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Global Agricultural Information Network

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Report Highlights:

ATO Tokyo Sponsors USA Pavilion at FOODEX JAPAN 2013; Trilateral Asian Gypsy Moth Technical Meeting takes place in Japan; FAS Japan Recognizes Representative from the Future Farmers of Japan; Agricultural Exchanges Continue to Strengthen Ties between Japan and the United States.

General Information:

The Wasabi

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(Photo by Courtesy of The Japan Times)

ATO Tokyo Sponsors USA Pavilion at FOODEX JAPAN 2013: U.S. Agricultural Trade Office (ATO) Tokyo co-organized and hosted the USDA-endorsed USA Pavilion with 70 booths and 64 exhibitors at the 38th Annual FOODEX JAPAN, March 5-8, 2013, in Tokyo. Over 72,000 professional trade visitors from all over Japan as well as Korea, China, Taiwan, and Southeast Asian countries attended the show. This year, the U.S. exhibitors had great opportunities to promote their products to the Aeon Group, the retail giant in Japan, and CGC Japan, the largest cooperative chain. The U.S. exhibitors reported nearly \$20 million in potential sales from the show.

On the first day in the show, U.S. Ambassador to Japan John V. Roos visited the USA Pavilion and gave short remarks to the media. Ambassador Roos highlighted Japan's recent decision to expand access for U.S. beef imports, and the promotion of U.S. beef received an extensive amount of Japanese media coverage. The U.S. Meat Export Federation reported that they received approximately 500 inquiries, twice as many as last year, from potential buyers at this year's show.

Trilateral Asian Gypsy Moth Technical Meeting takes place in Japan: During the week of March 25, 2013, representatives from the Governments of Japan, Canada, and the United States met to discuss updates on Asian Gypsy Moth (AGM) programs for the 2013 season. After technical meetings in Tokyo, the Canadian and American delegations traveled to the Japanese ports of Mizushima, Kobe, Nagoya, and Chiba. The delegations met with members of the local inspection agencies and plant quarantine officials to increase awareness of the importance of minimizing the time lag between vessel inspection and departure; as well as, the vessel's crew conducting self-inspection after during the voyage. According to Canadian and American entomologists, this



year's AGM population in Japan is expected to be higher than in previous years. Increased awareness among Japanese authorities and inspection agencies will be crucial to limiting the negative impact AGM detections at arrival can have on overall Japanese trade to North America.



FAS Japan Recognizes Representative from the Future Farmers of Japan: On March 28, 2013, Foreign Agricultural Service (FAS) Japan presented a letter of recognition to Mr. Junichiro Chidani, a representative from the Future Farmers of Japan (FFJ) Organization, for his continued efforts in maintaining bilateral agricultural exchanges among American and Japanese young farmers. Since 1989, Mr. Chidani has facilitated countless agricultural exchanges primarily between members of the FFJ and the National Future Farmers of America (National FFA). Over the last twenty-four years, Mr. Chidani has led twenty-two delegations of young Japanese Farmers to the U.S. States of Virginia, Maryland, Illinois, Iowa, Washington, Minnesota, Pennsylvania, and North Carolina. Similarly, Mr. Chidani supported about twenty delegations from the National FFA by arranging agricultural field trips and finding agricultural host families in Japan. While Mr. Chidani is retiring this week, he served as Principal at the Engei Horticultural Senior High School in Tokyo; he will lead one last delegation of FFJ students to visit North Carolina this July. This year alone he assisted with two American student delegations, one from the National FFA in January, and another from the Colorado FFA in March.

FAS Japan is thankful for Mr. Chidani's dedication in increasing understanding and cooperation between our young farmers.

Agricultural Exchanges Continue to Strengthen Ties between Japan and the United States: On March 21, 2013, the Japan Agricultural Exchange Council (JAEC) held a send-off ceremony for 63 young Japanese agricultural trainees who will participate on a nineteen-month long farm training program in the United States. As part of their training, the Japanese trainees will stay and work at American farms and learn about many aspects of U.S. agriculture, such as modern agricultural technologies and marketing food products. Minister Counselor for Agricultural Affairs, David Miller, gave remarks at the ceremony. He noted the long history of cooperation and interdependence between American and Japanese agriculture and congratulated the trainees on becoming an integral part of this history. He also encouraged trainees to bring back their new-found knowledge and experience, and to strengthen Japan's agriculture.



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