

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Japan

**Post:** Tokyo ATO

### **BS Fuji TV Features American Foods and Myfood.jp**

**Report Categories:**

ATO ACTIVITIES reports

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**Report Highlights:**

The ATO in Japan has worked with the producers of the popular BS Fuji television program, “Table of Embassy” to create a series of shows featuring U.S. food and food related events. The program has been very effective in educating Japanese viewers about U.S. cuisines and also increased the visibility of the ATO’s Myfood.jp site. Total media value for these programs is estimated at a\$1.2 million.

## **General Information:**

Over the past year, the Agricultural Trade Office in Japan has worked with the producers of the popular BS Fuji television program “Table of Embassy” to create a series of shows featuring U.S. food and food related events. The program has been very effective in educating Japanese viewers about U.S. cuisines and also increased the visibility of the ATO’s Myfood.jp site. Three episodes of Table of Embassy including two devoted solely to U.S. foods have been shown multiple times over the past eight months to a regular viewing audience of approximately one million viewers.

Table of Embassy has aired three episodes covering a variety of different U.S. foods and food culture that have prominently displayed the Myfood.jp logo and made frequent references to the Myfood.jp website. This coverage has proven especially successful in bringing new viewers to the site.

The first episode focusing on U.S. foods released in November 2010 featured a traditional Thanksgiving dinner with U.S. Embassy, Tokyo Ambassador John Roos and family and ATO Director, Steve Shnitzler and his wife Diane. The program was shown a total of five times and was estimated to have provided nearly \$700,000 in media coverage including newspaper articles introducing the episode. Following this showing, Myfood.jp accesses reached an all time high of 48,000 views. Please see the GAIN report, [ATO Japan Highlights U.S. Agriculture on Thanksgiving TV Special](#), for more details.

Following the success of that program, BS Fuji filmed yet another episode of U.S. food promotional events conducted by the ATO, U.S. state offices, and Cooperators in 2010. The program also included footage of V5 cooking demonstrations at the U.S. Foodex Pavilion with Chef Ema Koeda preparing original recipes using U.S. foods such as avocado pasta salad, Caesar salad dressing, poached chicken and broccoli salad. The recipes were placed on the Myfood.jp site at [http://www.myfood.jp/us\\_recipe/pick/spring\\_vegetables.html](http://www.myfood.jp/us_recipe/pick/spring_vegetables.html). The episode aired a total of four times (March 20, 23, 27, and 30), and is estimated to have contributed a media value of \$434,300 (¥35.2 million). BS Fuji put an advertisement for the show on its website with an estimated media value of \$43,200. The “Table of Embassy” website also featured the program worth an estimated \$37,700 including on-line media. Total overall media value for the program comes to \$515,000. The program was aired shortly after the devastating earthquake and tsunami struck Japan on March 11. At that time television viewership focused on news of the crisis; the damage wrought by the disaster, and damaged nuclear facilities in the Fukushima region. As a consequence, the Table of Embassy program did not reach as wide an audience as it typically would. However, there was an increase in viewers referred from the program following each showing of the program.

In May, BS Fuji aired further footage of U.S. foods in a Table of Embassy program. The episode included footage of the Wild Rice and Crab Salad recipes developed by the ATO with Chef Koeda and was aired a total of four times (May 29, June 1, 5, and 8). The program was estimated to have contributed a media value of \$51,000 including the ad of the episode the program featured on its website. The Myfood.jp logo and its URL were shown when the U.S. menu was introduced.

Televised coverage of U.S. foods has proven very effective in reaching Japanese consumers and bringing viewers to the Myfood.jp website and the ATO will continue to capitalize on these and other kinds of media opportunities including new social media technologies such as the Myfood.jp Twitter

feature. (Please see [http://twitter.com/#!/myfood\\_by\\_Lisa](http://twitter.com/#!/myfood_by_Lisa) and GAIN report [Myfood Twitter](#) for more details).