

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Approved By:

Jennifer Clever

Prepared By:

Elizabeth Autry, Alex Otsuka, and Midori Iijima

Report Highlights:

Leading Japanese Family Restaurant Chain Features American Menu Fair; FAS Japan Speaks to Farmers in Kagoshima, Japan.



The Wasabi



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Leading Japanese Family Restaurant Chain Features American Menu Fair: Royal Host, a leading family restaurant chain, turned a Foreign Agricultural Service (FAS) reverse trade mission into a three month long American Menu Fair featuring Certified Angus Beef (CAB) steak and a variety of American dishes. Agricultural Trade Office (ATO) Tokyo approached Royal Host a year ago to participate in a trade mission to the National Restaurant Association show in Chicago in May 2012. The chain's buyer joined the mission and met with U.S. food suppliers and meat packers. After he returned, the buyer and the company decided to conduct an American Menu Fair, and planned on purchasing up to \$3 million worth of U.S. food products including chilled fresh beef and pork, sausages, canned beans, mashed potatoes, sweet corn, spices and, Jack Daniel's whiskey. ATO Tokyo Director, Steve Shnitzler, gave opening remarks to media representatives at an event held by Royal Host at its restaurant in Omotesando, Tokyo. The fair will be held at 236 outlets of Royal Host from December 11 through February of 2013.



(Photo - From left to right: ATO Director Steve Shnitzler, restaurant staff with a plate of Certified Angus Beef steak, and Mr. Seiji Yazaki, President of Royal Co., Ltd.)

FAS Japan Speaks to Farmers in Kagoshima, Japan: On November 29, 2012, U.S. Embassy, Tokyo's Senior Agricultural Attaché, Elizabeth Autry, and Agricultural Specialist, Yuichi Hayashi, gave a keynote speech at the annual conference of the Kagoshima Chapter of the Japan Agricultural Exchange Council (JAEC)'s Alumni Association. The speech focused on the role of USDA's Foreign Agricultural Service (FAS) in Japan and evolving consumer trends that Japan may face in the coming years, as noted in the Food 2040 study.* Approximately 100 farmers were in attendance, all of whom

had received farm training in the United States or Europe. The Kagoshima area is known for its meat production, sweet potatoes for starch and distilled spirits. During the trip, Ms. Autry and Mr. Hayashi had the opportunity to visit a feed mill and several farm facilities in the area. The JAEC and FAS Japan enjoy a strong cooperative relationship that goes back 60 years. *The Food 2040 study can be accessed at <http://www.usdajapan.org/food2040/index.html>.



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