

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary Public

Date: 9/23/2016

GAIN Report Number: JA6024

Japan

Post: Tokyo

The WASABI - Hot News from Japan Vol. 12 Issue 7 2016

Report Categories:

Agricultural Situation

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Report Highlights:

Farewell to Ag Minister Counselor David Miller; U.S. Dry Egg Baking Contest; Patisserie & Bakery Japan Tradeshow; U.S. Meat Promotion Guidebook Seminar; National Organic Program Equivalency Visit; Calbee Hiroshima Visit; Softwood Lumber Milling Visit; U.S. Hardwood Promotions in Hiroshima

Keywords: Wasabi, JA6024, Baking Contest, Patisserie, NOP, Calbee, Softwood, Hardwood

General Information:



The Wasabi

**HOT News from Japan - Vol 12, Issue 7
August 19, 2016**



Japanese Ingenuity Shines at U.S. Egg Bakery Contest:

August 9, U.S. Agricultural Trade Office (ATO) Deputy Director Evan Mangino joined famous Japanese patissiers and the U.S.A. Poultry and Egg Export Council (USAPEEC) to judge the final entries in the U.S. Egg Product Bakery Contest Grand Prize in Tokyo. The Grand Prize Winner was the Shangri-La Hotel Tokyo's



Noguchi (seated third the right), who made unique sunny-side-up shaped dessert (seen using U.S. dried egg



On

Ms. from a egg-left)

powder. The piece de resistance of the creation was the 'yolk' atop the egg that broke like a proper sunny-side-up egg yolk to reveal deliciously complementary passion fruit and mango sauce. The event stimulated young Japanese pastry chefs to create new recipes using a variety of U.S. egg products, raising awareness of the versatility and attributes of U.S. eggs and egg products as ingredients.



ATO Japan Organizes First-Ever USA Pavilion at Japan Bakery Show:

Patisserie & Bakery Japan (P&B Japan) is the only bakery and confectionary ingredients trade show in Japan, attracting over 27,000 trade visitors to the Tokyo Big Sight venue. From August 1-3, ATO Tokyo managed the first-ever USA pavilion at P&B Japan, featuring the California Raisin Board, Potatoes USA, USA Poultry and Egg Export Council, U.S. Grains Council, U.S. Highbush Blueberry Council, as well as two U.S. private companies. USA Pavilion exhibitors found the show efficient for cultivating bakery and confectionary buyer contacts and for increasing awareness of high quality U.S. food ingredients. <http://www.bakery-expo.com/2016/en/index.html>

U.S. Meat Export Federation Unveils New Promotion Guidebook: On July the U.S. Meat Export Federation (USMEF) Japan office honored the years of assistance from and cooperation with Office of Agricultural Affairs Minister Counselor David Miller (right), who kicked off an information-filled afternoon program of events for Japanese food service, retail, and media representatives. A highlight of the afternoon was a presentation from a Japanese consumer behavior



expert, who focused on the importance of product brands and provided valuable insight into the thought processes driving

Japanese consumer decision-making. USMEF also distributed its revised marketing guides for both U.S. pork and U.S. beef in Japan, the most valuable overseas export market for U.S. red meats. Later in the afternoon, Agricultural Trade Office (ATO) Japan Director Rachel Nelson provided welcoming remarks at a reception and product tasting event that featured innovative uses of U.S. beef and pork.



Maintaining Organic Equivalence to Grow Japanese Demand: From July 19-26, Agricultural Attaché Jess Paulson and Agricultural Specialist Tomohiro Kurai joined USDA Agricultural Marketing Service (AMS) National Organic Program (NOP) officials for a routine peer review audit of the Japanese Agricultural Standards (JAS) organic program. Organic standard equivalency arrangements between the United States and Japan have been in place since January 2014, enabling most products certified organic under USDA/NOP or JAS regulations to be labeled with the importing country's organic product logo. AMS NOP officials examined certifications as well as review processes performed by Japanese accreditation bodies and certifiers to ensure Japanese organic regulations meet our USDA/NOP organic standards. The Japanese market for organic food and agriculture products is estimated to be worth more than \$1.5 billion annually.



USDA Japan Follows Up On Overland Transportation of U.S. Potatoes: FAS/Japan and APHIS/Tokyo representatives travelled to Hiroshima the last week of June to learn more about the import of U.S. potatoes for chipping at Calbee's Hiroshima factory. Hiroshima was the first port approved for the import of U.S. chipping potatoes in 2006, and the overland transport of potatoes was approved to their Kagoshima facility in 2015. Japan imported \$8.3 million of U.S. chipping potatoes in 2015, making it the 4th largest market for U.S. potato exports.

Osaka Consul General Visits Kyoto Vegetable Farms: Agricultural Attaché Jess Paulson, Agricultural Specialist Tomohiro Kurai, and Agricultural Marketing Specialist Akiko Kashiwagi accompanied Osaka Consul General and Mrs. Greenburg to tour three vegetable farms near Kyoto. The owners of each farm had each participated in a training program in the United States through the Japan Agricultural Exchange Council. The father and son of one farm each participated in the program thirty years apart, and are engaged in hydroponic

tomato production. The visit underscored the efforts being made by Japanese farmers to distinguish their products in a competitive market.

FAS Tours Japan's Largest Softwood Milling Facilities: Agricultural Attaché Jess Paulson Specialist Yuichi Hayashi, Marketing Specialist Chika Motomura and U.S. Softwood Country Director Tomoko Igarashi visited Chugoku Mokuzai, Japan's largest soft wood milling facility located near Hiroshima. Chugoku Mokuzai imports \$325 million of U.S. softwood, largely Douglas Fir from the Pacific Northwest. The integrated complex is notable not only for its size, but for generating enough biomass energy to power their and neighboring facilities. The implementation of numerous such efficiencies catapulted Chugoku Mokuzai to the dominant market position they hold.

FAS promotes U.S. hardwoods in Hiroshima Prefecture: Agricultural Attaché Jess Paulson, Specialist Yuichi Hayashi, Marketing Specialist Chika Motomura met with Fuchu City Mayor Tonari before providing opening remarks to an AHEC seminar on U.S. hardwood characteristics for high end furniture production. The city of Fuchu is home to 19 furniture companies. The president of DOI, a leading company and sponsor of the seminar, gave FAS a tour of his showroom of products made with U.S. black walnut, white oak, and black cherry. Despite heavy rain and regional flooding in the preceding days, the seminar attracted an astonishing 130 participants.

Farewell to Minister Counselor David Miller: Our dear Minister Counselor David Miller's farewell party was held at the Embassy on July 20. Approximately 100 guests, including Cooperators, Japanese Government officials and other business partners who became close friends with Mr. Miller, were in attendance. After serving three tours in Tokyo, Mr. Miller departed from Post on August 1. Sayonara Theresa-san and Dave-san! We will miss you!


