

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

U.S. beef, pork, salmon and craft beers were sunshine on a cloudy day at the Tokyo BBQ Festival on April 9, which was supported by ATO/Japan, the U.S. Meat Export Federation and the Alaska Seafood Marketing Institute. U.S. exports of beef, pork, seafood and beer to Japan were valued at more than \$3.7 billion in 2016.

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The Wasabi

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Tokyo BBQ Festival's Spirit Not Dampened by Rain: ATO/Japan supported the Tokyo BBQ Festival at Hero Field on April 9, which brought out as many as 1,000 Japanese customers for a unique barbecue event, in which BBQ fixings (including meat, vegetables, condiments, utensils and an already-lit grill) are provided by the organizers. A barbecue master demonstrated how to cook each item so that even novice grillers could participate. This event was supported by USMEF and ASMI, and the organizers highlighted U.S. beef, Alaskan salmon and U.S. craft beer.



A Japanese barbecue expert demonstrates his techniques on U.S. products.

Interpets Tradeshow Attracts Wide Range of Pet Food and Products: Tokyo hosted Interpets Asia Pacific, the largest tradeshow for pet food and pet-related products in Japan, from 30 to April 2, 2017. Now in its seventh year, the show continued to grow, setting new highs for both the number of exhibitors and physical space of the event. During the four-day period, nearly 400 exhibitors representing Japanese and international firms were allowed to bring their own pets and about 15,000 companion animals visited the show with their owners.

Some major trends observed in this year's trade show included food made from game meat and gourmet treats for dogs and cats. To reduce damage to agriculture caused by wild animals such as wild boars, the Ministry of Agriculture, Forestry and Fisheries is encouraging use of the meat from those animals for pet food as well as for human consumption. As a result, game meat pet food production is increasing in the Japanese market. Visitors to the show were also drawn to gourmet treats,



March
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Visitors

pet
In order
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such as jerky made from Japanese Wagyu beef. According to a recent media report, the cat food market is booming in Japan as the number of aged people who keep cats continues to increase. Japan is the second largest export market for U.S. pet food products, valued at \$98 million in 2016.



National Beef Celebrates the 20th Anniversary of its Japan Office: On April 7, FAS/Tokyo delivered congratulatory remarks at a gala event recognizing the sustained commitment of National Beef to the Japanese market. The entire National Beef executive team traveled to Tokyo for the event, thanking Japanese buyers for their continued support, which has made National Beef the largest supplier of U.S. chilled beef to the Japanese market for 10 years in-a-row. The National Beef Japan Office Director and his staff remain close contacts of FAS/Tokyo and ATO/Tokyo, collaborating to enhance the image of U.S. beef in the Japanese market.

Taste of America Tasting Booth at FOODEX 2017: In cooperation with the California Agricultural Economic Council, ATO/Japan constructed a tasting booth in the USA Pavilion at FOODEX 2017 to promote U.S. agriculture and tourism. Overall, Cooperators and U.S. food companies appreciated the opportunity to work with the ATO and utilize the tasting booth to reach even more contacts at the tradeshow. Some highlights from the Tasting Booth included distribution of more than 300 samples of U.S. kale chips, more than 400 samples of tofu made from U.S. soybeans, a range of fruit dishes prepared by Oregon State University Research Chef Jason Ball, bentos with Calrose rice, gluten-free cookies, olive oil and three different kinds of Sunkist oranges.



USA Rice Federation's display of creative uses for U.S. Calrose rice at the ATO/Japan Taste of America Tasting Booth at FOODEX 2017.

FSIS Senior Leadership Advance Discussion on Electronic Certification: On March 24, Food Safety and Inspection Service (FSIS) Assistant Administrator for Policy and Program Development Roberta Wagner and International Coordination Executive Jane Doherty met with officials from the Ministry of Agriculture, Forestry and Fisheries (MAFF) and the Ministry of Health, Labour and Welfare (MHLW) to discuss the Export Component of the FSIS Public Health Information System (PHIS). Though Japan is not among the first tranche of countries to participate in the Export Component

(scheduled to roll-out on June 29, 2017), the volume of U.S. exports of FSIS-regulated products to Japan merited further discussion with Japanese officials. During the course of their discussions, both sides expressed interest in collaborating to advance true electronic exchange of export certificates. While implementation of such a system would be some years off yet, the end result would generate significant savings in the cost of shipping export documents as well as improving the security of export certificates and reducing clearance times in Japanese ports. Japan is the largest export market for U.S. beef and pork, importing more than \$3 billion combined in 2016.

FAS/Tokyo Sends Off 43 Young Agricultural Trainees – On March 23, FAS/Tokyo staff gave the latest group of Japan Agricultural Training Program (JATP) trainees a broad view of U.S. agriculture before sending them off on their 19-month exchange experience in the United States. The 43 JATP trainees represent the breadth of Japan’s geography and agricultural production. This group joins the more than 12,000 young farmers that have traveled to the United States since 1960 to learn about U.S. agricultural production. Returned JATP trainees have gone on to innovative agricultural enterprises in Japan and continue to be reliable, enthusiastic contacts for FAS/Tokyo.



43 young JATP trainees and JATP staff members. Agricultural Attaché Evan Mangino and Agricultural Assistant Midori Iijima of FAS Tokyo sit at the center of the front row.