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Global Agricultural Information Network

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Report Highlights:

ATO Japan Holds First Trade Lead Seminar in Tokyo; “American Nuts Café” Attracts Many Visitors at Roppongi Hills in Tokyo; Alaska Seafood Fair Kicks-off at Hakone’s Kowakien Yunessun



ATO Japan Holds First Trade Lead Seminar in Tokyo: The Agricultural Trade Office (ATO) Japan held the very first dedicated Trade Lead System (TLS) Seminar in Tokyo on July 24, 2012 at the Hotel InterContinental Tokyo Bay. The seminar had an excellent turnout with over 50 selected Japanese importers and buyers. Steve Shnitzler, ATO Japan Director, and the ATO Japan team made presentations on several topics, including FAS/ATO Japan functions, the U.S. food safety system, U.S. and Japan trade

trends, as well as a presentation on the TLS. According to a guest survey, all guests were satisfied with the series of the ATO presentations. Most of the participants indicated that they will try the TLS for their business soon or in the near future.

Following the TLS seminar, a trade reception was held featuring a U.S. style buffet. At the reception, ATO showcased U.S. watermelon carving, a white sorghum dish, and U.S. craft beer. The food and beer samples were donated by local trade representatives and suppliers. The hotel contributed a live carving performance.



“American Nuts Café” Attracts Many Visitors at Roppongi Hills in Tokyo: The Agricultural Trade Office (ATO) Tokyo opened a one-day café featuring American nuts and dried fruits at Roppongi Hills on “Nuts” Day, Sunday, July 22. Featured were U.S. almonds, pecans, walnuts, peanuts, and pistachios,



as well as prunes, raisins, and cranberries. July 22 is unofficially nuts day based on a play on Japanese words. As it falls on the 7th month (na-na gatsu) and the date is 2 – 2 (tsu-tsu), so “Na-Tsu” (read nuts by Japanese.) The American Nuts Café attracted almost 2000 people, who enjoyed sampling famous patissiers’ sweets using American nuts and dried fruits, ice cream, snack nuts, Hawaiian water and coffee from a U.S. brand coffee shop. People also enjoyed the talks given by 7 guests, including patissiers, chefs and TV celebrities, talking about the recipes and health/beauty benefits of U.S. nuts and dried fruits. The event was held at one of Tokyo’s most prestigious locations, Roppongi Hills, and from open to closing, the Café had a long line at the entrance with families, couples and bloggers. The event promoted U.S. nuts and provided content for the ATO’s myfood.jp website.

Alaska Seafood Fair Kicks-off at Hakone’s Kowakien Yunessun: Steve Shnitzler, Director of the ATO Japan gave remarks at the Alaska Seafood Fair Kick-off Event on July 13, 2012 at the Hakone Kowakien Yunessun. The Kowakien is one of the most popular spa resort hotels in Hakone, in the Kanagawa Prefecture. The event was a great opportunity to introduce the Alaskan Salmon Burger recipe produced by ATO Japan’s Chef Consultant Emma Koeda. The Alaskan Seafood Fair runs from July 14 through the end of September, 2012. The Kowakien is expecting approximately 250,000 guests

during that period. Sales are estimate to reach about \$40,000.

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