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## Japan

### Exporter Guide

### 2018 Exporter Guide

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**Report Highlights:**

Japan is the fourth largest export market for U.S. exporters of food and agricultural products. The total Japanese food and drink market was valued at over \$769 billion in 2017. The United States exported \$11.9 billion of agricultural products to Japan in that year. There are tremendous opportunities for U.S. exporters willing and able to follow the strict Japanese product regulations and keep up with the latest trends in this market.

**Post:**

Osaka ATO

**Japan Market Overview Fact Sheet**

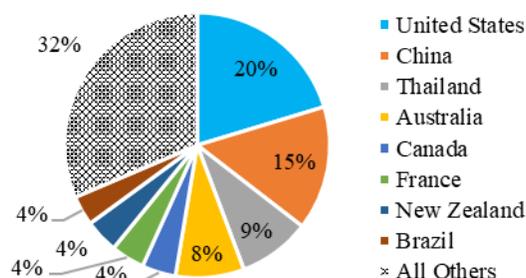
Japan is a country which relies heavily on food imports -- accounting for over 60% of its caloric intake. The United States is the largest

foreign supplier of food and agricultural products to Japan (22% of the total import market share), and Japan is the 4<sup>th</sup> largest market for U.S. agricultural exports (\$11.9 billion in 2017). Japan's food industries are well-

developed and innovative; including, retail, food service, food processing, and distribution.

**Population:** 126,451,398 (July 2017 est.)  
**GDP:** \$4.88 trillion (3<sup>rd</sup>)  
**GDP/Capita:** \$38,428

**Consumer-Oriented Product Import Market Share (2017)**



**Food Retail Industry:**

In 2017, the total value of all retail food and beverage sales in Japan was \$474.3 billion. Supermarkets represent the bulk of the retail food sales, at seventy-two percent, but the fast-growing convenience store sector now represents fourteen percent of total sales. Ready-to-eat meals (REM) or take-home food items represent an area of growth.

**Food Service Industry:**

Japan’s hotel, restaurant and institutional food service industry achieved record sales of \$295.2 billion in 2017 following six consecutive years of growth. Increases in home-meal replacements, inbound tourism and corporate earnings have contributed to the industry’s success. Competition is intense and both Japanese consumers and foreign travelers demand high-quality food and beverages as well as unique eating experiences.

**Food Processing Industry:**

The Japanese food processing industry produced \$211 billion in food and beverage products in 2017. The Japanese food processing industry produces a wide

variety of foods, including traditional Japanese foods, Western foods, and health-oriented foods for infants and the elderly. Japanese food producers focus on maintaining market share with traditional product lines while developing creative products.

**Top Ten Growth Food Products**

- 1) Beef & Beef Products
- 2) Fish Products
- 3) Dairy Products
- 4) Pork & Pork Products
- 5) Processed Vegetables
- 6) Food Preps. & Misc. Bev
- 7) Tree Nuts
- 8) Distilled Spirits
- 9) Poultry Meat & Prods. (ex. Eggs)
- 10) Egg & Egg Products

**2017 Food Industry by Channels (US\$)**

Consumer-Oriented Exports	\$3.2 billion
Consumer-Oriented Imports	\$31.9 billion
Food Processing Industry	\$211 billion
Retail	\$474 billion
Food Service	\$295 billion
Food Industry Gross Sales	\$769 billion

**Top Ten Retailers in Japan**

AEON Retail	Ito Yokado
Seven Eleven Japan	Lawson Inc.
Familymart UNY Holdings	U.S.M.H
Life Corporation	Izumi
Arcs	York Benimaru

Strength	Weakness
High demand for consumer-oriented products.	Negotiations and decision-making can be slow.
Opportunity	Challenge
U.S. products are in demand and remain trendy.	Management of expectations is key. (e.g., the sales processes can take time)

*Data sources include Global Agricultural Trade System, Global Trade Atlas, Japan Ministry of Finance, Japan Ministry of Economy, Trade and Industry, Japan Food Service Association, The World Factbook, The World Bank. For additional information, contact*

[ATOTokyo@fas.usda.gov](mailto:ATOTokyo@fas.usda.gov)

**I. Market Overview**

**a. Profile of Japan**

Japan is an island nation located off the eastern seaboard of the Eurasian continent. The Japanese archipelago consists of the five main islands of Hokkaido, Honshu, Shikoku, Kyushu, and Okinawa and over 6,800 smaller isles.

The Japanese population was 126.45 million in 2017. The population is concentrated in the three major regions; Kanto which is around the capital of Tokyo (population 37.3 million); Kansai, around Osaka (19.3 million); and Chukyo, around Nagoya (9.4 million).

Japan's GDP totaled US\$4.88 trillion, making it the world's third largest economy, following the United States' and China's. Tertiary industries (the service sector) represent the mainstay of the Japanese economy, accounting for 72.7% of total GDP in 2015. Secondary industries (manufacturing) followed with 26.2% and primary industries (agriculture, fisheries, and forestry) lagged behind at only 1.1%. As the result, Japan relies for the bulk of its food supply on imports from other countries.

The food self-sufficiency rate of Japan was 38% in terms of calories and 65% in terms of value in 2017. The rate has been around 40% (caloric basis) and 65-67% (value basis) in recent years. (*Source: Statistics Bureau, Ministry of Internal Affairs and Communications*)

## **b. Japanese Food Market**

### **1. Japanese Food Market Size**

The Japanese food market is valued at US\$ 769.5 billion in 2017 with retail food and beverage sales of US\$ 474.3 billion and food service sector of US\$ 295.2 billion. The retail sector amounted to over 60% of the total food market in Japan. The U.S. is the leading agricultural product supplier with a 22.7% import market share in 2017, followed by China at 11.3% and Australia at 7.1% (value basis).

### **2. Market trends**

#### **i. Traditional Taste with Western and Ethnic Cuisine Influences**

While traditional menus and tastes still generally guide the average Japanese consumer's consumption, Western and other Asian ethnic cuisines are increasingly influencing the market. Although there is a tendency to prefer domestic products over imports, Japanese consumers also enjoy products from other countries.

#### **ii. Competitive Market**

The Japanese market is highly competitive. While Japanese consumers tend to accept higher prices for quality and convenience, at the same time they also seek value. Consumers have a number of options to choose from in order to satisfy their food needs; ranging from restaurants, fast food, convenience stores and a variety of retailers. Major supermarket chains are coping with this demand by introducing their own private labels, while many restaurant chains are reducing their prices or differentiating themselves with new menu offerings in order to stay competitive.

#### **iii. Latest Trends: Focus on Functional and Healthy Food**

Japanese consumers are, in general, highly health-conscious. The Japanese food and beverage market continues to focus on functional, healthy and nutritious products. Anything perceived as providing benefits for health and beauty has a stronger appeal and greater chance of becoming popular, particularly among women. Healthy food trends from the U.S. also have some influence, with special diets (e.g. gluten free) and trendy “superfoods” often popular in the Japanese market as well.

iv. **Social issues to be considered**

**Population decline and aging**

Due to a decrease in the birth rate, the Japanese population is experiencing a gradual decline and steadily aging. The share of people 65 years old or over in the total population exceeded 26% in 2015. Although there are many concerns about the impact of an aging and decreasing population on society in general and food demand in particular, overall food demand remains strong and the market continues to offer great opportunities for individual exporters. Average Japanese life expectancy is 87.1 years for women and 80.8 years for men, and retirees tend to have large savings and active life style. The demand for high-quality and high-value food ingredients and finished products is expected to become stronger in the future.

*(Source: Statistics Bureau, Ministry of Internal Affairs and Communications)*

**Inbound tourists/2020 Olympics in Tokyo**

The number of foreign visitors to Japan was a record high of 28.7 million in 2017, up 19.3% from the previous year. The government of Japan has been promoting tourism in order to increase visitors to Japan. Their spending in Japan amounted to US \$39.4 billion, up 17.8% from 2016, out of which 20.1 % was spent on meals during their stay. With the Olympic Games in Tokyo scheduled in 2020, the number of visitors to Japan is expected to grow further. A number of hotels and restaurants are trying to draw these visitors and accommodate their diet needs and preferences into their menu offering.

*(Source: Japan Tourism Agency, Ministry of Land, Transport and Tourism)*

**c. U.S. Advantages vs. U.S. Challenges in the Japanese Market**

The Japanese market offers a number of benefits to U.S. exporters, but it is not without difficulties.

U.S. Advantages	U.S. Challenges
<ul style="list-style-type: none"> <li>• U.S. food cost/quality competitiveness</li> <li>• The wide variety of U.S. food products</li> <li>• Reliable supply of U.S. food products</li> <li>• Advanced U.S. food processing technology</li> <li>• Relatively low U.S. shipping costs</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing safety concerns on food products among Japanese consumers, and frequent distrust of imports</li> <li>• Long distance from Japan</li> <li>• Consumer antipathy for biotech foods and food additives</li> </ul>

<ul style="list-style-type: none"> <li>• Science-based U.S. food safety procedures</li> <li>• Growing Japanese emulation of U.S. food trends</li> <li>• Japanese food processing industry seeking new ingredients</li> <li>• Changes in the Japanese distribution system, becoming more similar to that of the United States</li> <li>• Japan's dependence on foreign food supply</li> </ul>	<ul style="list-style-type: none"> <li>• High expectations for quality and appearance</li> <li>• Consumers preference for domestic products</li> <li>• High cost of marketing in Japan</li> <li>• High import duties on many products</li> <li>• Competition with other exporting countries, some with lower duties due to free trade agreements with Japan</li> <li>• Importers expectation of long-term involvement and commitment</li> </ul>
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## II. Exporter Business Tips

### a. Doing Business with Japanese / Business Culture in Japan

When you work with Japanese people, please be reminded of the following points:

- Japanese people tend to prefer formal business approach.

Make appointments as far in advance as practical.

Use e-mail and fax, rather than telephone, whenever possible.

Carry business cards (*meishi*) and present them formally.

- Decision making takes time in Japan.

Be prepared for negotiations which move slowly and require a number of meetings to reach an agreement.

Expect requests for very detailed information on ingredients, production process and quality controls, etc.

- Be aware of units used in Japan.

Use metric terms and quote price in CIF (cost, insurance and freight), unless your importer specifically requests FOB (Free on Board).

- Be aware of major Japanese holidays.

The New Year holiday (approximately from December 30 to January 3); Golden Week, a combination of national holidays (April 29 - May 5); and *Obon*, a period for respecting ancestors lasting for a week in mid-August, during which many companies close and people take vacations.

## **b. Food tastes and preferences of Japanese consumers**

These ideas may help you consider your product approach in Japan.  
Japanese consumers:

- Are highly concerned about food safety and traceability;
- Place great importance on quality and aesthetic appearance;
- Are well-educated and knowledgeable about food;
- Are highly brand-conscious;
- Care a great deal about seasonal foods and freshness;
- Are increasingly health-conscious;
- Have small homes with minimal storage space. Large bulk packaging is often impractical;
- Eat less than the average American and prefer small-sized portions or small packages;
- Prefer clean labels with fewer ingredients and are turned off by many food additives.

## **III. Food Standards & Regulations and Import Procedures**

U.S. exporters doing business with Japan for the first time may find Japanese food standards and regulations difficult to deal with. Please refer to the following:

### **a. Food Regulations and Standards**

- Refer to USDA's "Japan Food and Agricultural Import Regulations and Standards (FAIRS) Country Report." This document provides information on the general food laws and the regulations on food additives, pesticides, packaging and containers, labeling, and other specific standards. It is updated annually and can be found at <http://www.usdajapan.org/reports/>
- Refer to Japan Food Sanitation Law. This is one of the basic laws that regulate foods in Japan in order to ensure food safety and prevent sanitation hazards. (<http://www.jetro.go.jp/en/reports/regulations/>)
- Refer to JETRO's report, "Specifications and Standards for Foods, Food Additives, etc. under the Food Sanitation Law". This report summarizes specific technical import procedures, especially for processed food products. (<http://www.jetro.go.jp/en/reports/regulations/>)

### **b. Import Procedures**

- Refer to USDA's "Japan Food and Agricultural Import Regulations and Standards (FAIRS) Country Report." This document provides information on import procedures and required documents. <http://www.usdajapan.org/reports/>
- Tariff rates in Japan are calculated on a CIF basis to all imports. Japan tariff rates can be found here: <http://www.customs.go.jp/english/tariff/>

## **IV. Market Sector Structure and Trends**

Following is summaries of each food sector. Detailed report on each sector can be found at: <http://www.usdajapan.org/reports/>

### **a. Retail Sector**

In 2017, the total value of all retail food and beverage sales in Japan was \$474.3 billion dollars. Supermarkets represent the bulk of the retail food market, at 72 percent, but the fast-growing convenience store sector now represents 14 percent of sales. Ready to eat meals (REM) or take home food items represent a very strong area of growth, and are key to sales throughout the food & beverage retail industry to increase revenue. Japanese consumers look for convenience, quality, and single-serving sizes. Recent trends also include growth of Private Brands (PB), healthy and functional foods, time-saving foods (i.e. frozen foods), and new retail ideas to meet new demands. Desserts also have exhibited strong growth in the past few years.

### **b. HRI Food Service Sector**

Japan's hotel, restaurant, and institutional food service industry achieved \$295.2 billion in 2017 following six consecutive years of growth. Increases in home-meal replacements (HMR), inbound tourism, and corporate earnings have contributed to the industry's success. Competition is intense and both Japanese consumers and foreign travelers demand high-quality food and beverages as well as unique eating experiences. The variety of restaurants and menu items available continues to expand as Japanese consumers are interested in trying new cuisines. Foods from Europe, Asia, Australia, and the Americas are becoming increasingly popular, partly due to the large number of Japanese traveling abroad every year.

### **c. Food processing**

The Japanese food processing industry is one of the most advanced and sophisticated in the world. The Japanese food processing industry manufactured \$211.4 billion worth of food and beverage products in 2017. Much of Japan's food processing industry relies on imported ingredients, and the United States is the number one supplier. In addition to the scale of this industry, technological advances combine with changing demographics and consumer preferences to create constant product churn and opportunities for new exporters.

## **V. Agricultural and Food Imports** *(Please see Appendix I for import data)*

### **a. Top Growth Sectors**

#### **U.S. Lean Beef and Beef Products**

Demand for U.S. lean beef and products continues to increase in Japan, mainly through food service and restaurant channels. This longstanding growth sector can be attributed in part to Japan's aging population and single-person households coupled with health conscience attitudes. U.S. lean beef lends itself to larger portion sizes when compared to traditional very highly marbled Japanese beef. New and existing restaurant chains that feature U.S. lean beef are expanding rapidly as overall beef consumption in Japan continues to climb.

## **Tree Nuts & Peanuts**

U.S. tree nuts have made large in-roads into the convenience health snack sector in Japan. Peanuts, almonds, pecan, walnuts, among others, in plain, roasted and salted forms can now be readily found in single-serve snack packaging at convenience stores across Japan. These serve the large fast-paced health conscience Japanese working population. In addition, candy- and/or chocolate-coated tree nuts snacks continue increasing both sales and the scope of new product offerings. Japanese food service is beginning to explore new salad creations, many of which incorporate tree nuts.

## **Fish Products**

Japan has the highest rate of seafood consumption in the world: Total consumption of seafood was 5.8 million MT in 2016, and the Japanese seafood imports totaled 2.5 million MT in 2017. Top imported seafood items are Salmon, Shrimp and Tuna. Black Cod, King Crab and Snow Crab from Alaska are also popular and imports of Pollock Surimi and Pollock Roe have exhibited very strong growth; up 24% in 2017 to 130,412 MT.

## **Processed Vegetables**

Japanese consumers are seeking more convenience and easy-to-prepare meals to save time due partly to an increase in working women and single-person households. A rise in demand for processed vegetables is notable under this social change. The United States is the second largest supplier of processed vegetables to Japan with about 20% import market share in volume, following China. The United States is the major supplier of prepared potatoes, tomato paste, prepared sweet corn, etc. The demand for processed vegetables is expected to increase further while the on-going social trends continue.

### **b. Best High-Value Prospect Categories**

#### **Lamb and Lamb Products**

The U.S. recently gained access to Japan for lamb and lamb products after a 14-year absence from the market. As a result, safe and delicious U.S. lamb and lamb products are expected to see growth in the coming year among high-end hotels and restaurants.

#### **Ice cream**

Ice cream consumption in Japan has increased steadily over the past years, with sales increasing at an annual rate of 4%. Industry contacts credit marketing campaigns to promote cold weather consumption, whereas ice cream was traditionally viewed as a summertime treat. The Japanese ice cream market is highly competitive with thirteen manufacturers supplying most of the market, with imports dominated by suppliers from New Zealand, Belgium and the United States. Annually, May 9<sup>th</sup> marks the national Ice Cream Day in Japan.

#### **Cheese**

The Japanese government utilizes import controls through tariff and quota measures to restrict foreign dairy product imports in support of the domestic dairy industry. However, cheese is an exception and can be imported without an import quota license. Domestic cheese consumption has been expanding year by year, and the imports are also expected to increase along with the growth of wine consumption. Meanwhile, there are trends among aging population to intake more animal protein, such as cheese and meats, to be healthier and energetic. This trend is evidenced through a broader variety of cheeses served at restaurants and even at home. On the other hand, the cheese producers in Oceania and European countries have established a quality image in the market along with increased variety and compelling production history. Recent strong U.S. dollar against Japan yen situation and excessive discount sales done by EU countries also accelerated their cheese export to Japan. In order to compete with the European and Oceanian products, a branding program with fancy cheeses, such as Artisan cheese and contest winner cheeses may attract Japanese up-scale consumers.

## **Essential Oils**

The United States is a leading supplier of essential oils to Japan. Essential oils exported to Japan for industry application - food, medicine, cosmetics - are regulated under the Food Sanitation Act or the Pharmaceutical Affairs Act of Japan ([JETRO Report](#)). Essential oils destined for other uses, such as aromatherapy and fragrances, are deemed general merchandise and do not fall under any specific applicable regulation. For this latter category, Japanese consumers prefer the citrus family of essential oils (lemon, orange, lime, grapefruit, etc.) being less inclined to other essential oils; such as, eucalyptus, rosemary, and cinnamon. Essential oils are perceived as providing benefits for health and beauty, which continues to propel the growth of the product category.

## **VI. Key Contacts and Further Information**

- a. **Agricultural Trade Offices (Tokyo/Osaka) and Office of Agriculture Affairs** in Japan stand ready to assist you in your efforts to bring products to market in Japan.

### **ATO Tokyo**

U.S. Embassy, Japan  
[atotokyo@fas.usda.gov](mailto:atotokyo@fas.usda.gov)  
tel +81 3.3224.5115  
fax +81 3.3582.6429

### **ATO Osaka**

U.S. Consulate General Osaka-Kobe  
[atoosaka@fas.usda.gov](mailto:atoosaka@fas.usda.gov)  
tel +81 6.6315.5904  
fax +81 6.6315.5906

### **Office of Agricultural Affairs**

U.S. Embassy, Japan  
[agtokyo@fas.usda.gov](mailto:agtokyo@fas.usda.gov)  
tel +81 3.3224.5102  
fax +81 3.3589.0793

- b. **U.S. Cooperator representatives in Japan** (*Please see Appendix II*)
- c. **USDA Japan website:**

There are a wide variety of reports on Japanese market and regulations available at the following website, including “Retail Foods,” “HRI Food Service Sector Report,” “Food Processing Ingredients report,” and “FAIRS report.”

For Reports on the Japanese markets: <http://www.usdajapan.org/reports/>

**d. Japan External Trade Organization (JETRO) website:**

Information on the Japanese market and regulations <https://www.jetro.go.jp/en/reports/>

## Appendix I. Import Data

Select growth category and best high-value prospects import data is shown in the table below. For additional U.S. agricultural trade data available in customizable reports, please consult the Global Agricultural Trade System (GATS) [here](#).

Product Category	Unit	Yearly Japanese Imports from the United States					2017 U.S. share of total import (value) to Japan (%)
		2013	2014	2015	2016	2017	
Consumer-oriented Product Total	MT	NA	NA	NA	NA	NA	20.3%
	US\$ (mln)	6,742	6,829	5,931	5,988	6,494	
Beef & Beef Products	MT	216,850	221,739	198,504	230,049	282,001	47.0%
	US\$ (mln)	1,355	1,507	1,339	1,487	1,859	
Fish Products	MT	251,168	285,845	305,490	269,448	314,556	9.9%
	US\$ (mln)	1,193	1,241	1,292	1,226	1,447	
Dairy Products	MT	97,462	118,686	101,961	103,716	110,578	16.0%
	US\$ (mln)	312	418	295	233	300	
Processed Vegetables	MT	376,408	359,674	349,006	366,489	399,378	17.5%
	US\$ (mln)	562	521	514	518	571	
Tree Nuts	MT	46,814	49,382	47,446	47,888	54,462	52.3%
	US\$ (mln)	383	473	507	389	401	

	)						
Tea	MT	294	239	231	169	182	3.3%
	US\$ (mln)	6	6	6	6	7	
Essential Oil	MT	1,897	2,087	1,944	2,105	2,014	20.8%
	US\$ (mln)	60	73	71	83	81	

Source: Global Trade Atlas (GTA) Official Japanese import statistics

## Appendix II. U.S. Cooperator representatives in Japan

<i>Organization Name</i>	<i>Telephone/Fax/e mail/URL</i>	<i>Address</i>
Alaska Seafood Marketing Institute	Tel: 81(0)3-3225-0089 / Fax: 81(0)3-3225-0071 <a href="http://www.alaskaseafood.org">www.alaskaseafood.org</a>	International Place 26-3 Sanei-cho, Shinjuku-ku, Tokyo, 160-0008
Almond Board of California	Tel: 81(0)3-4360-9000 / Fax: 81(0)3-4360-9001 <a href="http://www.almonds.jp/">http://www.almonds.jp/</a>	10th Floor, Izumi Garden Tower 1-6-1 Roppongi, Minato-ku, Tokyo 106-6010
American Hardwood Export Council	Tel: 81(0)6-6315-5101 / Fax: 81(0)6-6315-5103 E mail: <a href="mailto:ahecoskt@gol.com">ahecoskt@gol.com</a> <a href="http://www.ahec.org">www.ahec.org</a> / <a href="http://www.ahec-japan.org/">www.ahec-japan.org/</a>	c/o American Consulate General 2-11-5, Nishitenma, Kita-ku, Osaka 530-8543
American Peanuts Council	Tel: 81(0)3-3221-6410 / Fax: 81(0)3-3221-5960 E mail: <a href="mailto:info@marketmakers.co.jp">info@marketmakers.co.jp</a> <a href="http://www.usdec.org">www.usdec.org</a>	Seibunkan Bldg., 5F 1-5-9, Iidabashi, Chiyoda-ku, Tokyo, 102-0072
American Softwood Japan Office	Tel: 81(0)3-3501-2131 / Fax: 81(0)3-3501-2138 <a href="http://www.americansoftwoods.com/">www.americansoftwoods.com/</a>	Aios Toranomon 9F, 1-6-12 Nishishimbashi, Minato-ku, Tokyo 107-0003
Blue Diamond Growers	Tel: 81(0)3-5226-5601 / Fax: 81(0)3-5226-5603 <a href="http://www.bluediamond.com">www.bluediamond.com</a>	4-8-26 Kojimachi Chiyoda-ku, Tokyo 102-0083
California Blueberry Commission	Tel: 81(0)3-3584-7019 / Fax: 81(0)3-3582-5076 <a href="http://calblueberry.org/">http://calblueberry.org/</a>	Residence Viscountess, Suite 310 1-11-36 Akasaka, Minato-ku, Tokyo 107-0052
California Fig Advisory Board	Tel: 81(0)3-3225-0008 / Fax: 81(0)3-5363-1118 <a href="https://www.californiafigs.com/home.php">https://www.californiafigs.com/home.php</a>	International Place 26-3 Sanei-cho, Shinjuku-ku, Tokyo, 160-0008
California Milk Advisory Board	Tel: 81(0)3-3403-8288 / Fax: 81(0)3-3403-8289 <a href="http://www.realcaliforniamilk.com/">www.realcaliforniamilk.com/</a>	1-26-4-7C Minami Aoyama Minato-ku, Tokyo 107-0062
California Olive Committee	Tel: 81(0)3-3584-7019 / Fax: 81(0)3-3582-5076 <a href="http://www.floridajuice.com">www.floridajuice.com</a>	Residence Viscountess, Suite 310 1-11-36 Akasaka, Minato-ku, Tokyo 107-0052
California Prune Board	Tel: 81(0)3-3584-0866 / Fax: 81(0)3-3505-6353	Higashiazabu IS Bldg., 5F

	<a href="http://www.californiadriedplums.org/">www.californiadriedplums.org/</a> <a href="http://www.prune.jp/">www.prune.jp/</a>	1-8-1 Higashiazabu, Minato-ku, Tokyo 106-0044
California Walnut Commission	Tel: 81(0)3-3221-6488 / Fax: 81(0)3-3221-5960 E mail: <a href="mailto:info@kurumi-jp.org">info@kurumi-jp.org</a> <a href="http://www.walnuts.org/">www.walnuts.org/</a> <a href="http://www.californiakurumi.jp/">www.californiakurumi.jp/</a>	Seibunkan Bldg., 5F 1-5-9, Iidabashi, Chiyoda-ku, Tokyo, 102-0072
Cotton Promotion Institute, Japan	Tel: 81(0)6-6231-2665 / Fax: 81(0)6-6231-4661 <a href="http://www.cottonusa.org/">http://www.cottonusa.org/</a> <a href="http://www.cotton.or.jp/">www.cotton.or.jp/</a>	Mengyo Kaikan 2-5-8 Bingomachi, Chup-ku, Osaka 541-0051
Dairy Export Council, U.S.	Tel: 81(0)3-3221-6410 / Fax: 81(0)3-3221-5960 E mail: <a href="mailto:info@marketmakers.co.jp">info@marketmakers.co.jp</a> <a href="http://www.usdec.org">www.usdec.org</a>	Seibunkan Bldg., 5F 1-5-9, Iidabashi, Chiyoda-ku, Tokyo, 102-0072
Florida Department of Citrus	Tel: 81(0)3-3584-7019 / Fax: 81(0)3-3582-5076 <a href="http://www.floridajuice.com">www.floridajuice.com</a>	Residence Viscountess, Suite 310 1-11-36 Akasaka, Minato-ku, Tokyo 107-0052
Food Export – MIDWEST/NORTHEAST	Tel: 81(0)3-3221-6410 / Fax: 81(0)3-3221-5960 E mail: <a href="mailto:info@marketmakers.co.jp">info@marketmakers.co.jp</a> <a href="http://www.foodexport.org/">http://www.foodexport.org/</a>	Seibunkan Bldg., 5F 1-5-9, Iidabashi, Chiyoda-ku, Tokyo, 102-0072
Grains Council, U.S.	Tel: 81(0)3-6206-1041 / Fax: 81(0)3-6205-4960 E mail: <a href="mailto:grainsjp@gol.com">grainsjp@gol.com</a> <a href="http://www.grains.org">www.grains.org</a> / <a href="http://grainsjp.org/">http://grainsjp.org/</a>	Toranomon Denki Bldg No.3, 1-2-20 Toranomon, Minato-ku, Tokyo 105-0001
Hawaii Papaya Industry Association	Tel: 81(0)467-81-3921 / Fax: 81(0)467-23-6987 <a href="http://www.hawaiipapaya.com/">www.hawaiipapaya.com/</a>	Otani Bldg. #12., 2-11-11 Komachi, Kamakura, Kanagawa 248-0006
Meat Export Federation, U.S.	Tel: 81(0)3-3501-6328 / Fax: 81(0)3-6205-7330 E mail: <a href="mailto:japan@usmef.org">japan@usmef.org</a> <a href="http://www.usmef.org">www.usmef.org</a> / <a href="http://www.americanmeat.jp">www.americanmeat.jp</a>	Toranomon Denki Bldg., No.3, 1-2-20 Toranomon, Minato-ku, Tokyo 105-0001
Napa Valley Vintners	Tel: 81(0)90-8487-8293 E mail: <a href="mailto:japan@napavintners.com">japan@napavintners.com</a> <a href="http://www.napavintners.com/">www.napavintners.com/</a>	7-14-3C1, Fukazawa Setagaya-ku, Tokyo 211-0012
National Watermelon	Tel: 81(0)3-3584-7019 / Fax: 81(0)3-	Residence Viscountess,

Promotion Board	3582-5076 <a href="http://www.watermelon.org/">www.watermelon.org/</a>	Suite 310 1-11-36 Akasaka, Minato-ku Tokyo 107-0052
Northwest Cherry Growers	Tel/Fax: 81(0)50-3488-4172 e mail: <a href="mailto:milton@fastmail.jp">milton@fastmail.jp</a> <a href="http://www.nwcherries.com">www.nwcherries.com</a>	9F UCF Win Aoyama Bldg. 2-2-15 Minami Aoyama, Minato-ku, Tokyo 107-0062
Oregon Wine Board	Tel: 81(0)3-5904-8950 <a href="http://www.oregonwine.org/">http://www.oregonwine.org/</a>	3-53-7 Minamiotsuka, Toshima-ku, Tokyo 170-0005
Pomegranate Council Public Relations Japan Office	Tel: 81(0)3-5771-6426/ Fax: 81(0)3-5771-6427 <a href="http://www.pomegranates.jp/">www.pomegranates.jp/</a>	Harajuku OM Bldg., 3-13-7 Sendagaya, Shinjuku-ku, Tokyo 151-0051
Potatoes USA	Tel: 81(0)3-3586-2937 / Fax: 81(0)3-3505-6353 <a href="http://www.potatoesusa.com/">www.potatoesusa.com/</a> <a href="http://www.potatoesusa-japan.com">www.potatoesusa-japan.com</a>	Higashiazabu IS Bldg.,5F 1-8-1 Higashiazabu Minato-ku, Tokyo 106-0044
Poultry and Egg Export Council, USA	Tel: 81(0)3-3403-8288 / Fax: 81(0)3-3403-8289 <a href="http://www.usapeec.org">www.usapeec.org</a>	1-26-4-7C Minami Aoyama Minato-ku, Tokyo 107-0062
Raisin Administrative Committee	Tel: 81(0)3-3221-6410 / Fax: 81(0)3-3221-5960 E mail: <a href="mailto:info@raisins-jp.org">info@raisins-jp.org</a> <a href="http://www.raisins.org/">www.raisins.org/</a> / <a href="http://www.raisins-jp.org">www.raisins-jp.org</a>	Seibunkan Bldg., 5F 1-5-9 Iidabashi Chiyoda-ku, Tokyo 102-0072
Rice Federation, USA	Tel: 81(0)3-3292-5507 / Fax: 81(0)3-3292-5056 <a href="http://www.usarice.com/">www.usarice.com/</a> / <a href="http://www.usarice-jp.com/">www.usarice-jp.com/</a>	M&C Bldg., 2-3-13 Kandaogawamachi Chiyoda-ku, Tokyo, 101-0052
Soybean Export Council. U.S.	Tel: 81(0)3-6205-4971 / Fax: 81(0)3-6205-4972 <a href="http://www.americanmeat.jp">www.americanmeat.jp</a>	Toranomon Denki Bldg., No.3, 1-2-20 Toranomon, Minato-ku, Tokyo 105-0001
Sunkist Pacific Ltd.	Tel: 81(0)3-3523-0717 / Fax: 81(0)3-3523-0710 <a href="http://www.sunkist.com">www.sunkist.com</a>	New River Tower, 8F 1-6-11, Shinkawa, Chuo-ku, Tokyo 104-0033
U.S. Dry Bean Council	Tel: 81(0)3-3221-6410 / Fax: 81(0)3-3221-5960 E mail: <a href="mailto:info@marketmakers.co.jp">info@marketmakers.co.jp</a>	Seibunkan Bldg., 5F 1-5-9 Iidabashi Chiyoda-ku, Tokyo 102-

	<a href="http://www.usdrybeans.com/">http://www.usdrybeans.com/</a>	0072
U.S. Highbush Blueberry Council	Tel: 81(0)3-5574-7890 / Fax: 81(0)3-5574-7887 E mail: <a href="mailto:ushbc_pr@asahi-ag.co.jp">ushbc_pr@asahi-ag.co.jp</a> <a href="http://www.usdrybeans.com/">http://www.usdrybeans.com/</a>	33F ARK Mori Bldg. 1-12-32 Akasaka, Minato-ku, Tokyo 107-6033
Washington Wine Commission	Tel: 81(0)3-5904-8950 E mail: <a href="mailto:info@washingtonwine.jp">info@washingtonwine.jp</a> <a href="https://www.washingtonwine.org/">https://www.washingtonwine.org/</a>	3-53-7 Minamiotsuka, Toshima-ku, Tokyo 170-0005
Western Growers Association	Tel/FAX: 81(0)3-3991-3290 <a href="http://www.wga.com">www.wga.com</a>	Uchino Bldg., #501, 5-24-15 Toyotamakita Nerima-ku, Tokyo 176-0012
Wheat Associates, U.S.	Tel: 81(0)3-5614-0798 / Fax: 81(0)3-5614-0799 E mail: <a href="mailto:infoty@uswheat.org">infoty@uswheat.org</a> <a href="http://www.uswheat.org">www.uswheat.org</a>	Seifun Kaikan 9F 15-6 Nihonbashi Kabutocho Chuo-ku, Tokyo 103-0026
Wine Institute of California	Tel: 81(0)3-3208-5672 <a href="http://www.wineinstitute.org">www.wineinstitute.org</a>	2-3-26 Nishiwaseda Shinjuku-ku, Tokyo 169-0051