

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Japan

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### **The WASABI - Hot News from Japan Vol. 13 Issue 4**

**Report Categories:**

Agricultural Situation

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**Report Highlights:**

ATO Japan supported 65 companies exhibiting in the USA Pavilion at FOODEX 2017, which attracted more than 80,000 attendees from across the Asia-Pacific region over four days. U.S. exhibitors reported over \$10 million of onsite and projected 12-month sales.

Keywords: WASABI, JA7034, FOODEX, Umami Burger

**General Information:**

**FOODEX Japan 2017:** ATO Japan helped organize the USA Pavilion at FOODEX Japan 2017, the largest trade-only food show in Asia, held March 7-10. Over 82,000 trade visitors from all over Japan as well as Korea, China, Thailand, Taiwan and Southeast Asia attended the show at Makuhari Messe in Chiba Prefecture. The USA Pavilion was one of the largest at the show, with 73 booths featuring 65 U.S. companies and trade organizations, such as the U.S. Meat Export Federation, the Western U.S. Agricultural Trade Association, the Organic Trade Association, the U.S. Highbush Blueberry Council, U.S. Grains Council, and many small- to medium-sized U.S. companies. The ATO also managed a food tasting booth featuring different products and themes every day of the show. One day featured ingredients from the WUSATA delegation in a “Taste of the West” event, offering cuisine prepared by Oregon State University research chef Jason Ball. The ATO also held an on-site networking reception for exhibitors to meet with key Japanese buyers. The day before the show opened, ATO Japan provided a country briefing and overview of the show for more than 50 U.S. exhibitors. The 2016 U.S. pavilion reported on-site and projected sales of almost \$10.5 million.

Scenes from the USA Pavilion at Foodex 2017





**Los Angeles' Umami Burger Opens First Japanese Outlet:** On March 22, ATO Japan Director Rachel Nelson and her staff joined a jam-packed pre-opening event celebrating the arrival of Japan's first Umami Burger location. The gourmet burger chain, featuring U.S. Angus beef patties, truffle aioli and U.S. craft beers, will open its doors in Aoyama, Tokyo on March 24. Umami Burger's Japanese partner expects to open another 5 to 10 outlets in Japan over the next 5 years.



ATO Director Rachel Nelson enjoys burgers made from U.S. beef at Umami Burger's opening reception in Tokyo.