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Japanese Potato Chip Producers Suspend Some Products

Report Categories:

Agricultural Situation

Potatoes and Potato Products

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Report Highlights:

Japan's leading potato producers have announced the suspension or termination of a combined 48 product lines in the month of April due to limited supplies of chipping potatoes. A series of typhoons in summer 2016 damaged Japan's potato production, including the planting potatoes for the 2017 production year. Hokkaido, which produces approximately 80 percent of Japan's chipping potatoes, will begin planting in late April and early May.

Keywords: JA7052, Potato, Chips.

General Information:

On March 29, 2017, a leading Japanese newspaper reported that major potato chip manufacturers Calbee and Koikeya will suspend or terminate the production of nearly 50 product lines beginning in April 2017 due to limited supplies of fresh chipping potatoes. The two manufacturers produce more than 90 percent of Japan’s potato chips. Their announcement pointed to the impact of a series of storms that struck Hokkaido in the summer of 2016 and caused significant damage to the 2016 crop, as well as seed potatoes to be planted for the 2017 crop (see [JA6033](#), and [JA6041](#)). Hokkaido accounts for approximately 80 percent of Japan’s chipping potato production.

The announced suspension has been widely reported in Japanese media and has caused a surge in demand for the suspended products. Some online shopping websites have increased the price of suspended products.

FAS/Tokyo estimated a loss of approximately 10 percent of seed potatoes due to typhoon damage in the 2016 Potato and Potato Products annual report, and that this loss may have a carry-on effect in subsequent production years. Hokkaido farmers will begin planting in late April and early indications point to the use of seed potatoes that are smaller than the standard size of 40 grams. This practice would allow Hokkaido to maintain potato planted area, but may result in reduced yields and a reduced production level.

Calbee’s Announced Suspension/Termination of Product Lines

<http://www.calbee.co.jp/newsrelease/170410.pdf>

Product Lines to be Suspended	Product Size	Final Sales Date	Sales Region
Potato Chips BIGBAG - Lightly Salted Flavor	170g	April 22	National
Potato Chips BIGBAG - Consommé Flavor	170g	April 22	National
Potato Chips BIGBAG – Extra Consommé Flavor	150g	April 22	National CVS
Potato Chips Large Size BAG - Lightly Salted Flavor	135g	April 22	National
Potato Chips Large Size Consommé Flavor	135g	April 22	National
Pizza Potato BIGBAG	145g	April 22	National
Pizza Potato	63g	April 22	National (excluding CVS)
Pizza Potato	77g	April 22	National CVS
Pizza Potato	25g	April 22	National
Pizza Potato - Spicy Mayonnaise Flavor	60g	April 22	National
Kettle-style Potato Chips BIGBAG - Lightly Salted Flavor	150g	April 22	National
Kettle-style Potato Chips BIGBAG - Black Pepper Flavor	150g	April 22	National (except Kyushu)
Kettle-style Potato Chips - Black Pepper Flavor	65g	April 22	National excluding CVS
Kettle-style Potato Chips - Black Pepper	60g	April 22	National (excluding

Flavor (15g x 4 bags)			CVS)
Potato Chips - Happy Butter Flavor	60g	April 22	National (excluding CVS)

※CVS – Convenience Store

Product Lines to be Terminated	Product Size	Final Sales Date	Sales Region
Thick Potato Chips - Hot Chili Flavor	55g	April 15	National
Potato Chips - French Salad	60g	April 15	National
Potato Chips - Soy Sauce & Mayonnaise Flavor	60g	April 15	National
Potato Chips - Plum Flavor	60g	April 15	National
Potato Chips – Kombu & Soy Sauce Flavor	58g	April 15	Hokkaido
Potato Chips – Soy Sauce & Bonito Broth Flavor (Kanto style)	58g	April 15	Shizuoka and Kanto region (except Niigata and Nagano)
Potato Chips – “Setouchi” (area) Lemon Flavor	58g	April 15	Chugoku and Shikoku region
Potato Chips – Hakata Spicy Roe Flavor	58g	April 15	Kyushu
Potato Chips – Soy Sauce Flavor (Kyushu Style)	27g	April 15	Chugoku, Shikoku, Kyushu
Thick Potato Chips – Hokkaido Butter & Soy Sauce Flavor	65g	April 15	Hokkaido, Tohoku region, Niigata and Nagano
Thick Potato Chips BIGBAG – Hokkaido Butter & Soy Sauce Flavor	150g	April 15	Hokkaido
Thick Potato Chips – Soy Sauce & Bonito Broth Flavor (Kanto style)	65g	April 15	Shizuoka and Kanto region (except Niigata and Nagano)
Thick Potato Chips – Japanese Shrimp Flavor	65g	April 15	Chubu region and Shizuoka
Thick Potato Chips – Soy Sauce & Kombu Broth Flavor (Kansai style)	65g	April 15	Kinki and Hokuriku region
Thick Potato Chips – Soy Sauce & Kombu Broth Flavor (Kansai style)	80g	April 15	CVS in Kinki Region
Thick Potato Chips – Soy Sauce Flavor (Kyushu Style)	65g	April 15	Chugoku, Shikoku, Kyushu
Thick Potato Chips – Soy Sauce Flavor (Kyushu Style)	80g	April 15	CVS in Chugoku, Shikoku and Kyushu
Thick Potato Chips BIGBAG – Soy Sauce Flavor (Kyushu Style)	150g	April 15	Chugoku, Shikoku, Kyushu

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