

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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### **The WASABI - Hot News from Japan Vol. 8 Issue 3**

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**Report Highlights:**

USA Pavilion at FOODEX JAPAN 2012 attracts a large number of Japanese and Foreign trade visitors; APHIS' holds Core Training of National Veterinary Accreditation Program at Camp Zama

# The Wasabi

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## **USA Pavilion at FOODEX JAPAN 2012 attracts a large number of Japanese and Foreign trade visitors:**

The FOODEX is the largest food show in Asia, attracting 74,000 trade-only visitors from all over Japan as well as Korea, China, Taiwan and Southeast Asia. The 2012 USA pavilion had about 65 exhibitors and reported projected sales of more than \$14 million (survey collecting rate: 60%). This year, working with the U.S. Agricultural Trade Office (ATO) in Taipei, USDA/Foreign Agricultural Service (FAS) sponsored 35 buyers from Taiwan to visit the USA Pavilion.

ATO/Taiwan and ATO/Japan set up special meetings between the U.S. exhibitors and the Taiwan buyers resulting in an additional \$667,000 in projected sales as of today. We are expecting more results from Taiwan Buyers and U.S. exhibitors. Prior to the opening of the show, ATO/Japan organized a briefing for U.S. exhibitors. This year we had the special guest speaker Mr. Jerry Black, Executive Vice President and Chief Strategy Officer with Aeon Co., Ltd., Japan's largest retail group, to address "Challenges of Marketing and Retail in a Post Earthquake Japan". With a wide variety of food products, new-to-market or new-to-FOODEX exhibitors (30%), U.S. Ambassador to Japan John Roos' visit and a full of vigor the USA Pavilion was the most popular country pavilion at the FOODEX JAPAN 2012.



## **APHIS' Holds Core Training of National Veterinary Accreditation Program at Camp Zama:**

On March 7, 2012, USDA/Animal and Plant Health Inspection Service (APHIS)'s Area Veterinarian in Charge of California, Dr. Gary Brickler, provided a Critical Veterinary Accreditation Training to U.S. Army Veterinary Officers of Public Health Command at Camp Zama. Additionally, APHIS-IS-Tokyo's Drs. Kelly Preston and Kuniaki Suzuki were able to host six veterinary officers from the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) who attended

the training to learn more about the role of APHIS' official accredited veterinarians in international exports. Similarly, on March 6, 2012, APHIS conducted a Continuing Education Module on Foreign Animal Disease to U.S. Army veterinarians from various locations in Japan, Guam and Hawaii. In particular, the entire training highlighted USDA's extensive use of accredited veterinarians in certifying animals and products for international exports. Local-hire Japanese veterinary staff from the U.S. Army-Japan also attended the course to learn and interact with MAFF veterinarians.

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