

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Date: 9/26/2012

GAIN Report Number: JA2529

Japan

Post: Tokyo ATO

Sendai Miyagi Market Survey for Agriculture

Report Categories:

CSSF Activity Report

Agricultural Trade Office Activities

Agricultural Situation

Food Service - Hotel Restaurant Institutional

Food Processing Ingredients

Market Promotion/Competition

Promotion Opportunities

Retail Foods

Trip Report

Approved By:

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Prepared By:

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Report Highlights:

Miyagi prefecture is slowly recovering from March 11, but its business center, Sendai, seems to have already reassumed normal business. The main reason may be that the city was built inland from the sea coast. This market research was to find new partners in Sendai and to build relationships that may benefit U.S. cooperators and exporters.

On June 14 and 15, 2012, the ATO carried out a series of visits to explore the variety of Sendai's business sectors. The travel itinerary is shown in Appendix 1.

Executive Summary:

Areas of interest

Miyagi Coop is involved in a project to utilize land affected by the salt water of the tsunami. Until the 1940s Miyagi was the number one producer of Chinese cabbage, which can grow in salt contaminated land. This project may take some time but has potential.

ATO Tokyo has been working closely with the headquarters and flagship store of **Mitsukoshi Department Store** located in Nihonbashi, Tokyo. Mitsukoshi Sendai indicated interest to work with ATO Tokyo to facilitate events that would coincide with their headquarters.

Sendai City Chamber of Commerce, Although Oba's assistant manager listened carefully to the ATO's proposal, he was uncertain how he could contribute. However, his supervisor, Deputy Secretary General Hitoshi Ito, came by to introduce himself and to let me know that he was selected to participate in a State Department International Visitors program 15 years ago. He was extremely appreciative of that experience. I believe we can rely on Sendai Chamber for cooperation.

Visits to bars and restaurants verified that the market base is almost all local Sendai population and there no support in the area of an American or foreign population. However, **Meidi-ya** and Mitsukoshi are the two main stores that carry high-end products including U.S. goods, which indicates that there is interest in U.S. and other imported products.

Hotel Metropolitan Sendai's Executive Managing Director Mr. Junichi Konno indicated interest to work with ATO. There could be potential for an American Cuisine Fair in Sendai. Similarly, the largest local newspaper, **Kohoku Shinpo**, also requested notification of visits and events that the ATO might plan in Miyagi.

Possibly, one of our best supporters is Dr. Takeshi Watanabe, Ph.D., Physics, Honorary Professor of Tohoku University. Dr. Watanabe was sent by the Japanese government in the 1950's to study in the United States. Dr. Watanabe studied at Cornell University and has fond memories of his stay.

Results

There are strong partners in Sendai and there is potential to promote U.S. agricultural products in Sendai. Immediate consideration should be to work with the city and prefectural government agencies as well as the commercial businesses such as Mitsukoshi and Meidi-ya.

Appendix 1 **Travel Itinerary**

June 12, 2012

Traveler: Sumio Thomas Aoki Place: Miyagi prefecture
Period: June 13 – 15, 2012

Date Time Company Name

6/14 (Th) 9:00 (45') Miyagi Coop 仙台市泉区八乙女4-2-2 TEL 022-375-7947
農産統括 今野携帯 070-5626-6482
仙台市中央卸売市場 仙台市若林区卸町4丁目3-1 みやぎ生協 市場事務所

10:15 (45') All Japan Chef Association, Sendai
【レストランシェフ】 宮城県仙台市青葉区二日町6-26 VIP 仙台ビル1F 電話022-261-4570

11:30 (60') Mitsukoshi Dept 宮城県仙台市青葉区一番町四丁目8-15
T 022(225)7111 食品部長 小西様 B1受付

13:30 (60') Sendai Chamber of Commerce & Industry
仙台商工会議所ものづくり推進チーム 大庭様 (Mr. Ohba) Address: 仙台市青葉区本町2-16-12 Tel:
022-265-8182

14:45 Club Shaft Mr. Ohtani
宮城県仙台市青葉区国分町2丁目10-11 第3吉岡屋ビル4F TEL&FAX 022-722-5651

15:30 Bar Isn't It Mr. Sam Well
仙台市青葉区一番町3-9-13 DATE ONEビル 3F 022-262-0901

17:00 AEON Tohoku Headquarters
仙台市青葉区中央3-3-3 三丸ビル T022-227-2219

6/15 (F) 9:00 (60') Kahoku Shimbun 経済部 報道キャップ 安野様
T 022-211-1271 藤本様とアポ

10:15 (60') Meidi-ya Ms. Reiko Chiba Tencho
宮城県仙台市青葉区一番町1-2-25 仙台NSビル1F 022(222)8111

11:30 (45') Sendai City Economic Affairs Bureau (confirmed)
仙台市経済局 国際プロモーション課 Ms. Sato Address: 仙台市青葉区国分町3-6-1
仙台パークビル9F Tel: 022-214-8316 or 022-261-1111

13:00 American Japan Association Sendai 日米協会 仙台
仙台市青葉区国分町3丁目1-18 カメイ株式会社 総務部秘書課 気付 Tel.(022) 264-6004
会長 亀井 昭伍 Mr. Watanabe

14:30 JETRO Sendai
日本貿易振興機構 (ジェトロ) 仙台貿易情報センター 所長 中川明子 (NAKAGAWA, Akiko) 〒980-

0811 宮城県仙台市青葉区一番町4-6-1 仙台第一生命タワービル18階 TEL:022-223-7484
FAX:022-262-6230 E-MAIL: Akiko_Nakagawa@jetro.go.jp

General Information: