

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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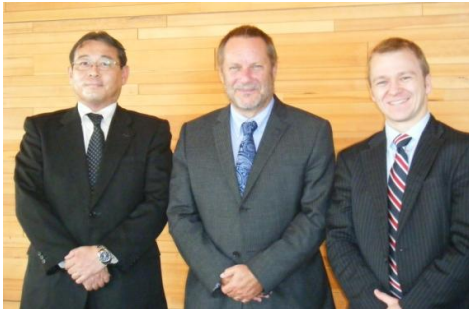
Report Highlights:

FAS Tokyo Leads U.S. Delegation at Wood Products Trilateral Meetings; Ongoing Modernization of Hokkaido Dairy Industry Supports Continued Demand for U.S. Feed and Genetics; First Ever “Great American Barbeque Trade Showcase” Held in Tokyo; U.S. Pavilion at Kuze Trade Show Highlights New Promotional Concepts; WUSATA Leads Consumer-Oriented Products Trade Mission to Osaka

General Information:

The Wasabi

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FAS Tokyo Leads U.S. Delegation at Wood Products Trilateral Meetings: On September 23 and 24, 2013, U.S. Embassy Tokyo Agricultural Attaché Evan Mangino chaired the U.S. delegation to the 24th Annual BEC-JTC meetings between the United States, Canada, and Japan. The meetings with the Ministry of Agriculture Forestry and Fisheries (MAFF) and the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) provide U.S. forest product groups an invaluable opportunity to exchange information with Japanese regulatory agencies. This year, the U.S. delegation provided information on multi-story engineering and adhesives technology in support of U.S. cross

laminated timber products as well as machine stress-rated lumber quality control systems. While the MAFF's Wood Use Point Program remains a point of contention between Japan and forest product exporters, Japanese government programs actively promoting greater utilization of wood in new construction will continue to support increased demand for wood products. In 2012, the United States exported \$596 million of forest products to Japan, making it the third largest overseas market for U.S. forest products.

Ongoing Modernization of Hokkaido Dairy Industry Supports Continued Demand for U.S. Feed and Genetics:

USDA's Foreign Agricultural Service (FAS) Tokyo staff collected market intelligence on the Hokkaido dairy industry in late September. The group compared production at two different dairies, met with representatives from local dairy organizations, and observed the market for dairy industry inputs at the National Holstein Show. The group started at the Kobayashi farm, a 200-head operation importing over 60 percent of its genetics from U.S. and Canadian sources. The Kobayashi farm had recently invested in a state of art dairy parlor and an onsite 75 kW biogas plant that generates economical bedding for the animals and more than enough energy to sell back to the local power grid. The group also visited a more traditional 60-head operation at the BS Farm, which uses domestic genetics exclusively. Throughout the group's travels, a common thread within the dairy industry was concern over the high cost of imported feed. While a healthy corn harvest in the United States should help to bring down feed prices for Japanese dairies, ongoing modernization of dairy production in Hokkaido should support continued demand for U.S. feed, fodder, and genetics.



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First Ever "Great American Barbeque Trade Showcase" Held in Tokyo: On September 26, 2013, the U.S. Agricultural Trade Office (ATO) Tokyo conducted the first Great American Barbeque (BBQ) Trade Showcase, targeting HRI and retail chain buyers. Partnering with a Japanese importer of U.S. BBQ grills, ATO Tokyo recreated a classical U.S. BBQ setting for the showcase. ATO Tokyo highlighted the "Enjoy BBQ!" concept at this event, showcasing a variety of U.S. meat, BBQ-related food products, and alcoholic beverages, including U.S. craft beer, wine and whisky. Charcoal grills and the picturesque backdrop of Tokyo Bay added to the fun

atmosphere on the open terrace of one of Tokyo's most prestigious hotels.

ATO Tokyo recruited 20 cooperators and agents as exhibitors and more than 130 buyers attended in spite of some windy weather from a recent typhoon. Over two thirds of those invited to the showcase and more than half of those in attendance were new buyers and executives, with whom ATO Tokyo had not previously collaborated. While final sales numbers are still being calculated, initial feedback from buyers and exhibitors at the show has been overwhelmingly positive, identifying the showcase as a unique trade event.



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U.S. Pavilion at Kuze Trade Show Highlights New Promotional Concepts:

September 10 and 11, 2013, the U.S. Agricultural Trade Office (ATO) Tokyo teamed up with 12 cooperators and importers to hold a U.S. food pavilion at the Kuze Trade Show in Tokyo. Kuze is a major food service wholesaler and distributor in Japan that holds a biannual trade show for its HRI and retail customers. The U.S. pavilion was one of the most popular among the 265 exhibitors at the show. Popular products included beef and pork products, BBQ sauce, frozen mashed potato and dehydrated potato products, and fresh fruits (papaya, table grapes and water melon). Cheese cakes, frozen berries, lobsters and U.S. rice also caught buyers' eyes. The two-day long trade show attracted over 4,100 Japanese buyers and U.S. exhibitors reported total expected sales of US\$1.35 million within the next 12 months. This was the second time ATO Tokyo has participated in the show.

For the Kuze Trade Show and future promotional opportunities, ATO Japan has developed three U.S. food product promotional concepts: 1) Enjoy Fruits, 2) Enjoy Barbeque and 3) Enjoy Whole Foods. ATO Japan also created a guidebook for "Enjoy Fruits!" to increase the visibility of the concept.

WUSATA Leads Consumer-Oriented Products Trade Mission to Osaka:

On October 3 and 4, 2013, six U.S. companies representing variety of consumer oriented products came to Osaka on a trade mission organized by the Western United States Agricultural Trade Association (WUSATA). Targeting Kansai-based importers, WUSATA held a trade showcase and reception at the Hilton Osaka Hotel highlighting a diverse product lineup including chocolate sauce, Hawaiian coffee, pancake mix, and turkey jerky. The trade mission also visited local supermarkets, specialty stores, and department stores in order to learn about the market. In addition to identifying and organizing potential importers, the U.S. Agricultural Trade Office (ATO) Osaka assisted WUSATA by providing a presentation on the Kansai region's market for food and agricultural products. Preliminary sales estimates are not currently available, as U.S. companies are still following up leads generated at the trade showcase. ATO Osaka will continue to support these U.S. companies and the local trade so that this mission will lead to real business for both parties.



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