

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Japan

**Post:** Tokyo ATO

### Food 2040 - 2012 Activities

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CSSF Activity Report

Agricultural Trade Office Activities

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**Report Highlights:**

Food 2040 is a study reviewing the opportunities for the agricultural and food sectors in East Asia over the next three decades. Using CSSF funds, ATO Tokyo organized the Food 2040 Symposium and an Ambassador-hosted evening seminar in Tokyo on April 18<sup>th</sup>, 2012. These events were the official roll-out of the Food 2040 study to Japanese stakeholders and were followed up by similar symposiums that took place in Nagoya and Osaka on September 6<sup>th</sup> and 7<sup>th</sup> consecutively. All three sessions were attended by a mix of decision makers from government, business, and academia sectors.

## **General Information:**

### **Background**

Food 2040 is a forward looking exploration of opportunities for the agricultural and food sectors in East Asia over the next three decades. Focusing on the driving forces reshaping food and agriculture, Food 2040 recognizes potential problems, but seeks to discover how ingenuity, technology, and resilience can create positive outcomes for the region, its inhabitants, and the firms that operate here.

Food 2040 was developed over a year as a tool to create constructive dialogues about the future of food and agriculture in East Asia. As the report articulates, a wide variety of potent, interacting forces will drive the food systems in East Asia over the next three decades. Demographic forces will create an aging society and will change the composition of households. Environmental limits and climate change will challenge agricultural productivity. Cultural flows will continue to mix Eastern and Western views of food and health.

Food 2040 was developed to help decision makers in business, government, and non-profits understand how these forces will drive the development of agriculture and food demand in East Asia. It was also developed as a tool to create awareness about the real forces that shape agriculture, as opposed to the political forces that dominate the public discourse about food and agricultural in Japan. The concept of the report was developed by FAS/Tokyo, and the research itself was funded by the U.S. Grains Council.

### **Tokyo Roll-out**

The study was unveiled to the Japanese public at Keidanren headquarters in Tokyo on April 18<sup>th</sup>, 2012. Introducing the study was U.S. Deputy Chief of Mission, Kurt Tong, and the symposium included a number of presentations on the future of food, and the role of new technologies in agriculture and the food sector. Over 200 hundred participants, plus media, attended the Food 2040 Symposium. Participants consisted of food and agricultural sector representatives from the government, business, and academia. During the event, several key Japanese business leaders expressed the need for Japan to be more supportive of free trade efforts, as well as new technologies.

The roll-out symposium was then followed by an evening reception and seminar hosted at the Ambassador's residence and supported by CSSF funds. At this event, the reasoning behind the Food 2040 study, as well as a discussion on past and future changes in food production were highlighted. Over 100 people attended the event, which included high level U.S. and Japanese private and public center representatives, who were able to meet and improve connections between both countries' agricultural and food production communities.

### **Nagoya and Osaka Symposiums**

Following the Tokyo event, there were two further symposiums in Nagoya and Osaka on September 6<sup>th</sup>

and 7<sup>th</sup> respectively. These events allowed FAS Japan to share the Food 2040 study with important cities outside of Tokyo. In Nagoya, ATO Tokyo and ATO Osaka coordinated the event with assistance from the local business support group, Chukeiren, and over 50 participants attended the event. The Osaka portion was also coordinated by ATO Tokyo and ATO Osaka with assistance from the Osaka business support organization, the Kankeiren. At this event, there were over 80 participants. Both symposiums included presentations by FAS, U.S. Grains Council (USGS), and local business representatives, followed by extensive question and answer sessions. At these symposiums, USGS would highlight the study, including its main assumptions and findings. This was then followed by ATO staff presenting an overview of changes in U.S. and Japanese food markets over the past 30 years, as well as potential future developments. The events then featured extensive discussion between presenters and attendees on a wide range of topics, including biotechnology, new technologies, and reaching out to next generation farmers.

Furthermore, at these events, FAS Japan staff and U.S. Consulate representatives were able to make vital connections in the food and agricultural industries in both Nagoya and Osaka. Given this subject matter, FAS staff were also able to hold extensive discussions with local Japanese importers and buyers to gain insight into the future direction of the Japanese imports and demands. Finally, both events also marked the first time that the ATO Japan offices worked extensively with the Chukeiren and Kankeiren. Given the important role both of these organizations play in the local business communities of Nagoya and Osaka, this new relationship could prove key in reaching out to other potential importers of U.S. foods, as well as partners for future activities in this region.



Food 2040 Presentation in Nagoya



Food 2040 Presentation in Osaka