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Global Agricultural Information Network

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Report Highlights:

Yamanashi-Iowa Ties Strengthen with Introduction of Kosho Fujizakura Pork; FAS Japan Helps Strengthen Ties between Young Farmers of Japan and the United States; ATO Japan Director Judges Calrose Rice Chef Competition; "American Nuts Café" Attracts Many Visitors at the Roppongi Hills in Tokyo

General Information:



Yamanashi–Iowa Ties Strengthen with Introduction of Koshu Fujizakura Pork: Agricultural Trade Office (ATO) Japan Director Steve Shnitzler and Senior Agricultural Analyst Hisao Fukuda participated in the introduction of meat from a new breed of swine developed in Yamanashi Prefecture called Koshu Fujizakura Pork. The pork breed was developed from the genetics of swine that were sent to Yamanashi by Iowa farmers over 50 years ago as part of the Yamanashi Hog Lift. In 1959, Yamanashi experienced two great typhoons that wiped out the swine industry. Iowa farmers heard about the devastation and through the help of U.S. Department of Agriculture and the U.S. Air Force, lifted 35 hogs, along with 1,500 metric tons of corn, from Iowa to help the Japanese farmers rebuild their herds. In fact, this cooperation led to Iowa and Yamanashi becoming the very first “sister-states” between the United States and Japan in 1960, as well as the birth of the U.S. Grains Council. Descendants of 35 hogs still exist today, and through selective breeding, Yamanashi has now developed the new pork breed. Yamanashi intends to market this breed throughout Japan,

emphasizing its superior taste and tenderness. ATO Japan Director Shnitzler addressed more than 200 restaurateurs, hoteliers, and food distributors in Kofu City, the capital of Yamanashi Prefecture.

FAS Japan Helps Strengthen Ties between Young Farmers of Japan and the United States: On July 25, Foreign Agricultural Service (FAS) Japan hosted a seminar for a group of members of the Future Farmers of (FFJ). The group, consisting of 13 agricultural high school students and four teachers, visited the U.S. Embassy on before departing for North Carolina for a long home stay program. This trip was part of an exchange program with their American counterpart, the Future Farmers of America. Agricultural Minister-Counselor David Miller delivered welcome remarks and emphasized the importance of visiting other countries so that the students can expand their views. After the remarks, an FAS Agricultural Attaché and several Agricultural Specialists gave presentations on U.S. Department of Agriculture, agriculture in the United States and North Carolina agriculture, modern biotechnology, and the [Food 2040](#) study. The U.S. Embassy’s Public Affairs Section spoke about American culture and studying abroad in the United States. The FFJ students and teachers were all eager to learn about U.S. culture and agriculture and the closing Q&A session was very lively. After the seminar, the group met up with five more students for their trip to North Carolina. On August 5, FAS Japan received a call from one of the teachers of the group stating that they had returned home safely after a very successful trip to North Carolina and appreciated our efforts in organizing the seminar and helping strengthen ties between young farmers of Japan and the United States.



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ATO Japan Director Judges Calrose Rice Chef Competition: Agricultural Trade Office (ATO) Japan Director Steve Shnitzler joined a panel of judges for the Calrose Rice chef competition in Tokyo on July 30, 2013. Nine chefs from hotels and restaurants in the Tokyo area were selected from over 100 entries to participate in the final cook-off. All dishes had to feature Calrose rice and be presented in a way that could be served as a regular restaurant item. The chefs proved creative, with dishes ranging from an eggplant stuffed with lamb and rice to a rice mousse over a cold rice salad. The winner was Mr. Naohito

Hayashi from Restaurant “[Natural Sense Inose](#)” in Ibaragi Prefecture, who made a deep fried rice ball with consommé sauce and nori (seaweed) flakes. The winning chefs were presented to the press at the August 6 Calrose rice seminar here in Tokyo.

“American Nuts Café” Attracts Many Visitors at the Roppongi Hills in Tokyo: The Agricultural Trade Office (ATO) Tokyo hosted a one-day café featuring American nuts dried fruits at the Roppongi Hills on Monday, July 22, the Nuts July 22 was established as the nuts day by the Japan Nuts Association. Featured nuts were almonds, walnuts, peanuts, and pistachios, as well as prunes, raisins, and cranberries. The American Nuts Café attracted almost 800 people who enjoyed sampling famous patissiers’ sweets using nuts and dried fruits, cream, and snack nuts, all from the United States. This year, the featured beautiful cakes created by the students of the patissiers school L’ecole Vantan. The cakes were so popular that the school ran out early. The café also served a Hawaii papaya and U.S. watermelon salad, along with nuts, Hawaiian water, California wines, and craft beer from the United States. People also enjoyed the talk shows on the stage at the Café featuring five guests, including patissiers and TV celebrities, who talked about the recipes and health/beauty benefits of nuts and dried fruits from the United States. The cafe is in one of Tokyo’s most prestigious locations, Roppongi Hills, and throughout the entire day, the Café was crowded with many visitors, including families, bloggers, and residents from the Roppongi area. The event was featured on many websites and blogs including the ATO’s myfood.jp website.



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