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Global Agricultural Information Network

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Report Highlights:

Okinawa Chefs Create A Tasty Harmony of SPAM® and U.S. Vegetable; Guests Enjoy American Chili at Ambassador's Residence; Rainbow Papayas Reach Japanese Consumers at a Popular Resort Facility in Fukushima; APHIS International Services-Tokyo Accompanies Japanese Farm Ministry's Potato Inspector on Multi-state Audit in the U.S.; US-Canada-Japan hold local trilateral on Asian Gypsy Moth.

General Information:

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Okinawa Chefs Create A Tasty Harmony of SPAM® and U.S. Vegetables: On July 6, Consul General Ray Greene of the U.S. Consulate in Okinawa, the U.S. Agricultural Trade Office (ATO), and Hormel Foods hosted a luncheon reception to select the winner of the V5 and SPAM® products recipe contest. The unique contest required chefs to use fresh U.S. romaine lettuce, celery, broccoli, and SPAM® products in a new dish. Leading chefs from nine of Okinawa's top hotels participated in the recipe contest, submitting 38 recipes. The seven finalist chefs served their creations at the July 6 reception, where guests tasted the recipes and voted on their favorites to select the winners. ATO and Hormel supported the

recipe contest, which celebrated the 75th anniversary of the SPAM® family of products and featured ATO's "V5" U.S. vegetable campaign. V5 campaign promotes fresh U.S. romaine lettuce, celery, and broccoli showcasing these products in new, tasty combinations. The winner received a trip to Minnesota, the home of Hormel foods. The event was covered by all three Okinawan TV networks and several local newspapers. SPAM® products are a staple of cuisines throughout Polynesia, including Guam, Hawaii, and Micronesia, and especially Okinawan cuisine, a result of U.S. military influence on the island, and lack of refrigeration 40-50 years ago.



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Guests Enjoy American Chili at Ambassador's Residence: The U.S. Agricultural Trade Office (ATO) Tokyo and Ms. Susie Roos, the wife of U.S. Ambassador to Japan John Roos, added a little kick to the July 4 Independence Day Reception with a Chili Cook-Off Contest. Three restaurants, Bubby's, MLB Café, and Baker Bounce, along with the Ambassador's chef, created their original chili recipes to participate. Reception guests tasted all four chilis and voted for their favorite. While the votes were close, the winner was Bubby's original chili recipe. Ambassador Roos presented the Best Chili plaque to Bubby's and certificates of appreciation to the other three competitors. ATO and guests who tasted the chilis agreed that all the chilis were fantastic.

Rainbow Papayas Reach Japanese Consumers at a Popular Resort Facility in Fukushima: On July 7 and 8, the U.S. Agricultural Trade Office (ATO) Tokyo and the Hawaii Papaya Industry Association (HPIA) sponsored a sales promotion of Hawaiian biotech papaya, known as "Rainbow papaya," targeting visitors of the Spa Resort Hawaiians in Iwaki City, in the Fukushima Prefecture. This is the second "Rainbow" papaya sales promotion in Japan since last December when COSTCO Japan began selling rainbow papaya at their outlets throughout Japan. Some Japanese consumers still have some negative sentiments towards biotech foods. However, hundreds of visitors at the Spa were eager to sample the biotech "Rainbow" papayas and sales were greater than expected. The officials of the Spa Resort Hawaiians were surprised by the result and appreciated seeing the delightful faces of guests who sampled the papayas.

APHIS International Services-Tokyo Accompanies Japanese Farm Ministry's Potato Inspector on Multi-state Audit in the U.S.: From June 23 – July 4, 2012, Yohei Kiyose, Tokyo Specialist of the USDA's Animal and Plant Health Inspection Service International Services (APHIS-IS), recently accompanied inspectors from the Japanese Ministry of Agriculture, Forestry and Fisheries' (MAFF) inspector on field inspections in the U.S. states of Nevada, Oregon, and Washington. This was the first time APHIS-IS had the opportunity to travel and assist with an on-site inspection. This opportunity will enable APHIS-IS to better negotiate on-going and future APHIS' efforts to expand market access for U.S. chipping and table stock potatoes.



US-Canada-Japan hold local trilateral on Asian Gypsy Moth: On July 9, 2012, the Canadian Embassy hosted a trilateral Asian Gypsy Moth (AGM) “kick-off” meeting with 16-of-the-20 authorized 3rd party maritime inspection agencies. These are the maritime agencies that physically perform pre-departure ship and cargo AGM inspection, cleaning and certification for the North American ports in the United States and Canada. During the trilateral each company shared its experiences from this AGM high-risk season running from late May to October. The USDA’s Animal and Plant Health Inspection Service International Services (APHIS-IS) in Tokyo, and the Canadian Food Inspection Agency (CFIA) also presented their perspectives.

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