

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

AHEC - Sustainable Production Methods and Low Environmental Impact of U.S. Hardwood Attract Japanese Architects;
American Sweets Fair in Osaka Attracts a Record Number of Customers; American Craft Beer Popular at Tokyo's World
Beer Museum; How Grain Trade Built U.S.-Japan Ties

General Information:

The Wasabi

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AHEC - Sustainable Production Methods and Low Environmental Impact of U.S. Hardwood Attract Japanese Architects: On June 11, over 100 people attended an American Hardwood Association (AHEC) seminar for Japanese architects. The seminar promoted the use of American hardwood for interior finished wood. Two AHEC speakers presented on sustainable production methods and the low environmental impacts of U.S. hardwood. The other speakers were Japanese and American architects who have utilized American hardwood in commercial and residential buildings. The event was followed by a Q&A session and reception for presenters and attendees to individually meet each other. U.S. Embassy, Tokyo's Agricultural Minister-Counselor Geoffrey Wiggin made the opening remarks at the seminar and U.S. Agricultural Trade Office Director Steve Shnitzler gave a greeting at the following reception.

American Sweets Fair in Osaka Attracts a Record Number of Customers: On June 6-9, the U.S. Agricultural Trade Office in Osaka sponsored an American Sweets Fair held at Patisserie Labo Tsuji (P.L.T.), a café and confectionary store run by Japan's leading culinary institute Tsujicho Group. The fair, aimed at increasing awareness of the quality and versatility of U.S. agricultural products, featured a wide variety of sophisticated cakes and pies. Each of the created pastries used American ingredients, such as American cherries, citrus fruits, cream, artisan cheeses, and pistachio nuts. The event, the first of its kind in Kansai, attracted a record number of customers and was widely covered by the local media including NHK and Asahi.

American Craft Beer Popular at Tokyo's World Beer Museum: The World Beer Museum, a beer hall and restaurant, opened on May 19 at the foot of the Tokyo Skytree, the world tallest radio tower (634m). The restaurant has five beer serving counters and serves approximately 150 varieties of beer from the world including the United States, the United Kingdom, Germany, Belgium, and the Czech Republic. The restaurant can accommodate up to 400 customers. The U.S. Agricultural Trade Office in Tokyo helped the company operating the restaurant, Zato Group, find U.S. craft beers to serve at their 13 restaurants. The Zato Group restaurants are located in Tokyo and vary from German and French style beer pubs. The World Beer Museum is the 14th outlet for the company. A similar style restaurant also serving American craft beer is planned to open in Osaka next year.

How Grain Trade Built U.S.-Japan Ties: The English translation of "Hog Lift and Corn from America – How grain trade built U.S.-Japan Ties" is available on the U.S. Grains Council Japan website. The book, which was published in December, 2011, was written by Seiji Mitsuishi, Professor at the Miyagi University in Japan. He is a leading expert of grains trade and teaches the world food systems at the University. He wrote this book for ordinary readers who are interested in learning about foods they eat; how and where their foods come from. The readers will learn how the grain trade between the U.S. and Japan got started when an Iowan man wanted to help Japanese friends after a big typhoon hit Japan in 1959. Professor Mitsuishi's book also describes trade as an important part of food security. In the last chapter, he argues about the future of agriculture and food in Japan. For the recently translated version of the book go to <http://www.grainsjp.org/Hog%20Lift%20and%20Corn%20from%20America.pdf>.

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