

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Japan

**Post:** Tokyo ATO

### Food Demonstration at FOODEX 2012

**Report Categories:**

Agricultural Trade Office Activities

Beverages

Citrus

Coffee

Dairy and Products

Promotion Opportunities

Retail Foods

Livestock and Products

Grain and Feed

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**Report Highlights:**

In cooperation with U.S. cooperators and exporters the Agricultural Trade office (ATO) arranged and managed a Food Demonstration Booth to provide product exposure for U.S. participants and to create movement and excitement within the USA pavilion.

## **General Information:**

### **Background**

FOODEX 2012 was Asia's largest trade show that annually attracts 57,000 buyers from Japan, Korea, Taiwan, and China. For the U. S., it was the 37th consecutive year to join FOODEX 2012 held in Makuhari Messe. In cooperation with U.S. cooperators and exporters the Agricultural Trade office (ATO) arranged and managed a Food Demonstration Booth to provide product exposure for U.S. participants and to create movement and excitement within the USA pavilion. In addition, it was to show the ATO's ability to provide added value and assistance to U.S. companies and cooperators. This year's food demonstration booth created opportunities that attracted future partners and exhibitors for events, such as FOODEX 2013.

### **Food Demonstration**

ATO developed a Food Demonstration Booth, which included a laptop and projector were provided for the exhibitors to show DVDs or photographs and a counter where samples are laid out for buyers. In total the cost of the booth amounted to 1,048,340 JPY. See Appendix 1 for layout.

Twelve groups participated at the Food Demonstration Booth; each participant had a demonstration time of 30 minutes and a 15 minute break to set up. See Appendix 2 for schedule board.



Ambassador Roos in front of Food Demonstration Booth

### **Cooperator Participation**

Food Demonstrators included a range of companies specializing in fig, lemon, meat, rice, and berries. Sunkist attracted attention when they offered freshly squeezed lemonade. The U.S. Meat Export Federation demonstrated the great taste of beef tongue, and the quality and appeal of U.S. meat products. The sizzling aroma of their products brought many visitors to the pavilion.

The U.S. Rice federation prepared taste samples of a popular Japanese food, curry. It wasn't just curry. It was a cold green curry. It was fabulous. The compatibility of a familiar food with something new (Calrose) that could be brought from the U.S. was quite attractive. Oregon Raspberries and Blackberries collaborated with Japanese company Office K2M. Oregon Raspberries and Blackberries were topped on cheesecake. Visitors enjoyed a short presentation about Oregon raspberries and blackberries, while munching on the cheesecake topped with Oregon raspberries and blackberries.

Other cooperators such as American Artisan Cheese sampled several cheeses on top of tacos to create taco pizzas.



Display of cooperator and exhibitor products

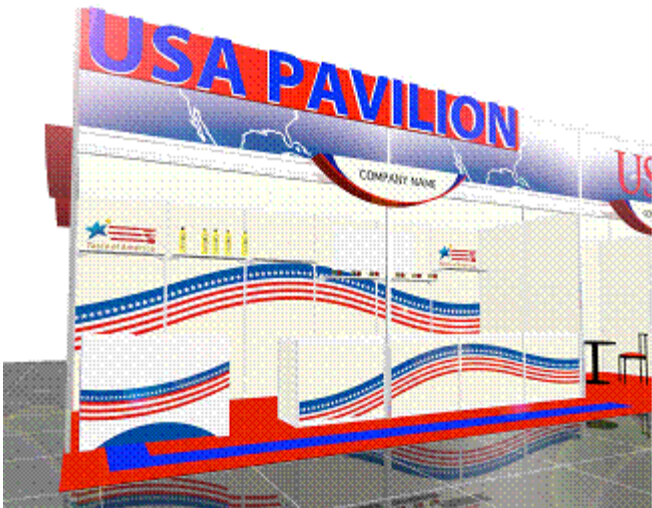
### **Potential Newcomers**

Our other purpose was to attract new companies to exhibit at the U.S. pavilion. Few new contributors that were potential food demonstrators for FOODEX 2013 were given slots to introduce their products for the first time at Foodex. For example, AG River Int'l's samples their Snap Infusion Super Candy and Caffé Appassionato distributed their aromatic coffee and mochas.

### **Results**

The management of the Food Demonstration Booth by the ATO has become a great success. Through the Food Demonstration Booth the ATO was able to reach its goals of providing exposure, adding excitement, and attracting new exhibitors, while accomplishing its mission by providing services that help promote U.S. food and agricultural products in Japan.

**Appendix 1**  
**Demonstration Booth**



**Appendix 2: Schedule**

## Demonstration Booth

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### FOODEX JAPAN 2012 アメリカパビリオン



## “Taste of America” クッキングデモンストレーション

Time	6-Mar	7-Mar	8-Mar	9-Mar
10:30 - 11:00	ATO Full Cast (展示品案内)	Krazy Salt/Japan Green Tea (クレイジーソルト)	Simple Company (バーベキューソースとタロチップ)	Simple Company (バーベキューソースとタロチップ)
11:00 - 11:15	Break (休憩)	Break (休憩)	Break (休憩)	Break (休憩)
11:15 - 11:45	AG River Int'l Snap Infusion Super Candy (健康キャンディー)	Krazy Salt/Japan Green Tea (クレイジーソルト)	U.S. Meat Export Federation	U.S. Meat Export Federation
11:45 - 12:00	Break (休憩)	Break (休憩)	Break (休憩)	Break (休憩)
12:00 - 12:30	Oregon Berries Cheese Cake with Oregon Berry Topping (ブルーベリーソースとチーズケーキ)	Oregon Berries Cheese Cake with Oregon Berry Topping (ブルーベリーソースとチーズケーキ)	Sunkist Classic Lemonade (レモネード)	Sunkist Classic Lemonade (レモネード)
12:30 - 12:45	Break (休憩)	Break (休憩)	Break (休憩)	Break (休憩)
12:45 - 13:15	Sunkist Classic Lemonade (レモネード)	Valley Fig Growers (いちじく)	U.S. Meat Export Federation	Yuwa Trade Corp. Kona Beer (コナビール)
13:15 - 13:30	Break (休憩)	Break (休憩)	Break (休憩)	Break (休憩)
13:30 - 14:00	Valley Fig Growers (いちじく)	American Artisan Cheese (チーズ)	Simple Company (バーベキューソースとタロチップ)	Yuwa Trade Corp. Kona Beer (コナビール)
14:00 - 14:15	Break (休憩)	Break (休憩)	Break (休憩)	Break (休憩)
14:15 - 14:45	AG River Int'l Snap Infusion Super Candy (健康キャンディー)	American Artisan Cheese (チーズ)	U.S. Rice Federation Calrose (カルローズ)	
14:45 - 15:00	Break (休憩)	Break (休憩)	Break (休憩)	Break (休憩)
15:00 - 15:30	Caffé Appassionato (コーヒー・カフェラテ)	U.S. Meat Export Federation	U.S. Rice Federation Calrose (カルローズ)	
15:30 - 15:45	Break (休憩)	Break (休憩)	Break (休憩)	Break (休憩)
15:45 - 16:15	Caffé Appassionato (コーヒー・カフェラテ)	Mitsui Food Anchor Brewery (アンカービール)	Mitsui Food Anchor Brewery (アンカービール)	

\* There may be unscheduled changes  
\* スケジュールの変更が生じる場合があります