

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Report Highlights:**

Cotton Council International (CCI) celebrates its 10th annual "Cotton Day" event in Tokyo; The U.S. Grains Council hosts conference on U.S. ethanol policy and corn co-products.

# The Wasabi

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2013 Cotton USA Campaign – Actress Maki Horikita with mascot Watan

**Cotton Council International (CCI) celebrates its 10th annual “Cotton Day” in Tokyo:** Cotton Council International (CCI) celebrated its 10th annual “Cotton Day” event in Tokyo on May 9, 2013. The event featured appearances by this year’s official spokesperson, actress Maki Horikita and cotton awards to Ryoko Yonekura, actress, and actor Junichi Ishida. Cotton USA got a bonus when Junichi Ishida’s wife, professional golfer Riko Higashio and their son, Ritaro, also appeared on stage. This year’s theme is “Cotton to ikiteiru” (Live with Cotton) and advertisements can be seen in Retailers and subway stations throughout Japan. Agricultural Minister-Counselor, David Miller, addressed the industry at the celebratory reception, noting how important the Japanese industry is to U.S. cotton growers and how much the U.S. appreciates their support.

**The U.S. Grains Council Hosts Conference on U.S. Ethanol Policy and Corn Co-Products:** On May 9, 2013, the U.S. Grains Council hosted a conference on U.S. ethanol policy and corn co-products in Tokyo. The purpose of the conference was to provide an update on U.S. corn and co-products to Japanese importers and users of U.S. corn. Special emphasis was given to respond to Japanese concerns over the possible negative impact of U.S. ethanol policy on global grain supply. The U.S. Embassy Tokyo’s Senior Agricultural Attaché, Elizabeth Autry, made opening remarks, in which she noted, “DDGS, has become an important part of feeding livestock in the U.S. and overseas.” Ms. Kelly Davis, Director of Regulatory Affairs for Renewable Fuels Association stated that the United States has enough capacity to produce and supply corn for both feed/food and fuel uses. The conference was attended by approximately 200 people representing Japanese trade, government, and media. The United States is Japan’s largest corn supplier.



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