

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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U.S. Pistachios and Prunes Fascinate Bakers and Confectioners in Osaka; Kochi Visit

General Information:

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U.S. Pistachios and Prunes Fascinate Bakers and Confectioners in Osaka: On April 25, the American Pistachio Growers (APG) and California Prune Board (CPB) jointly held a bakery seminar in Osaka, following two similar events held in Tokyo. Pastry Chef Robert Jörin, from the Culinary Institute of America, led the cooking demonstration, which introduced innovative applications of pistachio powders and prune paste, such as Frangipane Tarts, Ham Brioche and "Newton Bars." Fred Morgan of APG Ingredient Marketing and CPB Executive Director Donn Zea gave market information presentations and discussed the health benefits of U.S. products. Participants also enjoyed a rare opportunity to learn first-hand about the unique usages of American bakery ingredients. The event is significant as AEON supermarkets recently decided to carry U.S. prune paste in their stores – a first! U.S. Agricultural Trade Office (ATO) Osaka assisted to coordinate the event.



Kochi Visit: On April 22 – 24, U.S. Embassy, Tokyo's Senior Agricultural Attaché Elizabeth Autry and Agricultural Specialist Nobuko Sugimoto visited Kochi prefecture in Shikoku Island. The purpose of the visit was to learn about the structure of Japan Agricultural Cooperatives (JA) and differences in their goals, as well as meet with farmers and local officials to exchange ideas. The site visit included terraced rice fields (hard to manage rice production due to limited accessibility of mechanical devices), yuzu production farms (to learn how they became profitable despite several decades of challenges), vegetables (eggplants and peppers) packing houses, and the Tosa rice brewing factory (to see how sake is made through grinding rice, application of Koji fungus, and fermentation). Kochi

prefecture is now promoting exports of their yuzu products and Tosa sake
