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GAIN Report

Global Agricultural Information Network

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FAS Japan Welcomes USMEF Trade Mission to the Embassy; Ikari Supermarket Chain holds American Fair in Kansai

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FAS Japan Welcomes USMEF Trade Mission to the Embassy: On July 9, 2013, a trade mission of U.S. Meat Export Federation (USMEF) related board members visited the U.S. Embassy in Tokyo. Foreign Agricultural Service (FAS) Japan hosted a market briefing session for the group that consisted of a total of 38 representatives from South Dakota, Ohio, Nebraska, Idaho, Missouri, Minnesota and Oregon. The participants represented U.S. meat producers, as well as other industries, including soybean and corn producers. Ambassador John Roos also participated in the briefing, welcoming the mission members while emphasizing the importance of U.S. meat exports to Japan. On July 11, 2013, U.S. Embassy's Minister-Counselor for Agricultural Affairs, David Miller, delivered opening remarks at the USMEF Marketing Seminar, a successful and popular event that included over 600 Japanese trade representatives. During their five-day visit in Japan, the team members participated in a number of USMEF's activities, including interacting with elementary school students and key food bloggers, as well as touring the Sendai region, famous for beef tongue dishes.

Ikari Supermarket Chain holds American Fair in Kansai: Ikari Supermarket held an American fair from July 5 to 9 at its 23 stores in the Kansai region. The fair featured a wide variety of American foods, including cherries, table grapes, avocados, blueberries, papayas, beef, salmon and other processed foods. Ikari is a high-end supermarket chain based in Kobe City and has been active in promoting fresh and quality produce from the United States. According to the chain operator, the fair went very well and increased their sales. In particular, cherries from Washington, cultivated under the System Approach, were quite popular among its customers because of their great taste. Agricultural Trade Office (ATO) Japan Director Steve Shnitzler visited the fair at chain's outlet in Ashiya City, and observed numerous fresh produce as well as processed food products from the United States. He also



met with the chairman of Ikari and learned about their operations in more detail.

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