

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## **Japan**

### **Food Service - Hotel Restaurant Institutional**

#### **Japan HRI Food Service Sector Report 2018**

**Approved By:**

Barrett Bumpas, ATO Deputy Director

**Prepared By:**

Masayuki (Alex) Otsuka, Marketing Specialist

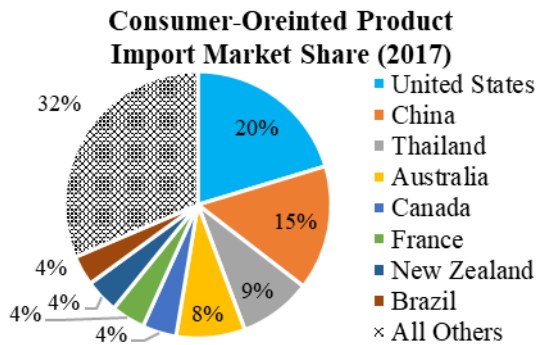
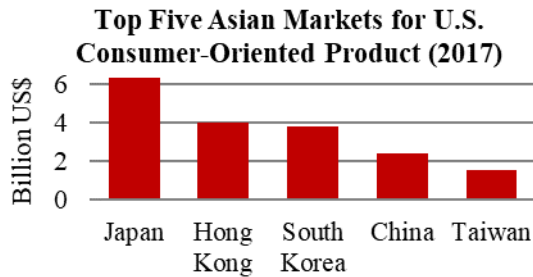
**Report Highlights:**

Japan's hotel, restaurant, and institutional food service industry (HRI) achieved record high sales of ¥32.8 trillion (\$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. However, competition is intense and both Japanese consumers and foreign travelers demand high-quality food and beverages as well as unique eating experiences. This report highlights the major trends and industry changes. U.S. suppliers are well positioned to compete in many product categories, provided they are willing to adjust to market demands.

**Executive Summary:**

Japan is a country which relies heavily on imports -- accounting for over sixty percent of its caloric intake. The United States is the largest foreign supplier of food and agricultural products to Japan (twenty-two percent of the total import market share), and Japan is the fourth largest market for U.S. agricultural exports (\$11.9 billion in 2017). Japan's agricultural food industries are well-developed and innovative in all sectors; 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



**Food Processing Industry:**

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 to attract consumers who are always on the lookout for new and innovative foods. The Japanese food processing industry produced \$211 billion in food and beverage products in 2017.

**Food Retail Industry:**

In 2017, the total value of all retail food and beverage sales in Japan was \$474 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.

**2017 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

**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)*

**Post:**  
Tokyo ATO

## **2018 Report Outline**

### **I: MARKET SUMMARY**

### **II: ROAD MAP FOR MARKET ENTRY**

### **III: COMPETITION**

### **IV: BEST PRODUCT PROSPECT CATEGORIES**

### **V: KEY CONTACTS AND FURTHER INFORMATION**

#### **I: MARKET SUMMARY**

Hotel, Restaurant, and Institutional (HRI) sales increased in 2017 for the sixth consecutive year. This trend is attributable to a variety of factors, including:

- Increases in corporate spending on dining-out spurred by growth in corporate earnings,
- A significant surge in inbound tourism,
- Growing popularity of eating out in the urban centers, with the “lunch hour” being the most common time to dine out,
- A rise in the availability of convenient and affordable food options, such as fast food and grab-and-go bento boxes, which cater to households with dual incomes and fast-paced lifestyles.
- Continued evolution and growth in home-meal replacement (HMR), driven by young single professionals and the elderly, and
- The development of a new market targeted at the increasing aging population, as seniors shift their diets towards more protein intake from meat and dairy products instead of traditional foods.

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 (17.9 million in 2017).

Additionally, the number of inbound tourists has skyrocketed since 2012; rising from 8.4 million to 28.7 million arrivals last year, mostly due to increasing visitors from nearby Asian countries. Despite a drop of one day in the average length of a trip during that period (6.3 days to 5.2 days), the total number of tourist days has surged 183 percent. With the upcoming Rugby World Cup in 2019, and Tokyo Olympic Games in 2020, a continued increase of inbound tourists is expected.

<b>Advantages</b>	<b>Challenges</b>
High Japanese farming costs and decline of domestic agricultural production make imported food products vital.	Several competing countries, such as Australia, Chile, Mexico and EU countries, have or are concluding trade agreements with Japan and will enjoy a tariff advantage once implemented.

The United States has a wide variety of food products, including fresh & processed.	Japanese buyers are now sourcing from all over the world rather than their more limited historic suppliers.
The successes of American style restaurants provides an avenue for introducing U.S. recipes and food ingredients into the Japanese diet.	Many consumers view American food culture as an influencer on higher rates of obesity in the United States, giving American cuisine a less healthy image than other countries.
U.S. food manufacturers have a positive reputation for food safety relative to many Asian competitors, especially among the trade.	Imported food products are viewed by many consumers as less safe than domestically produced food products.
The United States has a reputation and history as a reliable supplier of food (in terms of availability, quality, and delivery) with reasonable prices.	The quality and reliability of Asian exporting countries have been growing as distribution infrastructures and quality assurance (QA) procedures have improved.
American style breakfast, brunch concepts and steak houses are catching on. These concepts help expand U.S. food product usage in the industry.	There are differences between U.S. and Japanese requirements and specifications for value-added food products.
Japan's current cabinet strategy calls for the country to double its agricultural exports. This could increase demand for food and ingredient imports.	Japanese government policies relating to food safety, such as a strict positive list for Maximum Residue Levels (MRL), slow approvals for food additives, and stringent labeling requirements even pose impediments to trade for some products.

## II: ROAD MAP FOR MARKET ENTRY

### A. Entry Strategy

There are no magic formulas for new-to-market exporters to enter the Japanese food service market. Strategies will vary depending on the type of food product being introduced and the current competitive environment. However, there are some basic procedures that new-to-market exporters are recommended to follow when considering entering the market.

#### 1. Market Access

One of the fundamental first steps before entering the market is to determine whether or not a product is authorized for sale in Japan. There could be restrictions due to phytosanitary or food safety related concerns that can prevent product from being imported. Product must meet Japanese regulations for food ingredients, especially with regard to food additives. If the product contains prohibited ingredients it will have to be reformulated to meet the regulations. Exporters should also determine the import classification and tariff rate for products. Freight forwarders and traders can be helpful in determining into what category your product falls.

For more information, see the latest FAS Japan Food and Agricultural Import Regulations and Standards (FAIRS) report and Exporter Guide at: <http://www.usdajapan.org/reports/>

Japan Customs has a website for requesting an advance ruling on tariff classifications, which is available to importers and related parties at: <http://www.customs.go.jp/english/advance/index.htm>

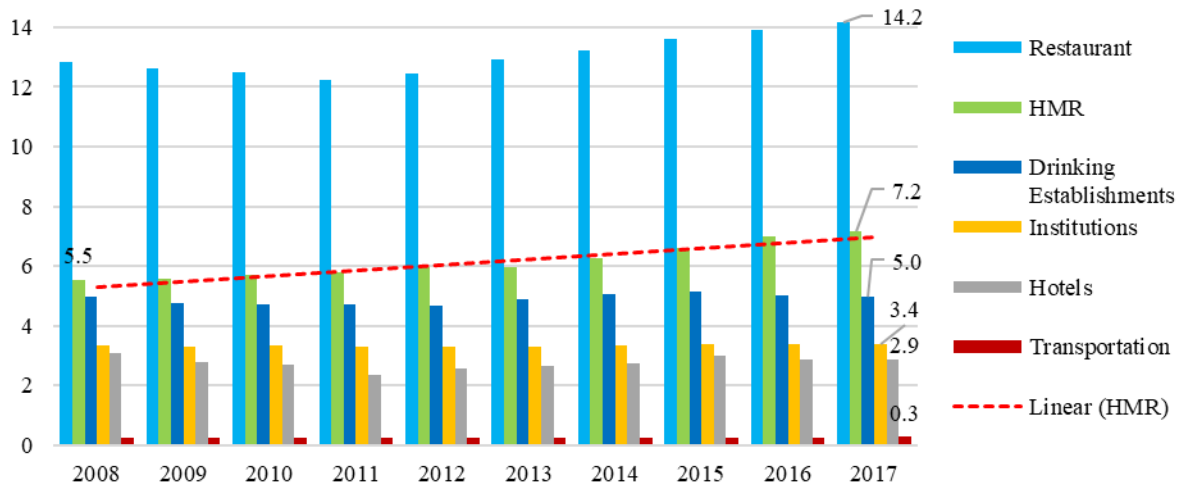
## 2. Competitive Analysis

Next, a preliminary analysis should be completed to determine market potential of products, current pricing of similar types of products, key points of differentiation for the product compared to others, and what kind of packaging is used to sell competitor products. Visiting Japan is recommended to undertake this market analysis. The Tokyo and Osaka Agricultural Trade Offices (ATO), U.S. Agricultural Cooperator Groups, and State and Regional Trade Groups (SRTG) are available resources for obtaining information about the market. Private companies may also be hired to do product testing among actual customers to gauge their reactions to the product taste, appearance, and texture.

Participating in one of the food related trade shows or showcases will allow exporters to research a product’s potential and meet Japanese importers who often do not respond to “cold calls” or requests for meetings with unknown companies. The ATO Japan offices organize U.S. pavilions at the Supermarket Trade Show in February and FOODEX Japan in March, and offers support to U.S. exhibitors such as market briefings and arranging a business meeting lounge. Other smaller trade shows can also be useful, depending on the target audience.

## B. Market Structure

Japan's HRI Sector Breakout by Year (Trillion ¥)



Source: Foodservice Industry Research Institute

Note: In this report, the statistics used are primarily expressed in yen, since year-to-year fluctuations in exchange rates could distort trends.

### Annual Average Exchange Rates

Year Average	2013	2014	2015	2016	2017
JP¥ per US\$	98.65	106.85	122.05	109.84	111.19

Source: Mitsubishi UFJ Research & Consulting - TTS Yearly Average (2012-16), TTB Yearly Average (2017)

The food service industry, broadly defined, has six major segments. In 2017, the largest sector was Restaurants with 43.1 percent of the market (valued at \$127.3 billion), followed by Prepared Meals Sold at Retail Stores (21.8 percent, \$64.4 billion), Drinking Establishments (15.2 percent, \$44.7 billion), Institutional Food Service (10.3 percent, \$30.4 billion), Hotels (8.8 percent, \$25.8 billion), and Transportation-related Food Service (0.8 percent, \$2.4 billion). The “Prepared Meals Sold at Retail Stores” sector includes ready-to eat HMR type products sold at *Obento* (lunch box) shops, convenience stores, supermarkets, and department stores. Sales in this market segment have increased by nearly twenty percent in the last five years.

### C. Distribution

Japan has one of world’s most developed food supply chains. One major difference with the United States is that individual restaurants tend to buy food at nearby fresh food markets, super markets, and/or retail stores. Chain restaurants tend to procure food from food service industry wholesalers who offer combined shipment/delivery of all kind of foods and restaurant business materials. Some of these wholesalers import food directly from foreign countries but most of them buy imported foods through trading houses, which function as legal importers of the products and carry out a variety of functions, including: handling documentation, clearing customs, testing, warehousing, and financing the inventory.

Some “cash and carry” retailers, including wholesale clubs such as COSTCO and METRO, are popular sources for food products among smaller-sized food service operators. The biggest is Gyomu Super (Business Supermarket) owned by a local company, Kobe Bussan, which has a total of 777 outlets. Additionally, regional food wholesalers have formed strategic purchasing alliances and have opened cash & carry outlets. Bulk packed meat, seafood, fresh produce, coffee, seasonings/condiments, wine, cheese, frozen vegetables and frozen baked items are hot selling food products at these outlets.

Large general trading companies (such as Mitsubishi, Marubeni, Mitsui, Itochu, etc.) have many divisions specializing in a wide variety of imported food products, while small importers tend to specialize in a limited line of high-value items. The majority of large food service operators utilize trading companies or use designated distribution centers rather than wholesalers, though some import products directly. Even then, they often contract supply chain operations including import processing, inventory management, and delivery.

HRI-focused wholesalers are consolidating. In order to add value, most large wholesalers own their own distribution trucks and focus on carrying broad product lines that can efficiently provide small food service operators or small chains with one-stop service. Some wholesalers are now also beginning to import products directly to reduce costs further.

## D. Sub-Sector Profiles

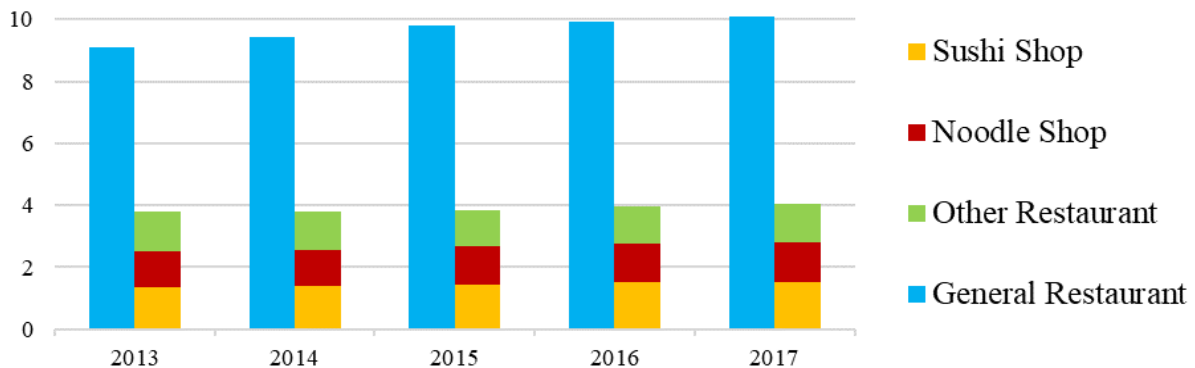
### 1. Restaurant Sector

The restaurant sector is the largest of the HRI food service segments. Restaurant sales in 2017 were up 1.8 percent to ¥14.2 trillion (\$127.3 billion). This represents 43.1 percent of total food service industry sales. The restaurant sector includes a wide variety of operators, ranging from American-style fast food chains to more traditional family-owned, single-outlet restaurants.

General restaurants by far makeup the largest portion of the sector and include a broad range of upscale and casual restaurants; family-style restaurants; and Japanese, Chinese, and Western-style restaurants. Sales at general restaurants increased by 1.6 percent in 2017, and are up nearly ¥1 trillion (\$8.8 billion) over the last five years. Sales at sushi and noodle shops increased 0.1 percent and 2.7 percent, respectively. Other restaurants increased by 3.9 percent on strong sales by quick-service restaurants (QSR).

General restaurants offer the greatest opportunity for most U.S. food exporters and includes casual and family-style restaurants, many of which serve Western dishes or specialize in specific types of food such as steak, “Hamburg” (meat loaf/Salisbury steak), pizza, or pasta. Their menus rely heavily on imported food products to provide authenticity as well as taste. Large family restaurant chains such as Skylark, Royal Host, Denny’s, Saizeriya, Sizzler, Jonathans, and Gusto, are major users of imported U.S. food ingredients including items such as beef, pork, frozen potatoes, and vegetables.

**Restaurant Sales by Sub-Sector (Trillion ¥)**



Source: Foodservice Industry Research Institute

Upscale American restaurants have entered the market or expanded in the last few years, including Wolfgang’s Steakhouse by Zwiener, Union Square Café, ILEMULINO and Lawry’s. In addition, casual steak restaurant chains, such as Cowboy Family, Bronco Billy and Steak Ken have also proliferated. These restaurants typically offer free salad, side dishes, and cooked rice with a main dish, such as steak or hamburger, at a reasonable price (\$15 to \$25). These companies use imported food extensively.

After the relaxation of the restrictions on imported U.S. beef in February 2013, traditional steak houses and Yakiniku (Korean style barbecue) restaurants continue to increase the variety of beef menu items offered, adding items like T-bone steak and bone-in short ribs. For example, the Japanese steak restaurant chain, Ikinari Steak, has promoted a U.S. Certified Angus Beef (CAB) Steak. The U.S. is recognized as a high-quality supplier which can reliably export these special cuts.

French restaurants have always been popular in Japan and, more recently, Italian and Spanish restaurants have also grown in popularity. Mexican restaurants, which are still few in number, are slowly growing in popularity and provide opportunities for U.S. exporters of items such as tortillas, frozen guacamole, and related Tex-Mex ingredients. U.S.-origin food service chains are also good potential customers for U.S. exporters who sell related food products.

## **2. Fast Food Restaurants**

The Food Service Research Center categorizes a number of special food service concepts into its “All Other” category. These include fast food such as, hamburger shops, pizza delivery shops, fried chicken shops, donuts and ice cream shops, beef bowl, curry and rice, and *okonomiyaki* (pancake-like traditional Japanese food filled with meat, vegetables, and/or noodles).

McDonald’s Japan has vied for a top spot with major Japanese restaurant chains, Skylark and Zensho, and was the largest food service operator in Japan in 2017. McDonald’s Japan opened in 1972 and now has about 2,900 outlets nationwide. The hamburger fast food concept has been one of the most visible and successful market segments during the past forty years.

According to industry estimates, the value of the fast food sector has decreased from its peak in 2010. However, since 2016, the industry has rebounded slightly. The total value of the fast food industry was nearly ¥3 trillion (\$27 billion) in 2017. Expectations are that the fast food sector will continue growing in 2018 and beyond. Major upcoming international events, such as the Rugby World Cup in 2019 and Tokyo Olympic Games in 2020, will contribute to that growth.

Since 2015, there has been a surge of new burger restaurant openings, e.g. Shake Shack, Carl’s Jr. and Umami Burger. These shops are especially popular among young professionals, and have the effect of highlighting the diversity and high-quality of American food. They are ideal targets for U.S. exporters, and typically import many of their food items, including frozen potatoes, pork patties, fresh tomatoes, and cut lettuce. The pizza industry sources toppings from abroad, including tomato sauce, either as tomato chunks or paste, and cheese; recently shifting from the United States to European sources for some of its shredded cheese supply due to lower prices.

## **3. Prepared Meals Sold at Retail Stores/HMR Sector**

Over the last decade, “Prepared Meals Sold at Retail Stores” sales have grown by ¥1.7 trillion, to ¥7.2 trillion (\$64.4 billion), an increase of nearly twenty percent. In the past, HMR products catered to working-professional men, however, convenience and retail stores have been expanding their offerings of healthier, smaller-portioned meals to appeal to women and senior

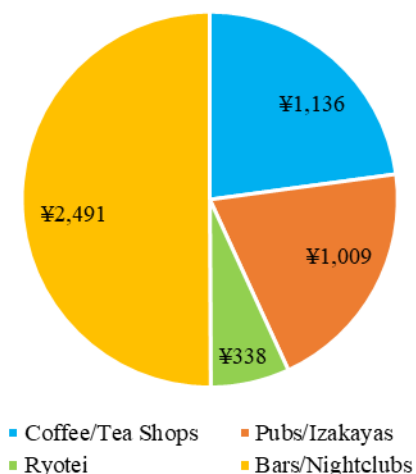


customers. To compete with retailers that offer HMR products, many restaurants and food service operators offer premium bento boxes that can be conveniently purchased and taken on-the-go. U.S. exporters providing products that could easily be made into pre-prepared meals should consider establishing relationships with assemblers of these types of foods.

#### 4. Drinking Establishment Sector

The drinking establishment sector had sales worth ¥4.97 trillion (\$44.7 billion) in 2017. This represented 15.2 percent of total food service industry sales. This segment decreased by 0.9 percent in terms of sales in 2017 and lost a 0.2 percent market share from the previous year. The sector is comprised of four segments: traditional Japanese pubs (*Izakaya*) and beer pubs, coffee and tea houses, high-end Japanese entertainment restaurants (*Ryotei*), and bar/nightclubs.

**Drinking Establishment by Sub-Sector (2017, Billion ¥)**



Source: Food Service Industry Research Institute

##### a. Pub Dining

In 2017, the pubs and *izakaya* sub-sector saw a marginal decrease in sales, due to competition from the growing number of QSR operators that started to offer *Choi-Nomi* (quick drink) specials. *Izakaya* are unique drinking pubs where a variety of homemade-style appetizers and meals are served with various kinds of alcoholic beverages including beer, sake, *shochu* (Japanese spirits), wine and cocktails. Since 2008, the number of chain *izakaya* operations has increased more than individually-owned businesses. This has been driven by the streamlining of procurement and distribution systems due to harsh competition within the sector. Most chain restaurants use imported food products in moderation, while focusing on regional food products that are common in Japanese cooking.

At pub dining restaurants, consumers order various dishes together at the same table and share with colleagues, friends, and family. Chain operations are popular because of their reasonable menu pricing and wide range of food items. *Izakaya* chain restaurants usually have central buying systems which are always looking for new menu ideas. Pub dining operators also modify overseas recipes according to their own style and taste to create Japanese fusion items. The industry heavily uses fresh oysters, frozen vegetables, canned tomato sauce, canned olive oil, and further processed foods such as frozen soups, and frozen seasoned pork and beef that are imported from the United States.

##### b. Coffee/Tea Shops

The coffee/tea shop sector has weathered a steady decline over the past three decades. However, for the second consecutive year coffee/tea shops have recovered slightly to ¥1.13 trillion (\$10.2 billion) in sales in 2017, an increase of 1.6 percent. The proliferation of new style coffee shops

and chains and the development of food menus, which include items such as hot sandwiches, are possible factors contributing to the shift in trend.

Traditional style coffee shops have faced severe losses, and many are going out of business. Beginning in 1980, Doutor Coffee Company opened the first self-service coffee shop (meaning, customers select and pay for coffee at the counter rather than ordering through wait-staff at their seats) in Tokyo and sold a cup of regular drip coffee for only 150 yen. At that time, Doutor offered coffee at one-third to one-fourth of the price of most conventional style full-service coffee shops (meaning drip-style [or siphon coffee-maker] coffee shops where a waiter or waitress serves coffee to a customer’s table).

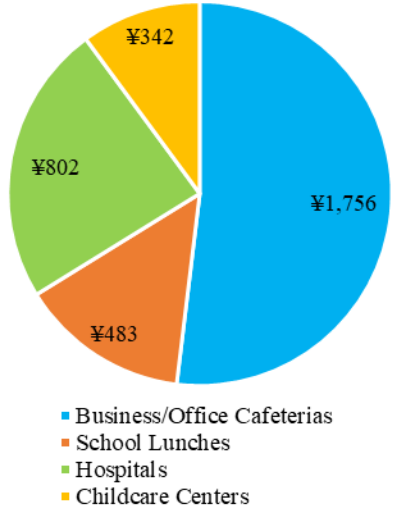
In 1996, Starbucks Coffee opened its first shop in the center of Tokyo. The new style self-service coffee/tea chains, including both Japanese and American outlets, have been expanding their business and have altered the market since then. In recent years, new style coffee shops have been opening in rapid succession, e.g. Blue Bottle Coffee, The Coffee Bean, and Tea Leaf and Gorilla Coffee; offering unique types of coffee and targeting millennials by marketing themselves as “single source” and “sustainable.” This growth in new style coffee shops may provide opportunities to expand U.S. food and beverage products.

**5. Institutional Sector**

The institutional food service sector includes business/office cafeterias, school lunch programs, hospitals, and childcare centers (for infant & preschool). The sector’s sales remained ¥3.38 trillion in 2017 (\$30.4 billion). This represented 10.3 percent of total food service industry sales. Institutional food service operators are investing in refurbished business and school cafeterias in order to attract more customers; adding healthier and tastier menus.

In addition to the above institutional food service market, there is a sub-sector of nursing home (for aging generation) meal services. According to industry estimates, the sub-sector saw a marked rise of roughly five percent in 2017, reaching more than ¥850 billion in sales (\$770 million). Likewise, nursing home meal service sales are forecast to increase in 2018 and beyond as Japan’s senior population continues to expand. Many food service companies are starting to target what is called the “silver” market, and can be expected to try to find new ways to capture sales from this growing population segment.

**Institutions by Sub-Sector  
(2017, Billion ¥)**



Source: Food Service Industry Research Institute

### III: COMPETITION

According to the Global Trade Atlas, Japan imported a total of \$63.3 billion in agricultural and food products in 2017, 5.94 percent more than the previous year. The United States continues to be the largest supplier of food and agricultural products, marginally increasing market share in 2017. Other countries that gained market share include Australia, Canada, and Chile. However, all major suppliers except for Brazil saw their exports to Japan increase in value.

#### Japan Food and Agricultural Imports by Country

Partner Country	Million US\$			% Share			% Change 17/'16
	2015	2016	2017	2015	2016	2017	
World	59,956	59,713	63,257	100.00	100.00	100.00	5.94
<b>United States</b>	<b>13,647</b>	<b>12,756</b>	<b>13,877</b>	<b>22.76</b>	<b>21.36</b>	<b>21.94</b>	<b>8.79</b>
China	8,341	8,304	8,442	13.91	13.91	13.35	1.67
Thailand	3,986	4,008	4,186	6.65	6.71	6.62	4.46
Australia	3,699	3,737	4,001	6.17	6.26	6.33	7.07
Canada	3,661	3,622	3,898	6.11	6.07	6.16	7.62
Brazil	2,851	2,881	2,534	4.76	4.82	4.01	- 12.04
Chile	1,618	1,608	1,940	2.70	2.69	3.07	20.61
France	1,537	1,598	1,698	2.56	2.68	2.68	6.26
Korea South	1,546	1,615	1,674	2.58	2.70	2.65	3.66
Vietnam	1,308	1,328	1,536	2.18	2.22	2.43	15.62

Commodity: Food & Agricultural products - All (HS 02 through 23, except HS 5, 6, 13 & 14)

Source: Global Trade Atlas

Japan's conclusion of a free trade agreement with the European Union (EU) and efforts to conclude the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP) are expected to, in many cases, increase market competition for U.S. agricultural exports to Japan. The two agreements contain tariff concessions for a wide range of products. The Japan-EU agreement could enter into force as early as 2019, while CPTPP Member States are currently undertaking domestic procedures to ratify the agreement. For additional information on how these agreement might affect U.S. agricultural exporting interests, see <http://www.usdajapan.org/>

### IV: BEST PRODUCT PROSPECT CATEGORIES

In 2017, total U.S. agricultural exports to Japan increased in terms of both volume and market share, on higher imports of feed grains, oil seeds, meat, seafood and dairy products. These products continue to have good potential in the market. However, the food service industry has been speeding up its ability to shift ingredient sourcing decisions compared to prior years. Japanese buyers are sensitive to exchange rate between U.S. Dollars and Japanese Yen, in particular paying strong attention on imported food when the dollar is comparatively weaker.

Fresh and processed seafood has been the top consumer-oriented product, with an import share of 18.5 percent. According to the Global Trade Atlas, Japan imported a total of \$11.7 billion in

seafood in 2017, an increase of 8.39 percent. Imports of meat also increased by 10.5 percent, to \$10.1 billion. The top three consumer oriented products imported from the United States in value are meat and meat products, frozen and filleted fish, and nuts and dried fruits. For many U.S. exports, Japan is a top ten or higher market across the spectrum of agricultural product categories. U.S. products not present in significant quantities but which have good sales potential are sheep and goat meat (lamb), apples, and craft beer and spirits. U.S. products not present due to significant trade barriers are fresh potatoes and beef from cattle of all ages (currently only from cattle less than 30 months of age are eligible).

## **V: KEY CONTACTS AND FURTHER INFORMATION**

*Reports from USDA Japan, including the Agricultural Trade Offices and the Office of Agricultural Affairs, are frequently updated and can be found by searching the FAS Japan Reports website at:*

<http://www.usdajapan.org/reports/>

### **A. Post Contacts**

*In Tokyo:*

Agricultural Trade Office, Tokyo

1-10-5 Akasaka

Minato-ku, Tokyo 107-8420

E-mail: ATOTokyo@fas.usda.gov

Tel: 81 (3\*) 3224-5115

Fax: 81 (3\*) 3582-6429

*In Osaka-Kobe:*

Agricultural Trade Office, Osaka

American Consulate General

11-5, Nishitenma 2-chome

Kita-ku, Osaka 530-8543

E-mail: ATOOsaka@fas.usda.gov

Tel: 81 (6\*) 6315-5904

Fax: 81 (6\*) 6315-5906

*\*Please add a zero before this number if dialing from within Japan.*

### **B. Cooperators and SRTG Contacts**

Industry organizations and State Regional Trade Groups works closely with USDA to help food and agricultural companies advance their exporting goals: To learn more about these groups, and which ones may be working in Japan, please see:

<http://www.usdajapan.org/tradeservice/cooperators-industry-partner-groups/>

The following homepages and reports can provide useful information to interested exporters.

### **C. Agricultural Trade Office's homepages**

<http://www.usdajapan.org/> (FAS Japan, English)

<https://twitter.com/usdajapan> (FAS Japan, in English)

### **D. Japan Exporter Guide**

The Agricultural Trade Office publishes an annual report on Japan's food and agribusiness sector containing information useful to potential exporters considering the Japanese market for the first time. These reports are *frequently updated and can be found using the FAS Japan Reports website at: <http://www.usdajapan.org/reports/>* and searching for Japan and Exporter Guide

### **E. Regulations & Standards**

The USDA/FAS Report, "Japan Food and Agricultural Import Regulations and Standards (FAIRS Country Report)", provides information about food import regulations and standards. *This report can be found at the following website: <http://www.usdajapan.org/reports/>*

### **F. Japan External Trade Organization (JETRO)**

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

Japan Food Sanitation Law <http://www.jetro.go.jp/en/reports/regulations/>

Specifications and Standards for Foods, Food Additives, etc. under the Food Sanitation Law"  
<http://www.jetro.go.jp/en/reports/regulations/>