

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary Public

Date: 10/3/2012

GAIN Report Number:

Japan

Post: Tokyo

The WASABI - Hot News from Japan Vol. 8 Issue 8

Report Categories:

Agricultural Situation

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Report Highlights:

FAS Tokyo Honors Japanese Supporters of U.S. Food Products; U.S. Pavilion at Kuze Tradeshow Highlights U.S. Foods;
FAS Japan Co-hosts Food 2040 Seminars in Nagoya and Osaka.

General Information:



FAS Tokyo Honors Japanese Supporters of U.S. Food Products: On September 28, 2012, Ambassador John Roos hosted a lunch to honor key players in the Japanese market who have continuously supported imports of U.S. food products. The lunch included a ceremony inducting honorees into the Foreign Agricultural Service (FAS) Tokyo's Second Annual U.S. Agriculture Hall of Fame in Japan. The Hall of Fame is intended to honor those companies that have been stalwart supporters of U.S. agriculture and food throughout the years. The five honorees represent some of the most influential food-related companies in Japan. Ambassador Roos thanked the group for their foresight, innovation, and most importantly, their continuous support of U.S. foods. Each honoree received a framed letter from the Ambassador that included his thanks and appreciation. FAS has set up a special Agriculture Hall of Fame website where all honorees, present and future, will be acknowledged. (Photo -

From Left to Right: Steve Shnitzler, Director ATO Japan, Mr. Ken Shimizu, President of WDI Group, Ambassador John V. Roos, Mr. Yuzaburo Mogi, Honorary CEO of Kikkoman Corp., Mr. Yoshiyuki Otsuka, Chairman of Japan Imported Cheese Promotion Association, Mr. Yoshiaki Morimura, President, Ushiwaka Shoji Co., Ltd, and Mr. Tastuo Amano, representing Mr. Hiroshi Sawada, Chairman of Nippon Flour Mills. Information on the Agriculture Hall of Fame can be found at: <http://www.usdajapan.org/>

U.S. Pavillion at Kuze Tradeshow Highlights U.S. Foods: On September 11 and 12, Agricultural Trade Office (ATO) Tokyo teamed up with a variety of 10 U.S. cooperators and Japanese importers to conduct a U.S. food pavilion at the Kuze tradeshow, which targeted the multi-billion dollar Hotel, Restaurant and Institutions (HRI) market. Kuze is a major food service wholesaler which has over 600 employees and \$650 million in revenue in 2011. For the first time in an ATO/U.S. showcase, ATO Tokyo developed three concepts for the U.S. pavilion: 1) Enjoy Fruits!, 2) Specialty Treats and 3) Whole Foods. These themes categorized and highlighted all exhibited products including, Florida citrus, California watermelon, Sunkist citrus, Ocean Spray cranberry drink, Oregon mix berries, U.S. beef and pork, Alaska seafood, Maine lobster, natural cheese, rice, white sorghum and Hawaiian biotech "Rainbow" papaya. The trade showcase attracted over 3,800 Kuze's buyers from Japanese HRI and retail sectors.

FAS Japan Co-hosts Food 2040 Seminars in Nagoya and Osaka: On September 6 and 7, 2012, FAS Tokyo and FAS Osaka coordinated the Food 2040 Information seminars in Nagoya and Osaka, respectively. FOOD 2040 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. Food 2040 was commissioned by the U.S. Grains Council (USGC), and these two seminars were sponsored by FAS and the American Soybean Association, as well as the Chukeiren in Nagoya and the Kankeiren in Osaka. These seminars were a follow up to the April 18 Tokyo Food 2040 "Roll-Out" Seminar at the Keidanren. The Nagoya seminar was attended by 50 participants and 80 people attended the Osaka seminar. The Food 2040 report can be accessed for free at <http://www.usdajapan.org/food2040/index.html>.





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