

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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Voluntary  Public

**Date:** 12/7/2012

**GAIN Report Number:**

## Japan

**Post:** Tokyo

### **The WASABI - Hot News from Japan Vol. 8 Issue 11**

**Report Categories:**

Agricultural Situation

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#### **Report Highlights:**

FAS Tokyo Co-hosts a Food 2040 Seminar in Sendai; U.S. Consul General Sapporo, John Ries, Promotes U.S. Agricultural Products in a “World Fair” held in Hokkaido; ATO Osaka Highlights American Foods in a U.S. Consulate Osaka-Kobe’s presentation on American Culture.

# The Wasabi

*HOT News from Japan - Vol 8, Issue 11*  
December 7, 2012

**FAS Tokyo, the U.S. Grains Council, and Miyagi University Co-host a Food 2040 Seminar in Sendai:** On November 30, 2012, FAS Tokyo U.S. Grains Council (USGC), and Miyagi University co-hosted a FOOD 2040 Seminar in Sendai City. The FOOD 2040 study, which was commissioned by the USGC, reveals important implications for food designers and marketers of evolving consumer trends in East Asia and makes a projection of how the food system may develop in 30 years. The seminar was attended by about 70 people. About half of the attendees were students from Miyagi University's School of Food, Agricultural and Environmental Sciences. Among the presenters, U.S. Consul General Sapporo, John Ries, delivered a key note speech stressing that "young people are the ones who must unleash the potential of agriculture over the next 30 years." Several academics who attended the seminar commented that they would like to utilize the Food 2040 report in their classrooms.



The Sendai seminar was the fourth in a series initially launched in Tokyo back in April 2012. The Food 2040 report can be accessed at <http://www.usdajapan.org/food2040/index.htm>.

**U.S. Consul General Sapporo, John Ries, Promotes U.S. Agricultural Products in a "World Fair" held in Hokkaido:** On November 28, 2012, the United States Consul General Sapporo John Ries appeared live on regional television to promote U.S. pork, prunes, and other agricultural products carried at the Hokkaido branches of the AEON supermarket chain. As part of an AEON-organized "World Fair" event, Consul General Ries joined the Australian Consul to highlight the qualities of their respective countries' food products. Their appearance received approximately 10 minutes of Hokkaido-wide coverage on Sapporo TV's popular "Dosanko Waido" afternoon program.

**ATO Osaka Highlights American Foods in a U.S. Consulate Osaka-Kobe's presentation on American Culture:** On November 18, the Agricultural Trade Office (ATO) Osaka joined representatives from each section of the U.S. Consulate General Osaka-Kobe to present different aspects of American Culture to a packed audience in Sakai City, Osaka. The event was part of a day-long program held in honor of the 45th Anniversary of Sakai-Berkeley sister-city relationship. ATO Osaka Marketing Specialist, Akiko Kashiwagi, gave a presentation on the benefits and versatility of American food products as well as U.S. food trends. The event, which included quiz sessions, was well received by the participants and the local government.

