

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

Florida Governor Kickoffs the First Grapefruit Shipment to Japan; U.S. Potato Board introduced Brunch menus in Tokyo; "Tastes of America" kicks off in Osaka; AHEC President Addresses Japanese Trades on Advantages of American Hardwoods; AHEC Booth Attracts Many Visitors in Interior Lifestyle Living Trade Show in Tokyo; Agricultural Attaché Addresses to Future Farmers of Japan

General Information:

The Wasabi

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Florida Governor Kickoffs the First Grapefruit Shipment to Japan: On November 6, 2013, Florida State Governor Rick Scott and Florida grapefruit producers celebrated the annual Season-Opening of Florida Grapefruits in Japan. In conjunction with the first shipment to Japan, Florida's Department of Citrus (FDOC) conducted a special ceremony at the world famous Tsukiji Market. The event, which included a briefing session about this year's harvest prospects, as well as an award ceremony for grapefruits suppliers, attracted over 200 Japanese produce importers, venders, and media representatives. Japan has been the world's largest importer of Florida grapefruits for more than a decade and for 2013/2014, FDOC expects Japan to

import a total of 4.5 million boxes, an increase of 15 percent from the year before.

U.S. Potato Board introduced Brunch menus in Tokyo: On November 6, 2013, the Potato Board (USPB) conducted a Menu Development Seminar in Tokyo, under USPB's American Smart Potato concept. Mr. Ritchey Toevs, Co-Chair of the Board and Teresa Kuwahara, Manager of International Marketing presented overviews on USPB's marketing strategy in Japan and Potatoes' menu trend in the United States to about 120 Japanese food buyers and media representatives. Famous Japanese chefs developed and cooked sophisticated potato recipes, which were served in a quality brunch setting at a major city hotel in Tokyo. Prior to the seminar, the U.S. Embassy, Tokyo's Agricultural Attaché Ben Petlock gave opening remarks highlighting the importance of potatoes as an essential part of any family meal in the United States.



U.S.



"Tastes of America" kicks off in Osaka: U.S. Agricultural Trade Office (ATO) Osaka joined ATO Tokyo this fall to hold the "Taste of America," working with six local restaurants to promote U.S. agricultural products and the depth of American Cuisine. On October 29, ATO Osaka held a reception to kick off the event. Consul General Osaka-Kobe Patrick Linehan gave greetings followed by participating chefs who gave introductions of their original dishes. The gathering also turned out to be a great opportunity for the guests including local business leaders who were able to meet and share their passion for American food and wine.

AHEC President Addresses Japanese Trades on Advantages American Hardwoods:

On November 7, the American Hardwood Export Council (AHEC) hosted a seminar in Tokyo to the advantages of using U.S. hardwoods as well as to celebrate and work of influential Japanese-American furniture designer Nakashima. The late Mr. Nakashima's daughter Mira Nakashima, collaborated with her father in his furniture studio, gave the keynote address, discussing the influences that Japan and Japanese love of nature had on her father's work. The U.S. Embassy, Tokyo's Agricultural Trade Office (ATO) Director



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Steve Shnitzler and Agricultural Minister-Counselor David Miller both gave speeches at the event. In addition, AHEC President Mike Snow gave an impassioned presentation demonstrating the considerable environmental advantages of hardwoods and their superior sustainability. Many in the audience were amazed to note that the volume of American hardwoods is currently increasing at such a rate that you could build a meter-high fence to the sun and back every year without diminishing stocks! About 150 people attended the seminar.



AHEC Booth Attracts Many Visitors in Interior Lifestyle Living Trade Show in Tokyo:

The American Hardwoods Export Council (AHEC) sponsored a booth at the IFFT – Interior Lifestyle Living trade show. The AHEC booth showcased some of the historic pieces crafted by late Japanese-American furniture design icon George Nakashima. With formal training in both forestry and architecture, Mr. Nakashima learned traditional Japanese joinery and craftsmanship while living in an internment camp in Idaho during World War II. There are many aspects

of Mr. Nakashima's work and philosophy that still speak powerfully to us today – his roots, his respect for the natural materials he worked in, and the way his ideas brought out the beauty of wood in the furniture he designed. In Japan, the furniture is still produced by Sakura Seisakusho, Inc., the only company in Japan licensed to produce furniture based on Nakashima's designs. AHEC also featured sawn lumber in various species of American hardwoods which were provided by AHEC member firms. The AHEC booth attracted many people in the show.

Agricultural Attaché Addresses to Future Farmers of Japan: On October 23 – 24, 2013, the Future Farmers of Japan (FFJ) held the 64th annual convention in Tokyo. The U.S. Embassy, Tokyo was invited for the first time to the convention with an audience of about 4,000 agricultural high school students and teachers who came from all parts of Japan. Agricultural Attaché Evan Mangino gave a speech in which he said, "the long history of friendship and cooperation between Japan the United States is reflected in the relationship between FFJ and the Future Farmers of America (FFA), which dates back over 60 years." He further commended the two institutions by saying, "FFJ and FFA are critically important to nurturing young people's interest in agriculture and encouraging them to be bold, energetic innovators of the future."

FFJ was established in 1950, and is very similar to FFA in its goals and activities. FFJ and FFA actively engage in exchange programs, visiting each other's country almost every year.
