

Lemons/Limes, Fresh
PS\&D

| Lemons/Limes, Fresh Market Year Begins Japan | 2021/2022 |  | 2022/2023 |  | 2023/2024 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Oct 2021 |  | Oct 2022 |  | Oct 2023 |  |
|  | USDA Official | New Post | USDA Official | New Post | USDA Official | New Post |
| Area Planted (hectares) | 0 | 0 | 0 | 0 | 0 | 0 |
| Area Harvested (HECTARES) | 4425 | 4600 | 4435 | 4650 | 0 | 4700 |
| Bearing Trees (1000 TReEs) | 0 | 0 | 0 | 0 | 0 | 0 |
| Non-Bearing Trees (1000 trees) | 0 | 0 | 0 | 0 | 0 | 0 |
| Total No. Of Trees (1000 trees) | 0 | 0 | 0 | 0 | 0 | 0 |
| Production (1000 MT) | 49 | 51 | 49 | 51 | 0 | 52 |
| Imports (1000 MT) | 46 | 46 | 48 | 45 | 0 | 46 |
| Total Supply (1000 MT) | 95 | 97 | 97 | 96 | 0 | 96 |
| Exports (1000 MT) | 0 | 0 | 0 | 0 | 0 | 0 |
| Fresh Dom. Consumption (1000 MT) | 67 | 67 | 78 | 66 | 0 | 67 |
| For Processing (1000 MT) | 28 | 30 | 19 | 30 | 0 | 31 |
| Total Distribution (1000 MT) | 95 | 97 | 97 | 96 | 0 | 96 |
|  |  |  |  |  |  |  |
| (HECTARES) ,(1000 TREES) ,(1000 MT) |  |  |  |  |  |  |

## Production

Hiroshima prefecture, located 450 miles west of Tokyo, is the prefecture with the largest production of lemons, accounting for more than 50 percent of domestic lemon production. In addition to fresh lemons, Japan produces local citrus varieties whose consumption is functionally similar to lemons and limes. For example, yuzu (Citrus junos), kabosu (Citrus sphaerocarpa), and sudachi (Citrus sudachi). These local acidic citrus varieties represent 80 percent of the total sum of planted area of lemon and lemon-like citrus production in Japan.

In MY 2022/23, total Japanese production of lemon and lemon-like citrus was estimated at 51,000 MT with 4,650 ha. Supported by Japanese consumer preference for domestic lemons, which receive minimal or no agricultural chemical application including post-harvest fungicide, Japan's planted area and production of lemon and lemon-like citrus has slowly yet steadily been increasing recently. Therefore, FAS/Tokyo forecasts the planted area of lemon and lemon-like citrus in Japan will increase 1 percent to 4,700 ha in MY 2023/24. As a result of acreage increase, Japan's production of fresh lemons and lemonlike citrus varieties is also anticipated to increase marginally to 52,000 MT in MY 2023/24.

## Consumption

The major destination of Japan's lemon and lemon-like citrus varieties is the hotel, restaurant, and institutional (HRI) sector, to be used as garnishes or flavorings for food and beverages. Japan's fresh lemon consumption suffered during the COVID-19 pandemic as the government restricted restaurant operating hours and alcohol service. Despite returning to "normal" operating conditions following the COVID restrictions, Japan's fresh lemon consumption decreased marginally to 66,000 MT in MY2022/23.

According to the Japan Foodservice Association, sales in the HRI sector in 2022 have not recovered to 2019 pre-COVID consumption amounts. The recovery is particularly slow for pubs and izakaya, one of the primary destinations for imported lemons used in lemon-based cocktails, locally known as lemon chu-hi. Lemon importers anticipate the return of tourists accelerated the recovery of the HRI sector and corresponding lemon consumption. However, increased imported lemon prices together with Japanese
yen depreciation partially offsets increased demand from HRI sector recovery. Therefore, FAS/Tokyo estimates Japan's fresh lemon consumption will slightly increase to 67,000 MT in MY 2023/24.

## Imports

In MY 2022/23, Japan's fresh lemon and lime imports decreased 1.3 percent to 45,080 MT compared to MY 2021/22, of which 43,106 MT was fresh lemons. The leading supplier is the United States with 45 percent of the import share, followed by Chile with 37 percent. Although the import share is only 6 percent, Turkey has a growing presence with a price advantage, whose CIF price ( $\$ 1.32 / \mathrm{kg}$ ) is about 40 percent lower compared to the CIF of U.S. lemons $(\$ 2.24 / \mathrm{kg})$. Price-sensitive industries such as HRI sector will likely shift their lemon sourcing from the United States to other suppliers. Domestic lemons occasionally are cheaper than imported lemons because of the depreciated Japanese yen, thus demand for imported lemons may remain the same or weaker in MY 2023/24. Therefore, FAS/Japan forecasts Japan's fresh lemon imports in MY 2023/24 will be 44,000 MT, down 2 percent compared to the previous MY.

Together with stable lime imports around 2,000 MT yearly, FAS/Japan estimates Japan's total lemon and lime imports will be 46,000 MT in MY 2023/24.

## Exports

Due to limited domestic production, Japan's fresh lemon and lime exports are negligible (about 1 MT).

## Policy

There is no tariff on U.S. lemons and limes imported into Japan.

## Orange Juice <br> PS\&D

| Orange Juice Market Year Begins Japan | 2021/2022 |  | 2022/2023 |  | 2023/2024 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Oct 2021 |  | Oct 2022 |  | Oct 2023 |  |
|  | USDA Official | New Post | USDA Official | New Post | USDA Official | New Post |
| Deliv. To Processors (MT) | 0 | 0 | 0 | 0 | 0 | 0 |
| Beginning Stocks (MT) | 21873 | 21873 | 14909 | 14909 | 0 | 15696 |
| Production (MT) | 0 | 0 | 0 | 0 | 0 | 0 |
| Imports (MT) | 58059 | 58059 | 55000 | 56868 | 0 | 52000 |
| Total Supply (MT) | 79932 | 79932 | 69909 | 71777 | 0 | 67696 |
| Exports (MT) | 23 | 23 | 23 | 81 | 0 | 100 |
| Domestic Consumption (MT) | 65000 | 65000 | 65000 | 56000 | 0 | 56000 |
| Ending Stocks (MT) | 14909 | 14909 | 4886 | 15696 | 0 | 11596 |
| Total Distribution (MT) | 79932 | 79932 | 69909 | 71777 | 0 | 67696 |
|  |  |  |  |  |  |  |
| (MT) |  |  |  |  |  |  |

* Orange juice imports represent the total of imports under HS codes: 2009.11, 2009.12, and 2009.19.
**As Japanese import statistics (via Trade Data Monitor) for orange juice are in kiloliters, the table includes all imports converted to Frozen Concentrate Orange Juice (FCOJ) 65 Brix equivalent in MT. In line with industry standards, the conversion factor for concentrated orange juice (2009.11 (frozen) and 2009.19 (non-frozen)) was 1.3154 or the density of FCOJ at 65 Brix. For liquid non-concentrated orange juice (2009.12), the conversion factor was 0.1897 (standard 1.04 density at 11.8 Brix multiplied by the ratio of 11.8 Brix to 65 Brix or 0.18).


## Production

Japan's orange juice production is negligible due to limited domestic orange production. It is estimated that annually approximately 7 to 10 percent of fresh unshu is processed into unshu juice depending on quality of a year. (Note that this unshu juice is not included in the PS\&D table for orange juice.)

## Consumption

During MY 2022/23, many major distributors of orange juice announced the temporary suspension of sales due to a supply shortage. While it is estimated that Japanese orange juice demand is around 70,000 MT at 65 Brix equivalent, insufficient import volume of FCOJ has resulted in depleted stocks to fulfill supply shortage since MY 2020/21 (Table5). The global orange juice shortage will likely continue until major orange juice producing countries, such as Brazil, return to increased production. FAS/Tokyo estimates that Japan's orange juice consumption will be limited to about 80 percent of average demand, 56,000 MT, in MY 2022/23 and MY 2023/24.

## Imports

In MY 2022/23, Japan imported 56,868 MT of FCOJ at 65 Brix equivalent. Brazil is the leading supplier of orange juice to Japan, followed by Israel and Mexico. Despite efforts to substitute reduced imports of Brazilian FCOJ with increased imports from Israel, Japan's FCOJ imports since MY 2020/21 have been much lower compared to MY 2019/20 and prior years (Table 5). Japan has decreased purchasing power to compete with other countries due to increased global orange juice price together with Japanese yen depreciation. Unless Brazilian FCOJ supply recovers, FAS/Tokyo forecasts Japan's imports of FCOJ at 65 Brix equivalent will decrease even further to 52,000 MT in MY 2023/24.

Table 5. Japan's Orange Juice Imports at 65 Brix Equivalent (in MT)

|  | $\underset{\text { MY }}{\text { 2018/19 }}$ | $\underset{\text { MY }}{\substack{\text { MY19/20 }}}$ | $\underset{\mathbf{2 0 2 0 / 2 1}}{\text { MY }}$ | $\begin{gathered} \text { MY } \\ \text { 2021/22 } \end{gathered}$ | $\begin{gathered} \text { MY } \\ 2022 / 23 \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| World | 74,512 | 75,992 | 49,759 | 58,059 | 56,868 |
| United States | 322 | 342 | 228 | 230 | 271 |
| Market Share: | 0.4\% | 0.5\% | 0.5\% | 0.4\% | 0.5\% |
| Brazil | 48,654 | 53,955 | 29,874 | 38,848 | 30,751 |
| Israel | 8,598 | 5,886 | 5,860 | 7,460 | 12,145 |
| Mexico | 9,958 | 8,734 | 9,238 | 8,259 | 9,457 |
| Others | 6,980 | 7,075 | 4,559 | 3,262 | 4,244 |

Source: Trade Data Monitor

## Exports

HS codes and trade data do not differentiate between orange juice and unshu juice. Although current HS codes do not differentiate between unshu and orange juice, FAS/Tokyo assumes that all of the Japanese exports were unshu juice, with those export numbers included in the PS\&D table for orange juice. In MY 2022/23, Japan exported 81 MT of probable unshu juice at 65 Brix equivalent mainly to China and Hong Kong. Given the anticipated increase of domestic tangerine production, FAS/Tokyo estimates a slight increase in MY 2023/24 exports to 100 MT at 65 Brix equivalent.

## Policy

The USJTA provides a stepwise tariff elimination for non-frozen and non-concentrated orange juice with a 10-20 Brix value without added sugar (Table 6).

Table 6. USJTA Tariff Schedule for U.S. Orange Juice to Japan (HS 2009.12.290)

| Product | JFY | JFY | JFY | JFY | JFY | JFY |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
| Orange Juice, Not Frozen, <br> No sugar added, Brix below 20 | $11.5 \%$ | $9.2 \%$ | $6.9 \%$ | $4.6 \%$ | $2.3 \%$ | Free |

Source: FAS/Tokyo
For other orange juice categories, the tariff rates for U.S. exports to Japan follow tariff rates for the World Trade Organization (WTO) (see Table 7).

Table 7. Japan's Duties on Orange Juice Imports from WTO member countries (as of December 15, 2023)

| Tariff Code (HS) | Description | WTO <br> Duty Rate |
| :---: | :---: | :---: |
| 2009.11.110 | Orange juice, frozen, containing added sugar, not more than $10 \%$ by weight of sucrose, naturally and artificially contained | 25.5\% |
| 2009.11.190 | Orange juice, frozen, containing added sugar, other | $29.8 \%$ or $23 \mathrm{yen} / \mathrm{kg}$, whichever is greater |
| 2009.11.210 | Orange juice, frozen, not containing added sugar, not more than $10 \%$ by weight of sucrose | 21.3\% |
| 2009.11.290 | Orange juice, frozen, not containing added sugar, other | 25.5\% |
| 2009.12.110 | Orange juice, not frozen, of a Brix value not exceeding 20, containing added sugar, not more than $10 \%$ by weight of sucrose, naturally and artificially contained | 25.5\% |
| 2009.12.190 | Orange juice, not frozen, of a Brix value not exceeding 20, containing added sugar, other | $29.8 \%$ or $23 \mathrm{yen} / \mathrm{kg}$, whichever is greater |
| 2009.12.210 | Orange juice, not frozen, of a Brix value not exceeding 20, not contain added sugar, not more than $10 \%$ by weight of sucrose | 21.3\% |
| 2009.19.110 | Orange juice, other, containing added sugar, not more than $10 \%$ by weight of sucrose, naturally and artificially contained | 25.5\% |
| 2009.19.190 | Orange juice, other, containing added sugar, other | $29.8 \%$ or $23 \mathrm{yen} / \mathrm{kg}$, <br> whichever is greater |
| 2009.19.210 | Orange juice, other, not containing added sugar, not more than $10 \%$ by weight of sucrose | 21.3\% |
| 2009.19.290 | Orange juice, other, not containing added sugar, other | 25.5\% |

Source: Japan Customs

## Attachments:

No Attachments

