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Japan

Agricultural Situation

This Week in Japan

2000

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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: First Meeting of Enhanced Initiative on Housing, Florida Department of Citrus Kick-off Reception, StarLink Corn Detected in Over Half of Feed Samples, ATO Sponsors American Halloween Fairs at Japanese Supermarkets.

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

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- i First Meeting of Enhanced Initiative on Housing:** A USDA-led delegation raised deregulation of the housing sector under the Enhanced Initiative on Deregulation with key GOJ officials last week. USDA and USTR met with the Ministry of Foreign Affairs, Ministry of Construction and Ministry of Agriculture, Forestry and Fisheries to press forward on deregulation in the housing industry, including a review of technical building regulation that continue to impede the use of U.S. building products, changes in finance policies and greater consumer access to market information to promote the secondary housing market. (AgAffairs Tokyo)
- i AGMIN Keynotes Florida Department of Citrus Kick-off Reception:** Florida Department of Citrus held its annual kick-off reception in Tokyo on November 7, with more than 200 industry and media representatives in attendance. Traders are forecasting strong demand for Florida grapefruit in 2000/01 to more than 11 million cartons, as marketers build on newly created positioning of Florida grapefruit as a health food. AGMIN George Pope served as keynote speaker at the reception, leading participants in a toast to celebrate the opening of Florida grapefruit's 2000 campaign. (AgAffairs Tokyo)
- i StarLink Corn Detected in Over Half of Feed Samples:** On November 13, Ministry of Agriculture (MAFF) announced test results for StarLink corn from feed samples taken between April and June of this year. Out of 15 samples taken from 11 ports throughout Japan, MAFF reports 10 samples tested positive for StarLink. StarLink has not been approved by the Government of Japan under its voluntary feed safety assessment. (AgAffairs Tokyo)
- i ATO Sponsors American Halloween Fairs at Japanese Supermarkets:** Although Halloween and trick-or-treating are not traditions in Japan, ATO Tokyo began promoting the occasion last year as a novel gift-giving opportunity to generate sales of U.S. food products. This year working with leading Sapporo regional supermarket retailer *Ralse* and Tokyo-based *Meidi-ya*, ATO Tokyo sponsored American Halloween Fairs held at seven of the two retailers' major outlets during the Halloween weekend. The in-store promotions featured more than 30 different American confections and snacks foods as a first step in introducing American Halloween fun to Japanese consumers of all ages. (ATO Tokyo)
- i Upcoming Events:**

 - Iowa Governor Tom Vilsack's Grain Trade Mission to Tokyo, Nov. 15-16**
 - Arrival of Suzanne Hale, Agricultural Minister-Counselor, Nov. 17**

