

Required Report: Required - Public Distribution

Date: January 15,2020

Report Number: JA2019-0218

Report Name: Exporter Guide Annual

Country: Japan

Post: Osaka ATO

Report Category: Exporter Guide

Prepared By: Yumi Baba

Approved By: Jeffrey Zimmerman

Report Highlights:

Japan is the fourth largest market for U.S. exporters of food and agricultural products. The total Japanese food and beverage market was valued at an estimated \$779 billion in 2018, with the retail sector accounting for \$479 billion and the food service sector accounting for \$300 billion. The United States exported \$12.9 billion in agricultural products to Japan in that year. There are tremendous opportunities for U.S. exporters willing and able to follow the strict Japanese product regulations and keep up with the latest trends in this market. Under the U.S. – Japan Free Trade Agreement (effective January 1, 2020) nearly 90 percent of U.S. food and agricultural imports into Japan are either duty free or receive preferential tariff access.

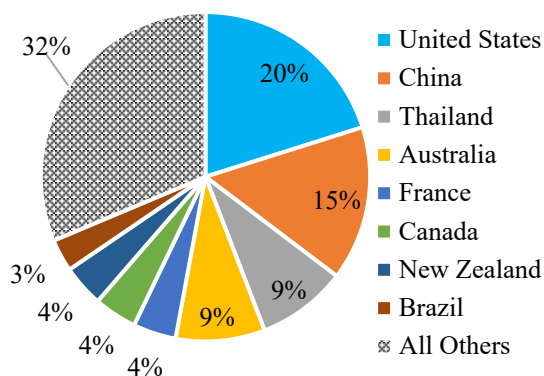
Market Fact Sheet: Japan

Executive Summary:

Japan relies heavily on imports -- accounting for over 60 percent of its caloric intake. The United States is the largest foreign supplier of food and agricultural products to Japan (26 percent of total import market share), and Japan is the fourth largest market for U.S. agricultural products (\$12.9 billion in 2018). Japan's food industries are well-developed and innovative in all sectors; including, retail, food service, and food processing, and distribution.

Population: 126,168,156 (July 2018 est.)
GDP: \$4.87 trillion (3rd)
GDP/Capita: \$38,428

Japan Consumer-Oriented Product Imports (\$33.3 Billion, 2018)



Food Processing Industry:

The food processing industry produces a wide variety of foods, including traditional Japanese foods, Western foods, and health-oriented foods for infants and the elderly. Food producers focus on maintaining market share among traditional product lines while developing creative products to attract consumers on the lookout for new and innovative foods. The food processing industry produced \$217 billion in food and beverage products in 2018.

Food Retail Industry:

In 2018, the total value of all retail food and beverage sales was \$479 billion. Supermarkets represent the bulk of the retail food sales, at 70 percent, but the fast-growing convenience store sector now represents 14 percent of sales. Ready-to-eat meals or take-home food items represent an area of growth.

Top Ten Growth Food Products

- | | |
|-------------------------|----------------------------|
| 1) Beef & Beef Products | 6) Peanuts |
| 2) Fish Products | 7) Distilled Spirits |
| 3) Processed Vegetables | 8) Dried Fruit |
| 4) Tree Nuts | 9) Preserved/Prepared Pork |
| 5) Wine & Beer | 10) Condiments & Sauces |

Food Industry by Channels (US\$)

Consumer-Oriented Imports	\$33 billion
Food Processing Industry	\$217 billion
Food Industry Gross Sales	\$779 billion
<i>Retail</i>	<i>\$479 billion</i>
<i>Food Service</i>	<i>\$300 billion</i>

Top Ten Retailers

AEON Retail	Ito Yokado
Seven Eleven Japan	Lawson Inc.
FamilyMart/UNY Holdings	U.S.M.Holdings
Life Corporation	Izumi
Arcs	York Benimaru

Strength	Weakness
High demand for consumer-oriented products.	Managing expectations is key (negotiating and decision-making processes can take time).
Opportunity	Challenge
US-Japan Trade Agreement	Many other suppliers enjoy FTAs and/or closer proximity to Japan.

Sources: Global Agricultural Trade System, Global Trade Atlas, Japan Ministry of Finance, Japan Ministry of Economy, Trade and Industry, Japan Food Service Association, The World Factbook, and The World Bank. For additional information, contact atotokyo@usda.gov

SECTION I. MARKET OVERVIEW

Profile of Japan

Japan is an island nation located off the eastern seaboard of the Eurasian continent. The Japanese archipelago consists of the five main islands of Hokkaido, Honshu, Shikoku, Kyushu, and Okinawa and over 6,800 smaller isles.

The Japanese population was 126.16 million in 2018. The population is concentrated in the three major regions; Kanto region which includes Tokyo Metropolis and seven surrounding prefectures (population 38.1 million); Kansai region including seven prefectures around Osaka and Kyoto (22.76 million); and Chubu region including eight prefectures around Aichi Prefecture of Toyota and Nagoya cities (23.0 million).

Japan's GDP totaled US\$4.87 trillion, making it the world's third largest economy, following the United States' and China's. Tertiary industries (the service sector) represent the mainstay of the Japanese economy, accounting for 72.3% of total GDP in 2015. Secondary industries (manufacturing) followed with 26.6% and primary industries (agriculture, fisheries, and forestry) lagged behind at only 1.2%. Japan relies for the bulk of its food supply on imports from other countries. The food self-sufficiency rate of Japan was 37% on a caloric basis and 66% in value terms in 2018. *(Source: The World Factbook, United Nations, Statistics Bureau, Ministry of Internal Affairs and Communications, Ministry of Agriculture, Forestry and Fisheries and Ministry of Economy, Trade and Industry)*

Japanese Food Market

Japanese Food Market Size

The Japanese food market is valued at \$779 billion in 2018 with retail food and beverage sales of \$479 billion and food service sector of \$300 billion. The retail sector amounted to over 70% of the total food market in Japan. The U.S. is the leading agricultural product supplier with a 26% import market share in 2018, followed by China at 12% and Australia at 8% (value basis).

Market trends

Traditional Taste with Western and Ethnic Cuisine Influences

While traditional menus and tastes still generally guide the average Japanese consumer, Western and other Asian ethnic cuisines are increasingly influencing the market. Although there is a tendency to prefer domestic products over imports, Japanese consumers also enjoy products from other countries.

Competitive Market

The Japanese market is highly competitive. While Japanese consumers tend to accept higher prices for quality and convenience, at the same time they also seek value. Consumers have several options to choose from to satisfy their food needs; ranging from restaurants, fast food, convenience stores and a variety of retailers. Major supermarket chains are coping with this demand by introducing their own

private labels, while many restaurant chains are reducing their prices or differentiating themselves with new menu offerings and special events to stay competitive.

Latest Trends: Focus on Functional and Healthy Food

Japanese consumers are, in general, highly health-conscious. The Japanese food and beverage market continues to focus on functional, healthy and nutritious products. Anything perceived as providing benefits for health and beauty has a stronger appeal and greater chance of becoming popular, particularly among women. Healthy food trends from the U.S. also have some influence, with special diets and trendy “superfoods” often popular in the Japanese market as well.

Social issues to be considered

Population decline and aging

Due to a decrease in the birth rate, the Japanese population is declining and steadily aging. In 2018, the share of people 65 years old or over in the population was the highest since 1950, at 28.1%, and is expected to grow. Although there are many concerns about the impact of an aging and decreasing population on society in general and food demand in particular, overall food demand remains strong and the market continues to offer great opportunities for individual exporters. Average Japanese life expectancy was 87.32 years for women and 81.25 years for men in 2018, and retirees tend to have large savings and an active lifestyle. The demand for high-quality and high-value food ingredients and finished products is expected to become stronger in the future.

(Source: Statistics Bureau, Ministry of Internal Affairs and Communications)

2020 Olympics in Tokyo/First Integrated Resort/2025 Osaka World Expo

The number of foreign visitors to Japan hit a record high of 31.2 million in 2018. With the government of Japan promoting tourism, in 2018 their spending was \$41.5 billion, up 8.7% from 2017. Out of that total, 20.7 % was spent on meals. Japan aims to boost foreign visitors to 40 million during 2020 Tokyo Olympics and Paralympic Games along with nearly doubling foreign tourists’ spending. Japan is in process of developing three integrated resorts (IR) with large capacity hotels, conference/exhibition halls and casino. The plan is to have one of three IR locations be slated to open in March, 2025; just before the opening of Osaka World Expo. Many hotels and restaurants are trying to attract these growing number of tourists and accommodate their diversified diet needs and preferences into their menu offering.

(Source: Japan Tourism Agency, Ministry of Land, Transport and Tourism)

U.S. Advantages vs. U.S. Challenges in the Japanese Market

The Japanese market offers a number of benefits to U.S. exporters, but it is not without difficulties.

U.S. Advantages	U.S. Challenges
<ul style="list-style-type: none"> • Under the U.S.-Japan Trade Agreement nearly 90 percent of U.S. agricultural products are either duty free or receive preferential tariff access • U.S. food cost/quality competitiveness • The wide variety of U.S. food products • Reliable supply of U.S. food products • Advanced U.S. food processing technology • Relatively low U.S. shipping costs • Science-based U.S. food safety procedures • Growing Japanese emulation of U.S. food trends • Japanese food processing industry seeking new ingredients • Changes in the Japanese distribution system, becoming more similar to that of the U.S. • Japan's dependence on foreign food supply 	<ul style="list-style-type: none"> • Competition with other exporting countries, some with limited number of products with lower comparative duties under free trade agreements with Japan • Increasing safety concerns on food products among Japanese consumers, and frequent distrust of imports • Long distance from Japan • Perceived consumer antipathy for biotech, genome- edited foods and food additives • High expectations for quality and appearance • Consumers preference for domestic products • High cost of marketing in Japan • High import duties on many products • Competition with other exporting countries, some with lower duties due to free trade agreements with Japan • Importers expectation of long-term involvement and commitment

SECTION II. EXPORTER BUSINESS TIPS

Doing Business with Japanese / Business Culture in Japan

When you work with Japanese people, please be reminded of the following points:

- Japanese people tend to prefer formal business approach.
 Make appointments as far in advance as practical.
 Use e-mail and fax, rather than telephone, whenever possible.
 Carry business cards (*meishi*) and present them formally.

- Decision making takes time in Japan.
Be prepared for negotiations which move slowly and require a number of meetings to reach an agreement.
Expect requests for very detailed information on ingredients, production process and quality controls, etc.
- Be aware of units used in Japan.
Use metric terms and quote price in CIF (cost, insurance and freight), unless your importer specifically requests FOB (Free on Board).
- Be aware of major Japanese holidays.
The New Year holiday (approximately from December 30 to January 3); Golden Week, a combination of national holidays (April 29 - May 5); and *Obon*, a period for respecting ancestors lasting for a week in mid-August, during which many companies close and people take vacations.

Food tastes and preferences of Japanese consumers

These ideas may help you consider your product promotion approach in Japan.

Japanese consumers:

- Are highly concerned about food safety and traceability;
- Place great importance on quality and aesthetic appearance;
- Are well-educated and knowledgeable about food;
- Are highly brand-conscious;
- Care a great deal about seasonal foods and freshness;
- Are increasingly health-conscious;
- Have small homes with minimal storage space. Large bulk packaging is often impractical;
- Eat less than the average American and prefer small-sized portions or small packages;
- Prefer clean labels with fewer ingredients and are turned off by many food additives.

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS

U.S. exporters doing business with Japan for the first time may find Japanese food standards and regulations difficult to deal with. Please refer to the USDA “Japan Food and Agricultural Import Regulations and Standards (FAIRS) Country Report” which provides information on the general food laws and the regulations on food additives, pesticides, packaging and containers, labeling, and other specific standards. It is updated annually and can be found at <https://gain.fas.usda.gov/>.

Tariff rates in Japan are calculated on a CIF basis to all imports. Japan tariff rates can be found here: <http://www.customs.go.jp/english/tariff/>

For exporters who are new to the Japanese market, a series of Import Process Guides are available to assist in understanding the procedures. <http://www.usdajapan.org/dl/>

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Following is summaries of each food sector. Detailed report on each sector can be found at: <https://gain.fas.usda.gov/>.

Retail Sector

In 2018, the total value of all retail food and beverage sales in Japan was \$479 billion dollars. Supermarkets represent the bulk of the retail food market (at 70 percent) but the fast-growing convenience store sector now represents 14 percent of sales. Ready to eat meals (REM) or take-home food items represent a very strong area of growth, and are key to sales growth throughout the food & beverage retail. Japanese consumers look for convenience, quality, and single-serving sizes. Recent trends also include growth of Private Brands (PB), healthy and functional foods, and time-saving foods (i.e. frozen foods).

One increasing area of new demand is for innovative approaches to high-nutrient foods for the elderly and aging population. Currently, 28 percent of Japan's population is 65 or older. The generation that was born during Japan's post-war baby boom and worked in the bubble economy tends to have large amounts of savings and spend significantly on health-oriented foods. This has led to a rapid increase in demand for food for the aging population. The nutritional research shows the benefits of nutrients including fiber, protein, antioxidant and Omega3, which a variety of food from the U.S. contain, and each retailer introduces new menu ideas including these nutrients for their aging customers. Desserts also have exhibited strong growth in the past few years.

HRI Food Service Sector

Japan's hotel, restaurant, and institutional food service industry was valued at \$300 billion in 2018 following seven consecutive years of growth. Increases in home-meal replacements (HMR), inbound tourism, and corporate earnings have contributed to the industry's success. Competition is intense and both Japanese consumers and foreign travelers demand high-quality food and beverages as well as unique eating experiences. The variety of restaurants and menu items available continues to expand as Japanese consumers are interested in trying new cuisines. Foods from Europe, Asia, Australia, and the Americas are becoming increasingly popular, partly due to the large number of Japanese traveling abroad every year.

Food Processing

The Japanese food processing industry manufactured \$217 billion worth of food and beverage products in 2018. The Japanese food processing industry is one of the most advanced and sophisticated in the world. They produce a wide variety of products, from traditional Japanese foods to health foods for infants and the elderly. Much of Japan's food processing industry relies on imported ingredients, and the United States is the number one supplier. Japanese food producers focus mainly on the domestic market, balancing the need to maintain market share with traditional product lines while developing creative products to attract consumers who are always on the lookout for new and innovative foods.

SECTION V. AGRICULTURAL AND FOOD IMPORTS

Effective January 1, 2020, the U.S.-Japan Trade Agreement (USJTA) provides preferential access for nearly 90 percent of U.S. food and agricultural products exported to Japan. Tariff duties for many U.S. agricultural products have been eliminated. Many other U.S. agricultural products receive tariff elimination or reduction over time with the initial reduction received on USJTA entry-into-force on January 1, 2020 and subsequent reductions occurring on April 1 of each year. Additional information on improved market access conditions for U.S. agricultural products under the USJTA can be found at the [USDA Japan homepage](#).

Top Growth Sectors

U.S. Beef and Beef Products

In 2018, the United States exported \$2.1 billion of beef products to Japan, making Japan the number one overseas market for U.S. beef. Japan is a major importer of chilled and frozen meat as well as offal (mainly tongues and skirts). The United States supplies 48% of Japan's total beef imports. Demand for U.S. beef and products continues to increase in Japan, mainly through food service and restaurant channels. This longstanding growth sector can be attributed in part to Japan's aging population and single-person households coupled with health conscience attitudes. U.S. beef lends itself to larger portion sizes when compared to traditional very highly marbled Japanese beef. New and existing restaurant chains that feature U.S. beef are expanding rapidly as overall beef consumption in Japan continues to climb.

In May 2019, the Government of Japan formally removed the requirement that U.S. beef exported to Japan be derived from cattle less than 30 months of age. U.S. exporters can now export beef from cattle of any age to Japan for the first time since 2003. This market improvement coupled with the tariff reductions under the USJTA provides much improved market access for U.S. beef and beef products to Japan. Under USJTA, the United States will gain parity with Australia for beef products for the first time since 2015.

Pork and Processed Pork Products

Japan's total pork market was 1.8 million tons in 2018. Total imported pork covered a half of its demand. Although U.S. pork has a 28 percent share within the total imported pork and has majority of the chilled pork market, market competition is fierce with number of competitive countries such as Canada, Spain, Denmark and Mexico. However, the USJTA provides new market opportunities for pork and processed pork products. In particular, by April 1, 2020, tariffs on U.S. pork sausage and ground seasoned pork (GSP) fall by half to 5 and 10 percent, respectively, and eventually eliminated altogether by 2023. Japanese industry and consumer acceptance of both pork sausage and GSP is high with respective annual U.S. exports reaching \$50 and nearly \$400 million respectively. Further increase in usage by food manufactures, restaurants, and retailers is anticipated.

Tree Nuts & Peanuts

U.S. tree nuts have made large in-roads into the convenience health snack sector in Japan. Peanuts, almonds, pecan, walnuts, among others, in plain, roasted and salted forms can now be readily found in single-serve snack packaging at convenience stores across Japan. These serve the large fast-paced health conscience Japanese working population. In addition, candy- and/or chocolate-coated tree nuts snacks continue increasing both sales and the scope of new product offerings. Japanese food service is beginning to explore new salad creations, many of which incorporate tree nuts. The USJTA provides duty-free access for U.S. almonds and walnuts as well as with-in quota access for peanuts. By April 1, 2020, almond flour will see tariffs halved to 7.5 percent and eliminated completely by 2023, providing an increased market opportunity for innovative plant-based protein usage.

Fish Products

Japan has one of the highest rates of seafood consumption in the world. In 2017, total consumption was estimated at 5.8 million MT. In 2018, Japan seafood imports totaled more than 2 million MT, valued at \$14.9 billion. Top imported seafood items are Shrimp, Tuna and Salmon. Black Cod, King Crab and Snow Crab from Alaska are also popular and imports of Pollock Surimi has exhibited very strong growth; up 16% in 2018 to almost \$190 million.

Processed Vegetables

Japanese consumers are seeking more convenience and easy-to-prepare meals due partly to an increase in working women and single-person households. A rise in demand for processed vegetables is one effect and is expected to continue. Japan has registered record import volumes of frozen vegetables in the first half of 2019, increasing 3% year-on-year to 526,000 tons. The United States is the second largest supplier of processed vegetables to Japan with about 20% import market share in volume, following China. The United States is the major supplier of prepared potatoes, sweet corn and mixed vegetables as well as tomato and carrot puree and juice. The USJTA provides duty-free access for U.S. frozen sweet corn and mixed vegetables, fresh broccoli, and fresh celery. Frozen and cooked potatoes will face significantly lower tariffs than pre-USJTA levels providing an increased market opportunity for variety of dishes for hotels, restaurants, home-meal replacement (HRI) and more.

Processed and Fresh Fruit

Japan relies on imports for nearly 90% of its demand for processed fruit. Processed fruit imports to Japan consist of canned (60%), frozen (20%), and dried (20%) with the latter showing modest growth. The United States is the second largest exporter with raisins and prunes alone accounting for over 60% of total U.S. processed fruits exports. The United States also maintains an import share in canned citrus, peaches, pineapple, pears and well as in frozen blueberry and strawberry. The USJTA provides duty-free access for U.S. blueberries, cranberries, and dried prunes.

Japan imports one-third of its fresh fruit, with the United States ranking second among exporters. The United States is the leading supplier of oranges, lemons, table grapes and cherries. The Japanese fresh and processed fruit sector is highly competitive with other countries making inroads into the market. Opportunities for both U.S. fresh and processed fruit exports to Japan are expected to increase in the near- to medium-term due to a decrease in Japan's domestic production resulting from aging fruit farmers and diversified needs in fruits use.

Best High-Value Prospect Categories

Bakery Products

Japan's labor shortage is becoming a more serious issue every year as depopulation and an aging society continue to advance. Facing these constraints, the food industry and retailers are demanding less labor-intensive products and have increased imports of ready-made products. Starting January 1, 2020, most U.S. bakery products will face significantly lower tariffs than pre-USJTA levels. Moreover, tariffs will continue to be reduced annually over 3 years becoming duty-free April 1, 2023. U.S. exports in bakery products are anticipated to increase significantly beyond current levels of nearly \$40 million per annum.

Cheese

In 2018, the cheese consumption in Japan was 353,000 metric tons. Although it has been increasing steadily since 2013, the average cheese consumption in Japan is only 2.8 kilograms (kg) per capita and remains at low compared with EU countries (over 20 kg) and the US (16 kg per capita). The Japanese government utilizes import controls through tariff and quota measures to restrict foreign dairy product imports in support of the domestic dairy industry. However, cheese is excepted and can be imported without an import quota license. Japan has much room for future growth in cheese consumption and imports are expected to increase. Meanwhile, there is a trend among the aging population to consume more animal proteins, such as cheese and meats. The USJTA reduces and ultimately eliminates tariffs on hard cheeses, fresh shredded cheese, and grated/powdered cheese.

Export Data

Select growth category and best high-value prospects import data is shown in the table below. For additional U.S. agricultural trade data available in customizable reports, please consult the Global Agricultural Trade System (GATS) [here](#).

Product Category	Unit	United States Exports to Japan				
		2014	2015	2016	2017	2018
Consumer-oriented Product Total	MT	NA	NA	NA	NA	NA
	US\$ (mln)	6,532	5,651	5,759	6,365	6,596
Beef & Beef Products	MT	241,428	204,909	258,337	307,442	330,444
	US\$ (mln)	1,580	1,284	1,510	1,889	2,102
Pork and Pork Products	MT	468,853	407,195	388,076	393,649	396,235
	US\$ (mln)	1,925	1,565	1,553	1,626	1,631
Fish Products	MT	205,390	217,744	178,422	211,875	199,247
	US\$ (mln)	747	830	668	847	842
Dairy Products	MT	131,144	105,634	100,275	120,699	123,698
	US\$ (mln)	408	273	206	291	270
Processed Vegetables	MT	392,918	381,969	408,990	429,098	418,070
	US\$ (mln)	472	459	477	510	502
Fresh Fruit	MT	188,327	183,047	205,926	163,330	150,936
	US\$ (mln)	327	299	343	316	318
Processed Fruit	MT	60,220	64,512	60,563	59,912	51,762
	US\$ (mln)	165,105	176,865	164,950	159,252	176,923
Tree Nuts	MT	58,036	62,532	52,197	59,868	59,370
	US\$ (mln)	414	480	374	398	433

Source: Global Trade Atlas (GTA) Official Japanese import statistics

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

Agricultural Trade Offices (Tokyo/Osaka) and Office of Agriculture Affairs in Japan stand ready to assist you in your efforts to bring products to market in Japan.

ATO Tokyo

U.S. Embassy, Japan
atotokyo@fas.usda.gov
tel +81 3.3224.5115
fax +81 3.3582.6429

ATO Osaka

U.S. Consulate General Osaka-Kobe
atoosaka@fas.usda.gov
tel +81 6.6315.5904
fax +81 6.6315.5906

Office of Agricultural Affairs

U.S. Embassy, Japan
agtokyo@fas.usda.gov
tel +81 3.3224.5102

U.S. Cooperator representatives in Japan

Organization Name	Telephone/Fax/e mail/URL	Address
Alaska Seafood Marketing Institute	Tel: 81(0)3-3225-0089 / Fax: 81(0)3-3225-0071 www.alaskaseafood.org	c/o Aviareps Marketing Garden, Ltd. International Place 26-3 Sanei-cho, Shinjuku-ku, Tokyo, 160-0008
Almond Board of California	Tel: 81(0)3-4360-9000 / Fax: 81(0)3-4360-9001 http://www.almonds.jp/	c/o Edelman Japan 10th Floor, Izumi Garden Tower 1-6-1 Roppongi, Minato-ku, Tokyo 106-6010
American Hardwood Export Council	Tel: 81(0)6-6315-5101 / Fax: 81(0)6-6315-5103 E mail: ahecoskt@gol.com www.ahec.org / www.ahec-japan.org/	c/o American Consulate General 2-11-5, Nishitenma, Kita-ku, Osaka 530-8543
American Peanuts Council	Tel: 81(0)3-3403-8288 / Fax: 81(0)3-3403-8289 E mail: https://www.peanutsusa.com/ https://peanutsusa.jp/	c/o Motix Co., Ltd. 1-26-4-7C Minami Aoyama Minato-ku, Tokyo 107-0062
American Softwood Japan Office	Tel: 81(0)3-3501-2131 / Fax: 81(0)3-3501-2138 www.americansoftwoods.com/	Aios Toranomon 9F, 1-6-12 Nishishimbashi, Minato-ku, Tokyo 107-0003
Blue Diamond Growers	Tel: 81(0)3-6892-4032 / Fax: 81(0)3-6892-4041 www.bluediamond.com	6F, 6-28-9 Jingu-mae Shibuya-ku, Tokyo 150-0001
California Blueberry Commission	Tel: 81(0)3-3584-7019 / Fax: 81(0)3-3582-5076 http://calblueberry.org/	c/o Yamano & Associates Residence Viscountess, Suite 310 1-11-36 Akasaka, Minato-ku, Tokyo 107-0052
California Fig Advisory Board	New Japan representative currently being selected. https://www.californiafigs.com/home.php	
California Milk Advisory Board	Tel: 81(0)3-3403-8288 / Fax: 81(0)3-3403-8289 Email: info@cmabjapan.com www.realcaliforniamilk.com/	c/o Motix Co., Ltd. 1-26-4-7C Minami Aoyama Minato-ku, Tokyo 107-0062
California Olive Committee	Tel: 81(0)3-3584-7019 / Fax: 81(0)3-3582-5076 http://calolive.org/	c/o Yamano & Associates Residence Viscountess, Suite 310 1-11-36 Akasaka, Minato-ku, Tokyo 107-0052
California Prune Board	Tel: 81(0)3-6804-3890/ Fax: 81(0)3-5413-5263 https://californiaprunes.org/ https://www.prune.jp/	c/o Unison Media Inc. Roppongi Inagaki Bldg., 3F 7-4-5 Roppongi, Minato-ku, Tokyo 106-0032
California Walnut Commission	Tel: 81(0)3-3221-6488 / Fax: 81(0)3-3221-5960 E mail: info@kurumi-jp.org https://walnuts.org/ https://www.californiakurumi.jp/	c/o Market Makers Inc. Seibunkan Bldg., 5F 1-5-9, Iidabashi, Chiyoda-ku, Tokyo, 102-0072
Cotton Promotion Institute, Japan	Tel: 81(0)6-6231-2665 / Fax: 81(0)6-6231-4661 http://www.cottonusa.org/ / www.cotton.or.jp/	Mengyo Kaikan 2-5-8 Bingomachi, Chup-ku, Osaka 541-0051
Dairy Export Council, U.S.	Tel: 81(0)3-3221-6410 / Fax: 81(0)3-3221-5960 E mail: info@marketmakers.co.jp www.usdec.org	c/o Market Makers Inc. Seibunkan Bldg., 5F 1-5-9, Iidabashi, Chiyoda-ku, Tokyo, 102-0072
Florida Department of Citrus	Tel: 81(0)3-3584-7019 / Fax: 81(0)3-3582-5076 https://www.floridacitrus.org/oj/	c/o Yamano & Associates Residence Viscountess, Suite 310 1-11-36 Akasaka, Minato-ku, Tokyo 107-0052
Food Export – MIDWEST/NORTHEAST	Tel: 81(0)3-3221-6410 / Fax: 81(0)3-3221-5960 E mail: info@marketmakers.co.jp http://www.foodexport.org/	c/o Market Makers Inc. Seibunkan Bldg., 5F 1-5-9, Iidabashi, Chiyoda-ku, Tokyo, 102-0072
Grains Council, U.S.	Tel: 81(0)3-6206-1041 / Fax: 81(0)3-6205-4960 E mail: grainsjp@gol.com www.grains.org / http://grainsjp.org/	Toranomon Denki Bldg No.3, 1-2-20 Toranomon, Minato-ku, Tokyo 105-0001
Hawaii Papaya Industry Association	Tel: 81(0)467-81-3921 / Fax: 81(0)467-23-6987 www.hawaiipapaya.com/	c/o J. Brain, Inc. Otani Bldg. #12., 2-11-11 Komachi, Kamakura, Kanagawa 248-0006
Meat Export Federation, U.S.	Tel: 81(0)3-3501-6328 / Fax: 81(0)3-6205-7330 E mail: japan@usmef.org www.usmef.org / www.americanmeat.jp	Toranomon Denki Bldg., No.3, 1-2-20 Toranomon, Minato-ku, Tokyo 105-0001
Napa Valley Vintners	Tel: 81(0)90-8487-8293 E mail: japan@napavintners.com https://napavintners.com/	1205 Lietocourt East Tower 13-7 Nakamaruko Nakahara-ku, Kawasaki-shi 211-0012
National Watermelon Promotion Board	Tel: 81(0)3-3584-7019 / Fax: 81(0)3-3582-5076 www.watermelon.org/	c/o Yamano & Associates Residence Viscountess, Suite 310 1-11-36 Akasaka, Minato-ku Tokyo 107-0052

Oregon Wine Board	Tel: 81(0)3-5904-8950 http://www.oregonwine.org/	3-53-7 Minamiotsuka, Toshima-ku, Tokyo 170-0005
Pomegranate Council Public Relations Japan Office	Tel: 81(0)3-5771-6426/ Fax: 81(0)3-5771-6427 www.pomegranates.jp/	Harajuku OM Bldg., 3-13-7 Sendagaya, Shinjuku-ku, Tokyo 151-0051
Potatoes USA	Tel: 81(0)3-3586-2937 / Fax: 81(0)3-3505-6353 https://www.potatoesusa.com/ http://www.potatoes-jp.com/	Higashiazabu IS Bldg.,5F 1-8-1 Higashiazabu Minato-ku, Tokyo 106-0044
Poultry and Egg Export Council, USA	Tel: 81(0)3-3403-8288 / Fax: 81(0)3-3403-8289 www.usapecc.org	c/o Motix Co., Ltd. 1-26-4-7C Minami Aoyama Minato-ku, Tokyo 107-0062
Raisin Administrative Committee	Tel: 81(0)3-3221-6410 / Fax: 81(0)3-3221-5960 E mail: info@raisins-jp.org www.raisins.org / www.raisins-jp.org	c/o Market Makers Inc. Seibunkan Bldg., 5F 1-5-9 Iidabashi, Chiyoda-ku, Tokyo 102-0072
Rice Federation, USA	Tel: 81(0)3-3292-5507 / Fax: 81(0)3-3292-5056 www.usarice.com / www.usarice-jp.com/	c/o Cinq Inc. M&C Bldg., 2-3-13 Kandaogawamachi Chiyoda-ku, Tokyo, 101-0052
Soybean Export Council. U.S.	Tel: 81(0)3-6205-4971 / Fax: 81(0)3-6205-4972 https://ussec.org/ http://ussoybean.jp/	Toranomon Denki Bldg., No.3, 1-2-20 Toranomon, Minato-ku, Tokyo 105-0001
Sunkist Pacific Ltd.	Tel: 81(0)3-3523-0717 / Fax: 81(0)3-3523-0710 www.sunkist.com	New River Tower, 8F 1-6-11, Shinkawa, Chuo-ku, Tokyo 104-0033
U.S. Dry Bean Council	Tel: 81(0)3-3221-6410 / Fax: 81(0)3-3221-5960 E mail: info@marketmakers.co.jp http://www.usdrybeans.com/	c/o Market Makers Inc. Seibunkan Bldg., 5F 1-5-9 Iidabashi, Chiyoda-ku, Tokyo 102-0072
U.S. Highbush Blueberry Council	Tel: 81(0)3-5574-7890 / Fax: 81(0)3-5574-7887 E mail: ushbc_pr@asahi-ag.co.jp https://ushbc.org/	33F ARK Mori Bldg. 1-12-32 Akasaka, Minato-ku, Tokyo 107-6033
Washington Wine Commission	Tel: 81(0)3-5904-8950 E mail: info@washingtonwine.jp https://www.washingtonwine.org/	3-53-7 Minamiotsuka, Toshima-ku, Tokyo 170-0005
Western Growers Association	Tel/FAX: 81(0)3-3991-3290 https://www.wga.com/	c/o J Plus Limited Company Uchino Bldg., #501, 5-24-15 Toyotamakita Nerima-ku, Tokyo 176-0012
Wheat Associates, U.S.	Tel: 81(0)3-5614-0798 / Fax: 81(0)3-5614-0799 E mail: infoty@uswheat.org https://www.uswheat.org/	Seifun Kaikan 9F 15-6 Nihonbashi Kabutocho Chuo-ku, Tokyo 103-0026
Wine Institute of California	Tel: 81(0)3-3208-5672 www.wineinstitute.org	2-3-26 Nishiwaseda Shinjuku-ku, Tokyo 169-0051

USDA Japan website:

There are a wide variety of reports on Japanese market and regulations available at the following website, including “Retail Foods,” “HRI Food Service Sector Report,” “Food Processing Ingredients report,” and “FAIRS report.”

For Reports on the Japanese markets: <http://www.usdajapan.org/reports/>

Japan External Trade Organization (JETRO) website:

Information on the Japanese market and regulations
<https://www.jetro.go.jp/en/reports/> (Reports and Statistics)

Attachments:

No Attachments