

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Japan

Post: Tokyo ATO

Us-ato.jp Business Website Review 2011

Report Categories:

CSSF Activity Evaluation

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Report Highlights:

ATO Japan continues to promote U.S. cooperators and exporters, as well as importers of U.S. agricultural products, through its bilingual business website us-ato.jp. Articles about cooperator activities and achievements are regularly uploaded to the site, enhancing their efforts. The site also generates Japanese inquiries for U.S. products, which are then entered into the Trade Lead System.

Executive Summary

Us-ato.jp serves two main goals. First, to communicate Post's efforts in promoting U.S. agriculture and second, to capture inquiries for American products. The site has successfully achieved both of these goals, attracting both retail and food service organizations, who have visited the site to search for U.S. products. Other visitors research the site for information about U.S. products and agriculture. As the site is both in English and Japanese, ATO Japan is able to efficiently and effectively communicate to both countries.

General Information:

Purpose of us-ato.jp



U.S. Agricultural Trade Office Japan

In Japan, the internet is essential to promoting products and services. Us-ato.jp allows ATO Japan to promote U.S. agriculture, cuisine, culture, and business trends, both in English and Japanese. It also serves as an additional promotional tool for cooperators in promoting products and events. The site uploads ATO Japan reports, as well as distributing cooperator press releases. In addition, ATO Japan uses Us-ato.jp's inquiry page to capture trade leads that are entered into the Trade Leads System.

2011 Achievements

In 2010, average access to the site was 550-600 hits per month. Following a 2011 change in the management team, there was an increase in visitors who viewed the site (for 60 seconds or more) to 1,200. Post notes that the number of visitors would have been even higher (around 3,800 or more) had it not been for the 2011 Tohoku earthquake. Product inquiries average approximately 6 per month, which were then entered into the Trade Lead System.

Us-ato.jp is accessed mostly from its sister sites usdajapan.org and myfood.jp. On a country basis, the site is accessed mostly by Japanese, followed by the United States, China, France and Singapore. Yahoo.com is the most widely use portal for accessing the site, followed by Google.com, and ocn.ne.jp. More visitors are accessing the site via smartphones.

The editor-in-chief has been proactive and has excelled in writing and production of reports, as well as efficiently managing the site. Many of the articles listed below including sorghum, watermelon, and figs, originated from her interviews and research.

Uploaded Reports and Stories

Cooperator event stories and achievements

U.S. Grains Council's Sorghum symposium:

http://www.us-ato.jp/jp/trend/pdf/sorghum/20111226_1.pdf (Japanese),

http://www.us-ato.jp/jp/trend/pdf/sorghum/20111202_1.pdf (Japanese)

U.S. Watermelon:

[American Watermelon - A Cool Refreshment for Japanese Summer](#) (English)

Florida Dept. of Citrus: <http://www.us-ato.jp/jp/watch/report07.html>

Wine Institute's California wine:

<http://www.us-ato.jp/jp/watch/report05.html> (Japanese)

Washington Wine update:

http://www.us-ato.jp/jp/watch/american_delights04.html (Japanese)

California Strawberry: <http://www.us-ato.jp/jp/watch/report03.html> (Japanese)

California Fig: <http://www.us-ato.jp/jp/watch/report02.html> (Japanese)

U.S. Dairy Council's Cheese Seminar:

<http://www.us-ato.jp/jp/watch/report01.html> (Japanese)

Importer support

Nagano Trading (Craft beet):

<http://www.us-ato.jp/jp/watch/interview02.html> (Japanese)

U.S. Specialty Products:

http://www.us-ato.jp/jp/watch/american_delights01.html (Japanese)

Japanese trade reports

Interview with McDonald Japan's President Eikoh Harada:

<http://www.us-ato.jp/en/watch/interview08.html> (English)

ATO activities

Taste of America Restaurant Week:

http://www.us-ato.jp/en/watch/taste_of_america01.html (English)

Helping Tohoku:

[Ms. Roos Introduces Recipe Booklet to Support Tohoku's Recovery](#) (English)

Helping Tohoku: [Onagawacho-Health for the Future](#) (English)

ATO Japan GAIN reports

Annual reports: Retail, Food Processing, Wine

Japan Food Trends