



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 9/5/2000

GAIN Report #JA0100

Japan

Agricultural Situation

This Week in Japan

2000

Approved by:

Casey Bean

U.S. Embassy, Japan

Prepared by:

The U.S. Agricultural Affairs Office (Tokyo) and Agricultural Trade Offices (Tokyo/Osaka)

Report Highlights: A summary of events and developments in the United States' largest export market for agricultural, forestry, and fishery products. This week's highlights include: All U.S. Nectarine Varieties Approved; American Hardwood Export Council Kicks-Off Hang Tag Promotion; U.S. Rice Captures 30% Share in Second SBS Tender; and Seed Imports Sprouting.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Tokyo [JA1], JA



This Week in Japan

An Update of Major News and Events from the Largest U.S. Agricultural Export Market
Volume IV, Issue No. 35 September 5, 2000

- i All U.S. Nectarine Varieties Approved:** On August 30, the Ministry of Agriculture (MAFF) lifted the phytosanitary ban on the remaining varieties of U.S. nectarines. In the late 1980's MAFF approved 10 varieties. The Japanese fresh nectarine market remains fairly small with a wholesale value of about \$10 million; but Japan's access to the new varieties from the United States, particularly the white flesh types, opens new business opportunities. The first shipment of the new varieties is scheduled to arrive this month. (AgAffairs Tokyo)
- i American Hardwood Export Council Kicks-Off Hang Tag Promotion:** Last week, the American Hardwood Export Council, in conjunction with five major home furniture manufacturers, launched the "Hang Tag Promotion". The innovative program, unique in the wood industry because it identifies U.S. hardwood products at the retail level, is aimed to increase consumer demand for U.S. hardwood furniture by showcasing the hardwood resource as the product of the highest forest management standards. Japanese consumers are increasingly concerned about environmental issues. The Sustainable Forestry Initiative (SFI), which insures a continuous, stable supply of American hardwood products, is one key aspect of America's forest management program highlighted in AHEC's marketing effort. Additional Hang Tag Promotion information can be found on the Web (in Japanese) at www.ahecjapan-hangtag.org. (AgAffairs Tokyo)
- i U.S. Rice Captures 31% Share in Second SBS Tender:** On August 29, the Food Agency of MAFF conducted its second SBS rice tender for Japan Fiscal Year 2000. A total of 35,000 metric tons of foreign rice was contracted with China accounting for 18,046 metric tons, or 51.6 percent of the total. Contracts for U.S. rice totaled 10,829 metric tons for a 30.9 percent market share and Australia rice totaled 2,559 metric tons or 7.3 percent of the total. See JA0096 for details. (AgAffairs Tokyo)
- i Seed Imports Sprouting:** Japanese seed imports reached \$140 million last year, an increase of 8.5 percent with U.S. seed capturing 36 percent of the import market. Applications and approvals for new seed varieties, a recent trend, were down in 1999. The controversy surrounding products derived from biotechnology has also impacted Japan's seed market. The Government of Japan included a proposed labeling requirement effective April 2000, and some companies have contracted for non-biotechnologically enhanced products. See JA0092 for details. (AgAffairs Tokyo)