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Japan

Food Processing Ingredients

Japanese Food Processing Sector

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Report Highlights:
The Japanese food processing industry was valued at US$251 billion in 2009. Key market drivers such as personalization of product packaging as well as greater demand for convenience and ready-to-eat foods indicate that demand for processed food products should continue to grow for the foreseeable future. Health and functional foods also continue to increase in popularity, especially with the growth of the aging population.

Includes PSD Changes: No
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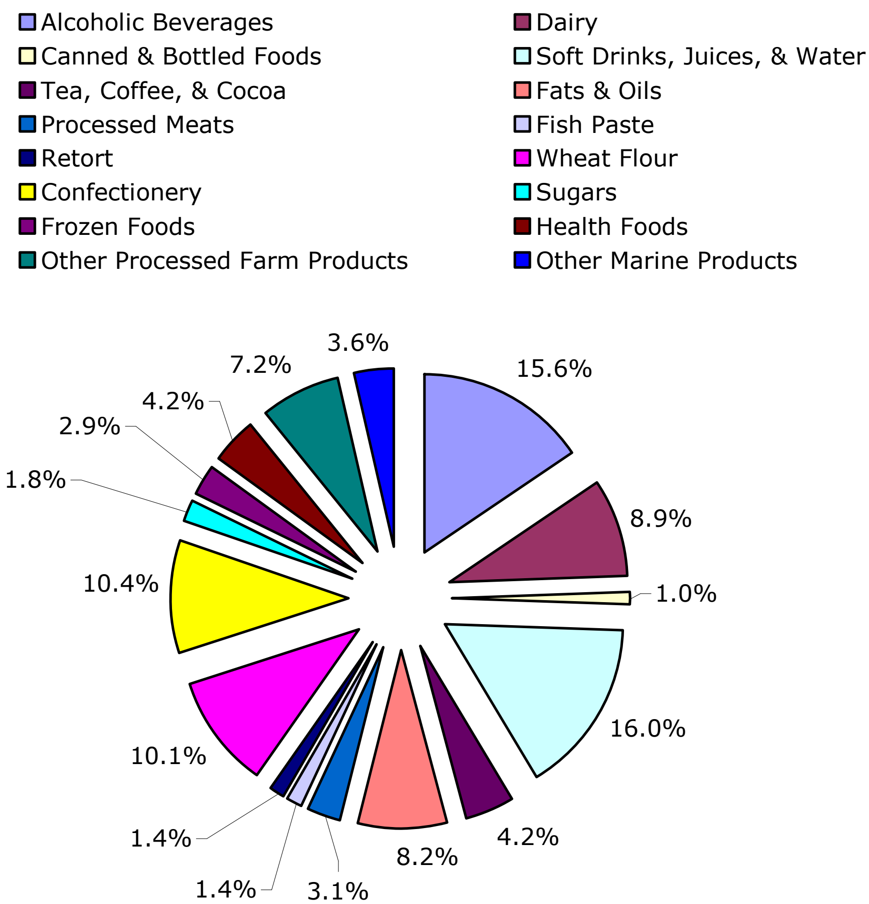
I. MARKET SUMMARY

Overall Market Summary

The value of the Japanese food processing industry was estimated at US$251 billion in 2009, only a slight decline of .5% from 2008. Despite the recession and sub-normal performance of the economy, the food processing industry has done relatively well. While the Hotel, Restaurant, and Institutional (HRI) food sectors were affected by the consumer's preference to eat in, other sectors such as those that contribute to home cooking or ready-to-eat options have experienced growth. Most product categories' sales were flat or decreased in 2009, but there were several areas that faired well according to a survey conducted by Fuji Sankei Co. One of these categories was food and beverages with low-calorie options. Zero fat yogurt and zero sugar beer products are two product categories that have continued to experience growth, as they carry on a three year upward trend. Another area of growth was in cup noodles and snacks, which were believed to be successful because of the products' individual portion and packaging size. While the economy and other factors have had an effect, the food processing industry is viewed as a stable and growing industry within Japan.

Japan Food Processing Industry 2009



Fig

ures are value based - 2009
Source: Shurui Shokuhin Tokei Geppo, January 2010

Domestic Companies

The Japanese food processing industry is dominated by 15 major companies. These 15 companies made up almost 50% of the market sales in 2009, with the largest company, Kirin Holdings Co., Ltd., claiming a 10% market share. Appendix A provides a table of the top 50 Japanese food processing companies with their net sales, end channels, production locations, procurement channels, and contact information. This table has been included to provide you with a more detailed image of the current food processing industry in Japan.

Key Market Drivers

Key market drivers for the food processing sector include:

* Deflationary economic environment over the past decade, causing processors to seek out lower cost food inputs and international processing options in order to remain competitive.
* Increasing interest in health and functional foods with an emphasis on the growing aging population.
* Increasing emphasis on convenience, ready-to-eat, and value-priced foods.
* Continued diversification of the Japanese diet.
* Personalization and individualization of food and food marketing.
* Larger focus on the demographic of twenty to thirty year olds.
* Heightened consumer and retailer food safety concerns.

U.S. Involvement in the Industry

As the United States is currently the largest supplier of agricultural products to Japan, with a market share of approximately 22.5% and export volume worth approximately $14.8 billion, U.S. products and ingredients have a large presence in the market. Competitors of the United States as suppliers to Japan are China (13.1%), Australia (7.3%), and Canada (6.7%).

Some key advantages and challenges for U.S. food products include:

Advantages	**Challenges**
The U.S. has a reputation as a reliable supplier of food inputs in terms of availability and delivery.	Consumers perceive Japanese food production as safer than production overseas, including the United States.
High Japanese farming costs make imported food products price-attractive.	The perception of U.S. price competitiveness and quality has declined vis-à-vis other exporting nations among Japanese buyers.
U.S. food products have a better image compared to other countries, especially China and S.E. Asia, particularly for safety issues.	Higher costs for U.S. exports due to high labor costs relative to Asian producers are making products less competitive in price.
The expansion of U.S. fast food chains helped introduce U.S. food products into the general diet.	As a result of the large presence of American fast food in Japan, it is often perceived that American food is only hamburgers and hot dogs. This image is strong and difficult to change.

Developments within the Industry

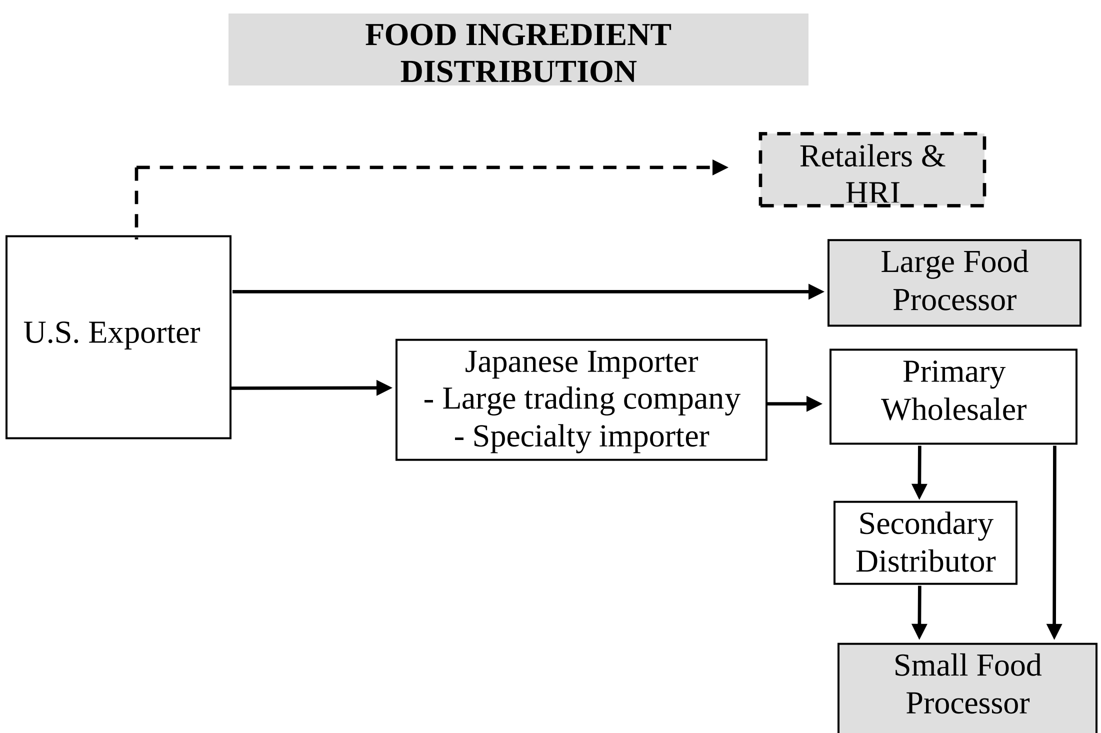
Recently, in an effort to reduce costs, an increasing number of Japanese food processors have been going off-shore to source processed food items; when traditionally, these products would be produced and processed domestically. For example, Ajinomoto Frozen Foods, the fourth largest frozen food company, has seven overseas manufacturing plants. Nippon Ham, the largest meat processor in Japan, has joint ventures in Thailand, Australia, Mexico and the United States. Many Japanese companies have invested in China to produce frozen vegetables and processed frozen foods specifically for the Japanese market. Looking at U.S. ingredients and products, it is becoming a very common practice to import ingredients and receive licensing, processing, and packing privileges in Japan.

As of November 2010, the Consumer Affairs Agency (CAA) is reviewing Japan's "best before date" regulations. The "best before date" indicates a date or month until which initial quality is maintained, if stored under the specified conditions on the package. The CAA has found that even if the "best before date" has expired, most foods are expected to still be edible. The CAA has not decided, but is considering adding an "edible even after" date. The purpose of the revision is to reduce mass disposal of food returned from retailers to manufacturers and this possible change is expected to take place in March 2011.

II. MARKET STRUCTURE & ENTRY

A. MARKET STRUCTURE

The Japanese market structure and distribution system is different from that of the U.S. and thus a thorough understanding of its mechanics before entering the market is essential. The following illustration is a basic flowchart showing how U.S. products would enter and move through the Japanese distribution system.



Source: ATO Tokyo

Your product will most likely receive services from:

1. General trading company
2. First-line wholesaler
3. Second-line wholesaler
4. Retailer, HRI or food processor

Trading companies provide the following services:
1. Legal importer
2. Financer
3. Custom clearance
4. Warehousing
5. Order documentation

In the past, trading companies would normally sell to first-line wholesalers who would then sell product to secondary distributors. This pattern has changed in the past decade as companies seek to reduce logistical costs. Large food processors and retailers are now purchasing sizeable quantities of product directly from trading companies. In some cases, the HRI and retail sectors are choosing to directly import items themselves if the size of the transaction makes it cost effective, as displayed in the graph above by the dotted line from U.S. exporters to retailers and HRI. These HRI importers are often large family chain restaurants, *kaiten* (conveyer belt) sushi restaurants, and other chain restaurants. Often times the importer or trading company needs to also add value through special processing, designing, or packaging. These transactions circumvent the usual second-line wholesalers and distributors, but in these tough economic times it seems that wholesalers and trading companies realize traditions can be bent if the benefit is large enough.

B. MARKET ENTRY

The Japanese market is unique from other markets in Asia and in many ways can be a complicated market in which to enter. There are many factors to consider before entering this market, specifically the strict regulations on specific ingredients and additives. Despite this, the Japanese market is still one of enormous potential. With the changing population, demand is shifting and new opportunities are presenting themselves within the market. These current and future trends are discussed in the later sections of the report.

Strategies for entering the Japanese market will vary depending on product characteristics, competition, and the market environment. Tools such as *The Market Assessment Checklist* are an effective way in which to begin the process of evaluating your product's potential within the Japanese market. *The Market Assessment Checklist* can be found at: http://www.fas.usda.gov/agx/market_research/Market_Assessment_Checklist.pdf. For further guidance and a more detailed outline of the variety of resources available to U.S. exporters, please refer to Appendix B.

III. COMPETITION

The chart below depicts agricultural ingredients in which the U.S. has a major market share. It is organized based on the value of the net imports and includes insight into major international competitors within the different product categories.

PRODUCT CATEGORY	MAJOR SUPPLY SOURCE	STRENGTHS OF KEY SUPPLY COUNTRIES	ADVANTAGES AND DISADVANTAGES OF LOCAL SUPPLIERS
Fish & Seafood Net Imports: $12.9 Billion	1. China - 17% 2. U.S. - 9% 3. Thailand - 9%	1. China is the leading low-cost supplier. 2. The U.S. is a major supplier of surimi, roe, and urchin roe. 3. Fish products are the U.S.'s fifth largest agricultural export to Japan.	1. Japanese companies fish worldwide for marine resources.
Pork Net Imports: $ 4.5 Billion	1. U.S. – 42% 2. Canada – 22% 3. Denmark – 16%	1. Canada and Denmark are major suppliers of quality, low-cost pork.	1. The high cost of raising swine domestically makes domestic production very expensive and uncompetitive against imported pork products.
Processed Fruit & Vegetables Net Imports: $3.4 Billion	1. China - 50% 2. U.S. - 21% 3. Thailand - 6%	1. China is the low-cost vegetable supplier and processor for Japan. 2. The U.S. is a major supplier of frozen potatoes, corn, peas, and mixed vegetables.	1. High costs make local production less competitive for further processing.
Fresh Fruit Net Imports: $2.0 Billion	1. Philippines – 52% 2. U.S. – 19% 3. N. Zealand – 11%	1. The U.S. is the leading supplier of quality, price competitive grapefruits, lemons, oranges, cherries, and strawberries. 2. The Philippines are a major supplier of bananas, mangos, and pineapples.	1. The Japanese desire for freshness benefits Japanese producers. 2. Customers and retailers rely on imports during off-season periods.

Product Category	Major Supply Source	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
Soybeans Net Imports: $1.7 Billion	1. U.S. – 68% 2. Brazil – 15% 3. Canada – 14% 4. China – 3%	1. The U.S. is a major supplier of soybeans to be processed for soy sauce, tofu, natto, soymilk, vegetable oil, etc. 2. Soybeans are the U.S.'s third largest agricultural export to Japan.	1. GMO is a major issue for Japanese food processors and importers in this area, mostly because GMO products remain unpopular among consumers.
Wheat Net Imports: $1.4 Billion	1. U.S. – 60% 2. Canada – 24% 3. Australia – 16%	1. Wheat is one of Japan's state-traded items. The Ministry of Agriculture, Forestry and Fisheries (MAFF) buys wheat from the United States, Canada, and Australia.	1. Japan's domestic wheat production is 600,000 metric tons in a low-yield year and 900,000 metric tons in a high-yield year. Japanese wheat is not competitive either in quality or price against imported wheat but because it is considered a national staple food item, its production is encouraged and supported by subsidies.
Wine and Beer Net Imports: $1.1 Billion	1. France - 53% 2. Italy - 13% 3. Spain - 7% 4. U.S. - 6%	1. France and Italy dominate the wine import market.	1. Most domestically produced wine falls in the lower cost bracket, often at $11.00 or below.
Poultry Net Imports: $0.9 Billion	1. Brazil - 88% 2. U.S. – 4% 3. France – 2%	1. Brazil is the low-cost source for raw commodity chicken. 2. Thailand and China are low-cost producers of processed chicken.	1. The high cost of local poultry production makes it less attractive to food processors. 2. Most domestic poultry production is for the retail market, where freshness is valued.

Product Category	Major Supply Source	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
Salmon Net Imports: $0.9 Billion	1. Chile – 43% 2. Norway – 16% 3. U.S. – 14%	1. The Isa virus, a type of infectious salmon anemia, hit Chile in late 2008 and devastated much of the 2009 production. Third quarter 2010 production is showing improvement.	1. Japanese desire for freshness benefits Japanese producers. 2. Japanese companies fish worldwide for marine resources. 3. Alaskan seafood demand is growing.
Fresh Vegetables Net Imports: $ 0.6 Billion	1. China – 38% 2. U.S. - 14% 3. S. Korea – 11% 4. N. Zealand – 11%	1. China is the leading supplier of fresh vegetables to Japan due to both competitive pricing and proximity.	1. Domestic vegetables are expensive, but consumers perceive them as safe and fresh. 2. Pesticide residue is still a major concern. Japanese quarantine regulations can be difficult to cope with.
Fruit & Vegetable Juice Net Imports: $0.6 Billion	1. Brazil – 18% 2. U.S. – 17% 3. China – 13%	1. The U.S. is the leading supplier of price competitive, high quality apple, grapefruit, and tomato. 2. Brazil is a low-cost supplier of orange juice.	1. Japanese processors import juice concentrates for repackaging in Japan.
Rice Net Imports: $0.6 Billion	1. U.S. – 69% 2. Thailand – 19% 3. China – 13%	1. In accordance with the WTO commitment, Japan must purchase 682,000 metric tons of imported rice annually. Although U.S. rice is more expensive than Chinese or Thai rice, its quality is appreciated by Japanese users.	1. Japan produces about 8.5 million metric tons of rice annually. In recent years, the U.S. rice industry has been promoting medium grain varieties in order to avoid direct competition with Japanese short grain varieties.
Product Category	**Major Supply Source**	**Strengths of Key Supply Countries**	**Advantages and Disadvantages of Local Suppliers**

Snack Foods (Excluding Nuts) Net Imports: $0.5 Billion	1. Singapore – 28% 2. Belgium – 11% 3. France – 8% 4. U.S. – 8%	1. Singapore provides a variety of products across many snack groups and has a price and location advantage.	1. There are a variety of domestic producers but a majority of them import ingredients for their snack products from abroad.
Dairy Products (Excluding Cheese) Net Imports: $0.4 Billion	1. N. Zealand – 39% 2. Australia – 17% 3. U.S. - 16%	1. New Zealand and Australia provide competitive pricing.	1. Domestic production of dairy products and powdered milk are in surplus currently.
Tree Nuts Net Imports: $0.3 Billion	1. U.S. – 55% 2. China – 12% 3. India – 10%	1. The U.S. is a major supplier of almonds, walnuts, and pistachios.	1. There is very limited domestic production of tree nuts and the limited production that is available is often used for gifts and further processed products.
Sugar/Sweetener/ Beverage Base Net Imports: $0.2 Billion	1. China – 38% 2. Canada – 18% 3. Thailand – 9% 4. U.S. – 9%	1. The U.S. competitiveness lies in higher value products like grain/sweetener blends.	1. Imports of bulk sugar and sweeteners like high fructose corn syrup are strictly controlled by the Japanese government to protect Japan's domestic production. 2. Japan produces sugarcane and beets in the regions where the economic viability depends on these crops. Additionally, production is sustained by ample subsidies.
Eggs and Products Net Imports: $0.1 Billion	1. U.S. – 28% 2. Netherlands – 19% 3. Italy – 13%	1. The U.S. is a competitive, traditional supplier of powdered egg products, mostly for confectionery use.	1. Domestic production of eggs is primarily for fresh consumption and, in this respect, the industry is self-sufficient.
Product Category	**Major Supply Source**	**Strengths of Key Supply Countries**	**Advantages and Disadvantages of Local Suppliers**

Breakfast Cereals/Pancake Mix Net Imports: $.02 Billion	1. U.S. – 23% 2. Australia – 20% 3. China – 19%	1. Major U.S. brands have been active in the Japanese market and have established themselves as quality suppliers.	1. Except for rice, Japan needs to depend on imported cereal ingredients.
Turkey Meat Net Imports: $.001 Billion	1. U.S. – 73% 2. France – 12% 3. Chile – 8%	1. The U.S. is the major supplier of turkey meat. Turkey is used as a sandwich meat and for seasonal consumption.	1. There is no domestic production of turkey meat.

IV. BEST PROSPECTIVE PRODUCTS

A. ESTABLISHED PRODUCTS

1. Pork
Pork demand remains high due to the ongoing restrictions on U.S. beef. The HRI and the retail sectors offer dishes like pork bowl and pork barbecue as an alternative to traditional beef menus. Imported frozen pork cuts from Denmark, Canada, United States, and the EU are mainly used as raw materials for ham, bacon, and sausage products. Danish frozen belly cut is a mainstay for bacon, while U.S. frozen picnic cut is preferably used to make sausage. Japan also is a major importer of seasoned processed pork and this processed meat is often used in prepared and ready-to-eat foods such as bento lunch boxes as well as in the restaurant sector. While the import demand for frozen pork cuts for ham, bacon, and sausage products has remained stable in recent years, the growth prospect for Japan's prepared and ready-to-eat sector remains strong.

2. Surimi, Roe, and Urchin
Japan is a major market for U.S. surimi, roe, and urchin roe. Other fish that show potential in Japan are salmon roe, cod roe, and herring.

3. Processed Fruits & Vegetables
The U.S. has competitive advantages in higher value-added products such as fruits and vegetable purees and pastes as well as a variety of mixed vegetable assortments. The United States also has competitive advantages in potatoes, corn, peas, carrots, and various berries. Overall imports of processed fruits and vegetables were one of the few agricultural sectors to experience an increase from 2008 to 2009.

4. Soybean
The United States is a dominant supplier of soybeans to Japan for uses in traditional food items such as soy sauce, tofu, miso (soybean paste) and natto (fermented soybeans). Soymilk products have also been expanding at a rapid rate in Japan.

5. Fruit
The U.S. is a leading supplier of quality and price competitive citrus fruits such as grapefruits, lemons, and oranges. Other fresh fruits have also remained consistent or have experienced minor growth over the last year including strawberries, which are used in cakes during the off-season in

Japan. While strawberries have been a mainstay as a cake ingredient, this is also changing as the confectionery industry is experimenting with other fruits such as figs. American cherries are also popular for the retail market and many supermarkets plan promotions of American products around the import of American cherries. Success of fruit products from one season to another is dependent on the quality of the previous year as well as the expected quality of the new harvest; import numbers thus are very flexible and change season to season.

6. Tree Nuts
The U.S. is a major supplier of almonds, walnuts, and pistachios to Japan and recent forecasts are predicting an increase in imports in 2011. The 2010 forecast states that for both almonds and walnuts there is expected growth in the imports worldwide as well as in Japan for this coming year. Almonds and walnuts are largely used in confectionery items or covered in chocolate. Additionally, the recent focus on health issues in Japan has helped to increase demand.

7. Wheat
The U.S. is the leading supplier of wheat to Japan because of its stable supply and quality. As a result of this, the U.S. consistently holds a market share of above 50% in terms of volume. Wheat is a staple in the Japanese diet and is used for noodles, baked goods, confectionery products, and a variety of other items.

8. Health and Functional Foods
Health related functional foods experienced decreases in FOSHU (Foods for Specified Health Use) approvals and sales in 2009. FOSHU is the Japanese regulation system that was put into place in the 1990's to regulate the growing market of functional foods. Though the Ministry of Health, Labor, and Welfare (MHLW) oversees the FOSHU regulatory process, the process is administered by the Japan Health Food and Nutritional Food Association. The FOSHU process has become a means for companies, including overseas companies, to make health claims about their product. While the number of approved FOSHU products has continued to grow along with its sales since the institution's founding, 2009 was the first time a decline was experienced in both categories. The Japan Health Food and Nutrition Food Association reported a sales figure of $5.81 billion (549.44 billion yen) for FOSHU items in 2009, a decline of $1.38 billion (130.4 billion yen) from 2007. This decrease is similar to a decrease that occurred in most agricultural sectors as a result of the world financial crisis as well as the continuing Japanese recession. However we expect that the functional foods market will stabilize and then begin to increase again as the economy improves.

Sales of FOSHU Items (2009)

Sales of FOSHU Items (2009)		
Type	Billions of Yen	Million of US$
Lactic Acid Bacteria	292.56	3,093.58
Dental Caries Related	51.2	541.40
Blood Sugar Related	21.59	228.30
Lipid Metabolism	106.71	1,128.37
Dietary Fiber	10.46	110.61
Minerals	19.26	203.66
Blood Pressure Related	20.82	220.15
Oligo Saccharides	3.4	35.95
Cholesterol Related	23.44	247.86
Total:	549.44	5,809.88

Source: Japan Health Food and Nutritional Food Association, 2009

B. SECTOR TRENDS AND PRODUCTS WITH GOOD SALES POTENTIAL

At the consumer level, the following trends are driving the way food processors are marketing their products.

1. Health and Functional Foods

The health craze that hit the U.S. in the last 5 years is beginning to hit Japan. As a result of this, many domestic firms are changing their processing practices and functional foods are becoming increasingly popular. The official definition of functional foods and drinks in Japan is "foods which are expected to have a specified effect on health due to the relevant constituents or foods from which allergens have been removed." Functional ingredients such as dietary fiber, oligosaccharides, non-cariogenic sweeteners, calcium, iron, mineral absorption promoters, beta-carotene, chitosan, specified soy protein, collagen, polyphenols, lactic acid bacteria cultures, soy iso-flavones and germinated brown rice (GABA) have been included in functional foods marketed in Japan. Examples of functional foods include yogurt with lactic bacteria to help digestion and candies with collagen to target skin health. Also, breads with added wheat germs are another functional food.

In addition to these specialty functional foods, there has also been growing popularity in traditional health foods such as soy milk, which has increased due to its perceived health benefits. Diet conscious consumers have been switching from sugar, soft drinks, cakes and ice creams to low calorie teas, mineral water, as well as fruit and vegetable juices. Tree nuts, especially almonds and walnuts, are also becoming popular.

Snack foods are an area that is truly evolving in terms of health. There are limited snack bar and on-the-go snack options in Japan that specifically target health. While products like Soy Joy have begun to pioneer the path, there is still opportunity in introducing health-based snack products such as low-calorie nutritional bars, energy bars, and processed fruits and vegetables snacks. Many of the health bars and snack options on the market are targeted towards men or athletes and the few low-calorie options that do exist for women are very expensive. The major distribution line for these snack products is through convenience stores, where sales are split between Otsuka Pharmaceuticals, the makers of Soy Joy and CalorieMate, and Asahi, which produces a cereal bar. Affordable health snacks and nutritional bars, both low-calorie and otherwise, have significant potential in this market. In an effort to avoid the high volume, competitive market of convenience stores sales, another recommended entry point is through high-end coffee shops or hotels.

2. The Aging Population

Japan is in the midst of a major demographic change. Much like the trend that will also hit the United States in the next couple of decades, while the percentage of young people has been shrinking since the 1980's, the aging population has been growing. By the end of this decade, there will be three pensioners for every child under 15 in Japan. This significant change is creating a substantial new market with new demands. Many domestic firms in Japan have begun the process of creating product lines that cater to the physical and dietary needs of this aging population. These companies claim that products in the market need improvement in the areas of taste, texture, and price. Raising the quality and lowering the price of these products is the current goal of manufacturers and thus many are demanding new purees, specifically meat, fish, vegetable, and fruit, to add as the bases for their soft foods. As Japan is just the first of many postindustrial nations to experience this trend, the food technology that is pioneered here and now will be the same technology that will cater to the aging population in other nations in the future.

3. Growth of Convenience Foods

The fast paced Japanese lifestyle has led to the growth of processed foods as a replacement for meals made from scratch at home. The best example is the rapid expansion of convenience store chains over the past decades, which specialize in a large variety of prepared meals. Examples of prepared meals are traditional bento lunch boxes, *onigiri* (rice ball), pasta dishes, sandwiches, salads, baked goods, and desserts. Ingredients such as low-cost processed vegetables to be added to bento lunches or as ingredients in very popular snack foods such as *korokke*, a breaded and fried potato or meat patty, are in high demand. Additionally items such as lunch meats and fruit or nut ingredients for confectionery use are also in demand. With over 42,000 convenience stores in Japan, these prepared food options are major competitors with fast-food chains. Major fast food companies describe these "conbinis" as competition because they are located in subways and thus are easy to access on lunch breaks and before dinner, they are open 24 hours, and the meals are inexpensive, tasty, and fresh.

In addition to these pre-made meals available at convenience stores, processed and packaged convenience food is also becoming very popular. Over the last 7 years, there has been a decline in restaurant dining as many Japanese are looking for less expensive options. In addition to this, young Japanese are marrying later which has lead to more Japanese cooking for one and thus looking not only for freshly prepared meals to grab on the go but also easy to make meals at home. Packaged sauces, meals in-a-box, instant meals, and other easy to make options are growing in popularity and it is this sector of easy home cooking which will continue to grow.

4. Diversification of the Diet

The trend toward diversification continues and every year new "hit" food items based on foreign products make their mark on the Japanese diet. Examples over the past half-decade include pasta, pizza, olive oil, tiramisu, Nata de Coco, cinnamon buns, Belgian waffles, donuts, and scones. More importantly, the trend toward internationalization of the diet is clearly reflected in the growing presence of restaurants in Japan featuring ethnic food. From the United States, names such as McDonald's and KFC have long been prominent and their popularity continues to grow with the current economic situation. The most recent example of a major success for U.S. food is in coffee shop chains such as Starbucks and Tully's. They have introduced new products such as flavored coffees, which are extremely popular, as well as new dessert options and wrap sandwiches. The internationalization of the Japanese diet offers U.S. exporters an opportunity to supply ingredients to meet this increasing demand.

5. Value Pricing

The deflationary environment of the past decade has caused consumers to be more cost conscious within their food budget. Fast food locations as well as almost all mid-range restaurants have promoted low-priced value sets, which has led to intense competition among food service and retail operators. This, in turn, is causing food suppliers to seek lower cost inputs in order to provide more competitive prices to their customers.

On the other end of the value pricing spectrum, consumers are also looking for gourmet food items without the high price tag. Consumers are looking for elegant, stylish meals that are easy to prepare at home. Ingredients for semi-homemade or frozen meal options thus have potential in this market.

6. Breakfast

While traditionally breakfast has been eaten at home at the kitchen table, external changes to the Japanese lifestyle have led to the growing need for on-the-go breakfast options. As more women enter the workforce and as young Japanese begin to get married at an older age, there has been a significant move away from the traditional towards fast, easy, and inexpensive. This growing trend of convenient on-the-go breakfast products can be seen in almost every office building as the workday begins, as people now bring their breakfast to work. Items such as hearty instant cup soups, breakfast bars, and granola are stepping in as filling substitutes for the traditional sit down meal. While some bring these items from home, many Japanese are picking their breakfast up as they go. The McDonald's breakfasts, given the name *asamaku,* as well as other fast food breakfast items have become increasingly popular, mainly for their convenience, price, and the variety of hearty options. Even such items as muffins and morning pastries are becoming more popular as a result of the growing Western influence of coffee shops such as Starbucks and Tully's. But while these sweeter breakfast items are growing, more savory foods and filling food items are preferred in the morning by both men and women.

<u>7. Individuality and Personalization</u>
As has occurred in the U.S. in recent years, the Japanese are experiencing similar levels of individualization and personalization especially within consumer products. Each member of the family has their own needs and preferences and the Japanese consumer is beginning to personalize their spending to make sure each individual is satisfied. This type of personalization has been common in hygiene products such as shampoo but has also started to seep into the food and processed food world. Many companies present in the market have created product lines with each member of the family in mind. Specifically taking into account differing preference for packaging, texture, and health; and these more personalized food products have done well among consumers. Products such as snack foods, frozen dinners, soft drinks and juices, and confectioneries have particularly benefited from this new trend. While this personalization trend is becoming more and more common, it must be kept in mind that space is limited inside the Japanese home. Refrigerators, cabinets, and food storage areas are small, as reflected in the packaging of almost all Japanese food products.

<u>8. Twenties and Thirties</u>
While most food items have been introduced with a target demographic of homemakers, mainly women in their forties, there has been significant growth in food items targeted toward men and women in their twenties and early thirties. As the number of women in the workforce has grown, the age at which people are getting married is pushed back further. This trend coupled with more and more young professionals living outside their parents' homes has resulted in a new demographic for processed food especially. These twenty and thirty year olds are looking for single portion meals that are easy to prepare and that fit their lifestyle. Products that are starting to appear are single serving pasta meals, where the directions are uncomplicated, the packaging is sleek and modern, and the pasta sauce choices available are gourmet in nature. These products use edgy advertising and often television commercials and celebrity endorsements to capture their audience. Packaging is a large portion of marketing to this demographic, which responds well to bright colored packaging with simple and modern themes. For example with wine, twenty and thirty year olds possess a general knowledge about wine but not enough to differentiate quality based on anything but the price tag. Instead, when making a selection, it is a reasonable price (less than $10.00) and a brightly colored label with a bold slogan or interesting graphic that influences the purchase most. This new demographic has been receiving a great deal of attention because of their decisiveness in what they like, their willingness to spend money on what they like, and their brand loyalty.

<u>9. Beauty and Anti-aging</u>
Beauty and anti-aging products have always been popular in the Japanese market, yet have remained mainly within the areas of cosmetics and pharmaceuticals. Along similar lines as functional foods, beauty and anti-aging is becoming a new marketing tactic within a growing aging population. This trend is showing large potential in the area of processed foods. While one approach is to educate the public on the natural anti-aging effects of some processed fruits and vegetables as well as juices, other companies have begun to add anti-aging ingredients, such as collagen, to candies, beverages, and snack foods. The addition of these beautifying and anti-aging

ingredients to food is becoming very popular among women of all ages. While this portion of the industry continues to grow, Japanese regulations surrounding health claims are extremely strict. If you are looking to make beauty or anti-aging claims, please contact the ATO Japan for information and ways to navigate this challenging set of Japanese regulations.

10. Food Safety

Japanese consumers are sensitive to food safety issues because of a series of food and related health scares during the past decade. Issues that stand out the most are deaths related to E.coli O-157/H7, mass sickness from tainted dairy products, BSE found in Japanese cows, mislabeling of meat and marine products, avian influenza, and, most recently, the use of expired ingredients in processed foods.

Many Japanese food processors demand that suppliers follow strict quality assurance procedures, including HACCP systems and traceability to the point of origin of the ingredients. The importance of food safety procedures will continue to grow.

C. PRODUCTS NOT PRESENT BECAUSE THEY FACE SIGNIFICANT BARRIERS

1. Items Containing Prohibited Ingredients or Excess of Allowable Limits

Because of the strict Japanese regulations on food additives, some U.S. food products containing prohibited additives or excess amount of allowable limits cannot enter Japan. It is highly recommended that U.S. exporters check their product compliance as a first step when considering business in Japan. Contact ATO Japan at atotokyo@fas.usda.gov.

For more information on food additives, please refer to JETRO's *Specifications and Standards for Foods, Food Additives, etc. Under the Food Sanitation Act (2008)* http://www.jetro.go.jp/en/reports/regulations/pdf/foodext2008e_100929.pdf.

2. High Tariff Rate Products/Quota Restricted Items

A variety of dairy products such as butter, edible non-fat dry milk and whey products, cheese, yogurt, and other dairy products are subject to TRQ/high tariffs. Likewise, sugar and rice face very high tariff rates. It is wise to check the tariff rates as well as quota restrictions for your classification of product. Quotas still exist on some items such as dry beans. Refer to the latest Japan Customs' tariff schedule: http://www.customs.go.jp/english/tariff/2010_4/index.htm (April 2010).

3. Quarantine Restricted Items

Numerous fresh produce products are prevented from entering Japan due to the Japanese plant quarantine regulations. For example, fresh potatoes are prohibited to import. The list of prohibited produce items can be obtained from APHIS, Tokyo at (011-81-3) 3224-5111 as well as through ATO offices in Japan at atotokyo@fas.usda.gov.

V. POST CONTACT AND FURTHER INFORMATION

For those with questions or seeking additional assistance, please contact the U.S. Agricultural Trade office (ATO) in Tokyo or Osaka at the following addresses:

ATO Tokyo
U.S. Embassy
1-10-5, Akasaka, Minato-ku, Tokyo 107-8420
Tel: 81-3-3224-5115 Fax: 81-3-3582-6429
E-mail address: atotokyo@fas.usda.gov
Websites: http://www.us-ato.jp, http://www.usdajapan.org, http://www.myfood.jp

ATO Osaka
American Consulate General
2-11-5, Nishi Tenma, Kita-ku, Osaka City, Osaka 530-8543
Tel: 81-6-6315-5916 Fax: 81-6-6315-5906
E-mail address: atoosaka@fas.usda.gov
Websites: http://www.us-ato.jp, http://www.usdajapan.org, http://www.myfood.jp

FAS offices in Japan also issue periodic reports on the Japanese food industry and specific product categories. Please visit the ATO Japan home page at http://www.us-ato.jp and http://www.usdajapan.org.

Note: It is recommended that U.S. exporters verify relevant import requirements with their foreign customers, who normally have the most updated information on local requirements, prior to exportation. Final import approval of any product is subject to the importing country's rules and regulations as interpreted by border officials at the time of product entry.

VI. APPENDIX

A. COMPANY PROFILES

	Company (Main Product Types)	Net Sales (US$ billions at $1=94.57 ¥)[i] (¥=millions)	End-User Channels	Production Location	Procurement Channels	Address	Phone# Website
1	Kirin Holdings Co., Ltd. (Beer, Liquors, Wine, & Foodstuff)	$24.36 ¥2,303,569 (Dec. 2008)	Retail/HRI	Japan (6) China (1) Philippines (1) U.S. (3) German (1) Brazil (1)	Importers, Direct	2-10-1 Shinkawa Chuo-ku, Tokyo 104-8288	03-5541-5321 www.kirinholdings.co.jp
2	Asahi Breweries, Ltd. (Beer, Liquors, Wine, & Foodstuff)	$10.78 ¥1,019,613 (Dec. 2008)	Retail/HRI	Japan (9) Canada (1) China (6) Korea (1) Australia (1)	Importers, Direct	1-23-1 Azumabashi Sumida-ku, Tokyo 130-8602	03-5608-5111 www.asahibeer.co.jp
3	Maruha Group (Marine Products)	$9.49 ¥897,542 (Mar. 2009)	Retail	Japan	Importers, Direct	1-1-2 Otemachi Chiyoda-ku Tokyo 100-0004	03-3216-0226 www.maruha-nichiro.co.jp
4	Suntory Ltd. (Liquors, Beer, Soft Drinks, & Wine)	$9.12 ¥862,186 (Dec. 2008)	Retail/HRI	Japan (10) China (10) Thailand (1) Singapore (1) New Zealand (1) France (7) U.K. (1) Australia (1) Mexico (1) Germany (1)	Importers, Direct	2-1-40 Dojimahama Kita-ku, Osaka City 530-8203	06-6346-1131 www.suntory.co.jp/
5	Ajinomoto Co., Inc. (Amino Acids, Instant Bouillon, & Sauces)	$7.55 ¥714,176 (Mar. 2009)	Retail/HRI	Japan (3) Overseas (22 countries)	Importers, Direct	1-15-1 Kyobashi Chuo-ku, Tokyo 104-8315	03-5250-8111 www.ajinomoto.co.jp
6	Nippon Meat Packers. Inc. (Beef, Pork, Chicken, Ham, Sausages, & Deli)	$7.25 ¥685,136 (Mar. 2009)	Retail/HRI	Japan (8) US (1) Mexico (1) Thailand (1) Australia (1) Total plants (92)	Importers, Direct	3-6-14 Minami-Honmachi Chuo-ku, Osaka City 541-0054	06-6282-3026 www.nipponham.co.jp

7	Yamazaki Baking Co., Ltd. (Breads, Japanese & Western Confectioneries, Jam, & Spread)	$6.50 ¥614,582 (Dec. 2008)	Retail/HRI	Japan (19) U.S. (6) Hong Kong (1) Thailand (2) Taiwan (1) Singapore (3) Chine (1)	Importers, Direct	3-10-1 Iwamotocho Chiyoda-ku, Tokyo 101-8585	03-3864-3111 www.yamazakipan.co.jp
8	Meiji Dairies Corporation (Meiji HD) (Dairy, Beverages, Frozen Foods, Processed Foods, & Baby Foods)	$5.09 ¥481,455 (Mar. 2009)	Retail/HRI	Japan (24)	Importers, Direct	1-2-10 Shinsuna Koto-ku, Tokyo 136-8908	03-5653-0300 www.meinyu.co.jp
9	Nichirei Corporation (Frozen & Retort Processed Foods, Chicken, Pork, Beef, & Fish)	$5.02 ¥474,515 (Mar. 2009)	Retail/HRI	Japan Overseas (13)	Importers, Direct	6-19-20 Tsukiji Chuo-ku, Tokyo 104-8402	03-3248-2101 www.nichirei.co.jp
10	Nisshin Seifun Group Inc. (Flours, Pastas, Pasta Sauces, Rehydratable Noodles, Frozen Foods, & Beverages)	$4.94 ¥466,671 (Mar. 2009)	Retail/HRI	Japan (17) Canada (2) Thailand (1)	Importers, Direct	1-25 Kanda Nishikicho, Chiyoda-ku, Tokyo 101-8441	03-5282-6666 www.nisshin.com

	Company (Main Product Types)	**Net Sales (US$ billions at $1=94.57 ¥)[ii] (¥=millions)**	**End-User Channels**	**Production Location**	**Procurement Channels**	**Address**	**Phone# Website**
11	Morinaga Milk Industry Co., Ltd. (Dairy, Baby Foods)	$4.71 ¥445,045 (Mar. 2009)	Retail/HRI	Japan (14) China(1) Indonesia (1)	Importers, Direct	5-33-1 Shiba Minato-ku, Tokyo 108-8384	03-3798-0111 www.morinagamilk.co.jp
12	Sapporo Holdings (Beer, Liquors, Soft Drinks, & Wine)	$4.38 ¥414,558 (Dec. 2008)	Retail/HRI	Japan (10)	Importers, Direct	4-20-1 Ebisu Shibuya-ku, Tokyo 150-8522	03-6694-0002 www.sapporoholdings.jp
13	Itoham Foods Inc. (Beef, Pork Chicken, Ham & Sausages, & Deli)	$4.30 ¥406,512 (Mar. 2009)	Retail/HRI	Japan (15) U.S. (1)	Importers, Direct	4-27 Takahatacho Nishinomiya City, Hyogo 663-8586	0798-66-1231 www.itoham.co.jp
14	Coca-Cola West Japan Co., Ltd. (Beverages, Functional Beverages, & Functional Foods)	$4.18 ¥395,556 (Dec. 2008)	Retail	Japan (2)	Direct	7-9-66 Hakozaki Higashi-ku, Fukuoka City 812-8650	092-641-8591 www.ccwest.co.jp

15	Nissin Foods Holdings Co., Ltd. (Instant/Chilled/Frozen Noodles, Instant Soup, & Functional Foods)	$3.83 ¥362,057 (Mar. 2009)	Retail/HRI	Japan (6) Hong Kong (3) Chine (4) India (2) Thailand (1) Indonesia (1) Philippines (1) Hungary (1)	Importers, Direct	6-28-1 Shinjuku Shinjuku-ku, Tokyo 160-8524	03-3205-5011 www.nissinfoods-holdings.co.jp
16	Nissin Olio Group Ltd. (Cooking Oil, Dressings, Functional Foods, & Soy Milk)	$3.57 ¥337,925 (Mar. 2009)	Retail/HRI	Japan (3) Chine (3) Malaysia (2) Singapore (1)	Direct	1-23-1 Shinkawa Chuo-ku, Tokyo 104-8285	03-3206-5005 www.nisshin-oillio.com
17	Kirin Beverage Co., Ltd. (Coffee, Tea, Fruits Drinks, Vegetable Drinks, Water, & Sherbet)	$3.48 ¥329,055 (Dec. 2008)	Retail/HRI	Japan (2)	Importers	6-26-1 Jingu-Mae, Shibuya-ku, Tokyo 150-0001	03-6734-9310 www.beverage.co.jp
18	Nippon Suisan Kaisha, Ltd. (Frozen & Chilled Seafood, Canned Foods, Retorts, & Frozen Deli)	$3.43 ¥324,284 (Dec. 2009)	Retail/HRI	Japan (16) France (1) China (1) Taiwan (1) Vietnam (1) Thailand (1) New Zealand (1) U.S. (2) Canada (1)	Importers, Direct	2-6-2 Otemachi Chiyoda-ku, Tokyo 100-8686	03-3244-7000 www.nissui.co.jp/
19	Ito-en Co., Ltd. (Tea, Coffee, Fruit & Vegetable Beverages)	$3.31 ¥312,622 (Apr. 2009)	Retail	Japan (4)	Direct	3-47-12 Honmachi Shibuya-ku, Tokyo 151-8550	03-5371-7111 www.itoen.co.jp/
20	Meiji Seika Kaisha, Ltd. (Meiji HD) (Confectioneries, Retort Soups & Curry, & Functional Foods)	$3.30 ¥312,112 (Mar. 2009)	Retail/HRI	Japan (3) China (1)	Importers, Direct	2-4-16 Kyo-Hashi Chuo-ku, Tokyo 104-8002	03-3272-6511 www.meiji.co.jp

	Company (Main Product Types)	**Net Sales (US$ billions at $1=94.57 ¥)[iii] (¥=millions)**	**End-User Channels**	**Production Location**	**Procurement Channels**	**Address**	**Phone# Website**
21	Kewpie Corporation (Mayonnaise, Dressings, Sauces, Jams, Canned Foods, & Health Foods)	$2.49 ¥235,383 (Nov. 2008)	Retail/HRI	Japan (9) U.S. (1) China (2) Thailand (1)	Importers, Direct	1-4-13 Shibuya Shibuya-ku, Tokyo 150-0002	03-3486-3331 www.kwpie.co.jp
22	Prima Meat Packers, Ltd. (Beef, Ham & Sausage, Meat Processed Foods, & Health Foods)	$2.40 ¥227,009 (Mar. 2009)	Retail/HRI	Japan (5) China (1)	Importers	4-12-2 Higashi-Shinagawa Shinagawa-ku, Tokyo 140-8529	03-6386-1800 www.primaham.co.jp

23	Asahi Soft Drinks Co., Ltd. (Tea, Functional & Fruit Beverages, & Canned Coffee)	$2.38 ¥225,292 (Dec. 2008)	Retail/HRI	Japan (10) Chine (2) Australia (1)	Importers, Direct	1-23-1 Azumabashi Sumida-ku, Tokyo 130-8602	03-5608-5111 www.asahiinryo.co.jp
24	J-Oil Mills, Inc. (Cooking Oil, Fine Chemicals, & Health Foods)	$2.36 ¥223,219 (Mar. 2009)	Retail/HRI	Japan (7)	Importers, Direct	8-1 Akashi-cho Chuo-ku, Tokyo 104-0044	03-5148-7100 www.J-oil.com
25	Megmilk Snow Brand Co., Ltd (Milk, Yogurt, Pudding, Functional Dairy Products, Fruit & Vegetable Juices)	$2.33 ¥219,869 (Mar. 2009)	Retail/HRI	Japan (12)	Importers, Direct	13 Honshio-cho Shinjuku-ku, Tokyo 160-8575	03-6887-3690 www.megmilk.com
26	Toyo Suisan Kaisha, Ltd. (Instant/Chilled/Frozen Noodles, Seafood, Chilled Foods, Frozen Foods, Ham and Sausage, & Canned Foods)	$2.29 ¥216,728 (Mar. 2009)	Retail/HRI	Japan (7) U.S. (3) Mexico (1) China (2)	Importers, Direct	2-13-40 Kounan Minato-ku, Tokyo 108-8501	03-3458-5111 www.maruchan.co.jp
27	Nestle Japan Group (Coffee, Creams, Functional Foods, Chilled Foods, & Frozen Foods)	$2.25 ¥212,900 (Dec. 2008)	Retail/HRI	Japan (3)	Importers	7-1-15 Goko-Dori Chuo-ku, Kobe City 651-0087	078-230-7000 www.nestle.co.jp
28	Coca-Cola Central Japan Co., Ltd. (Beverages, Functional Beverages, & Functional Foods)	$2.18 ¥ 205,940 (Dec. 2008)	Retail	Japan (3)	Direct	2-2-1 Minatomirai Nishi-ku, Yokohama City 220-8141	045-222-5850 http://www.cccj.co.jp/
29	Takara Holdings Inc. (Sake, Wine, Sho-chu, Liquors, Soft Drinks, Seasoning)	$2.04 ¥192,790 (Mar. 2009)	Retail/HRI	Japan (1) U.S. (2) U.K. (2) China (1)	Importers, Direct	20 Naginataboko-cho, Shijo-Dori Karasuma Higashi-iru, Shimogyo-ku, Kyoto City 600-8681	075-241-5130 www.takara.co.jp
30	Nippon Flour Mills Co., Ltd. (Pasta, Pasta Sauces, Flours, Frozen Foods, & Health Foods)	$2.01 ¥190,319 (Mar. 2009)	Retail/HRI	Japan (11) Thailand (2) U.S. (1) China (1)	Importers, Direct	5-27-5 Sendagaya Shibuya-ku, Tokyo 151-8537	03-3350-2311 www.nippn.co.jp

	Company (Main Product Types)	**Net Sales (US$ billions at $1=94.57 ¥)[iv] (¥=millions)**	**End-User Channels**	**Production Location**	**Procurement Channels**	**Address**	**Phone# Website**
31	Otsuka Pharmaceutical Co., Ltd. (Functional Foods, Functional Beverages, Supplements, & Milk Drinks)	$1.97 ¥186,471 (Mar. 2009)	Retail	Japan (3) U.S. (5) Europe (2) Asia (3)	Importers, Direct	2-9 Kandatsukasamach Chiyoda-ku, Tokyo 101-8535	03-6717-1400 www.otsuka.co.jp

32	Yakult Honsha Co, Ltd. (Milk Products & Functional Foods)	$1.81 ¥170,893 (Mar. 2009)	Retail	Japan (13)	Importers, Direct	1-1-19 Higashi-Shimbashi Minato-ku, Tokyo 105-8660	03-3574-8960 www.yakult.co.jp
33	Marudai Food Co., Ltd. (Beef, Pork, Chicken, Processed Foods, Chilled Desserts, Pizza, & Snacks)	$1.79 ¥169,035 (Mar. 2009)	Retail/HRI	Japan (14)	Importers, Direct	21-3 Midori-cho Takatsuki City, Osaka	072-661-2518 www.marudai.jp
34	House Foods Corporation (Curry Roux, Retort Roux, Snacks, & Functional Foods)	$1.71 ¥161,882 (Mar. 2009)	Retail/HRI	Japan (5) China (2) Taiwan (1) U.K. (1)	Importers, Direct	1-5-7 Mikuri Yasakae-machi, Higashi-Osaka City 577-8520	06-6778-1231 www.housefoods.jp
35	Showa Sangyo Co., Ltd. (Flour, Cooking Oil, Pasta, Pasta Sauces, Frozen Foods, & Frozen Bread Dough)	$1.69 ¥159,590 (Mar. 2009)	Retail/HRI	Japan (15) China (1)	Importers, Direct	2-2-1 Kanda chiyoda-ku, Yokyo 101-8521	03-3257-2011 www.showa-sangyo.co.jp
36	Shikishima Baking Co., Ltd. (Breads, Japanese & Western Confectioneries)	$1.67 ¥157,819 (Aug. 2008)	Retail/HRI	Japan (11)	Importers, Direct	5-3 Shirakabe Higashi-ku, Nagoya City 461-8721	052-933-2111 www.pasconet.co.jp
37	Kagome Co., Ltd. (Fruit & Vegetable Beverages, Frozen & Retort Foods, Sauces, & Soups)	$1.66 ¥156,698 (Mar. 2009)	Retail/HRI	Japan (2) U.S. (1) Taiwan (1)	Importers, Direct	3-14-15 Nishiki Naka-ku, Nagoya City 460-0003	052-951-3571 www.kagome.co.jp
38	Mizkan Group Co., Ltd. (Vinegar, Seasoning Sauces, & Chilled Foods)	$1.63 ¥154,100 (Feb. 2009)	Retail/HRI	Japan (11) U.S. (1) U.K.(1) Singapore (1) Taiwan (1) Hong Kong (1) Thailand (1) China (3)	Importers, Direct	2-6 Nakamura-cho Handa City, Aichi 475-8585	0569-21-3331 www.mizkan.co.jp
39	Lotte Co., Ltd. (Gum, Chocolate, Cookies, Candy, Beverages, & Ice Cream)	$1.58 ¥149,342 (Mar. 2009)	Retail/HRI	Japan (5) Korea (1) U.S (1) Thailand (1) Indonesia (1) China (1) Vietnam (1)	Importers, Direct	3-20-1 Nishi-Shinjuku Shinjuku-ku, Tokyo 160-0023	03-5388-5614 www.lotte.co.jp
40	Tokyo Coca-Cola Bottling Co., Ltd. (Beverages & Functional Foods)	$1.55 ¥146,128 (Dec. 2008)	Retail/HRI	Japan (8)	Direct	2-15-6 Shibaura Minato-ku, Tokyo 108-0023	03-3453-7311 http://www.tokyo.ccbc.co.jp/

	Company (Main Product Types)	Net Sales (US$ billions at $1=94.57 ¥)[v] (¥=millions)	End-User Channels	Production Location	Procurement Channels	Address	Phone# Website
41	Snow Brand Milk Products Co., Ltd. (Butter, Cheese, Powder Milk, Dressings, Sauces, & Retort Soups)	$1.54 ¥145,511 (Mar. 2009)	Retail/HRI	Japan (8)	Importers, Direct	13 Honshio-cho Shinjuku-ku, Tokyo 160-8575	03-3226-2111 www.snowbrand.co.jp
42	Ezaki Glico Co., Ltd. (Ice Cream, Retort Foods, Cereals, Functional Foods, & Snacks)	$1.53 ¥144,490 (Mar. 2009)	Retail/HRI	Japan Thailand (1) France (1) China (1)	Importers, Direct	4-6-5 Utajima Nishi Yodogawa-ku, Osaka City 555-8502	06-6477-8352 www.glico.co.jp/
43	Morinaga & Co., Ltd. (Chocolate, Candy, Snacks, Cookies, Ice Cream, & Functional Foods)	$1.51 ¥142,978 (Mar. 2009)	Retail/HRI	Japan (5) U.S. (1) China (1) Taiwan (1) Singapore (1) Holland (1)	Importers, Direct	5-33-1 Shiba Minato-ku, Tokyo 108-8403	03-3456-0117 www.morinaga.co.jp
44	TableMark Co., Ltd. (Katokichi Co., Ltd.) (Frozen Foods, Frozen Seafood, & Frozen Noodles)	$1.45 ¥136,934 (Mar. 2009)	Retail/HRI	Japan (7) China (5) Thailand (1)	Importers, Direct	5-18-37 Sakamoto-cho, Kanonji City, Kagawa 768-8501	0875-56-1100 www.tablemark.co.jp/
45	Yonekyu Corporation (Pork, Beef, & Poultry)	$1.44 ¥136,559 (Feb. 2009)	Retail/HRI	Japan (10) U.S. (1)	Importers, Direct	1259 Okanomiya Terabayashi, Numazu City, Shizuoka 410-8530	055-922-5321 www.yonekyu.co.jp/
46	Kyokuyo Co., Ltd. (Processed Seafood, Frozen Foods, & Canned Foods)	$1.43 ¥135,440 (Mar. 2009)	Retail/HRI	Japan (3)	Direct	3-3-5 Akasaka Minato-ku, Tokyo 107-0052	03-5545-0701 www.kyokuyo.co.jp/
47	Fuji Oil Co., Ltd. (Oil, Chocolate, Cooking Fats, Frozen Dough, Soy Protein, & Soy Milk)	$1.41 ¥133,748 (Mar. 2009)	Retail/HRI	Japan 87) China (5) Thailand (1)	Importers, Direct	1 Sumiyoshi-cho Izumisano City, Osaka 598-8540	072-463-1511 www.fujioil.co.jp
48	Ajinomoto General Foods, Inc. (Coffee, Tea, & Creamer)	$1.41 ¥132,900 (Mar. 2009)	Retail/HRI	Japan (2)	Importers, Direct	3-20-2 Nishi Shinjuku Shinjuku-ku Tokyo 163-1440	03-5302-7500 www.agf.co.jp/
49	Dydo Drinco Inc. (Canned Coffee, Tea, & Beverages)	$1.35 ¥127,490 (Jan. 2009)	Retail/HRI	Japan (1)	Importers, Direct	2-2-7 Nakanoshima, Kita-ku, Osaka City 530-0005	06-6222-2611 www.dydo.co.jp

50	Kikkoman Corporation (Soy Sauces & Seasoning)	$1.28 ¥120,914 (Mar. 2009)	Retail/HRI	Japan (3) U.S. (1)	Importers, Direct	250 Noda, Noda City, Chiba 278-8601	04-7123-5111 www.kikkoman.co.jp

Source: The Beverage & Food Statistics Monthly, Nikkei Keizai Tsushinsha
Food Manufactures Top 50 List, November 2009
Net sales: unconsolidated

[1] 94.57¥/$ was the yearly-average TTS for 2009 according to MUFG. Source: http://www.murc.jp/fx/year_average.php.

B. ENTRY STRATEGY

Before You Start:

1. Before considering export, please consider the following factors:
   - If your company has the production capacity to commit to the export market.
   - If your company has the financial and non-financial (staff, time, etc.) resources to actively support your exported product(s).
   - If your company has the ability to tailor your product's packaging and ingredients to meet foreign import regulations, food safety standards, and cultural preferences.
   - If your company has the necessary knowledge to ship overseas such as being able to identify and select international freight forwarders, temperature management, and other factors.
   - If your company has the ability to navigate export payment mechanisms, such as developing and negotiating letters of credit.

Product and Market:

2. Determine whether import of your product is allowed by Japanese food regulation. Because of strict Japanese regulations, there are many agricultural products that are prohibited for import from the U.S. to Japan.
   - Contact an ATO Japan office for a list of prohibited items.
   - For plant or animal health information, contact your local APHIS office at: http://www.aphis.usda.gov/animal_health/area_offices/.
   - If the product contains meat or meat products, please refer to the Food Safety Inspection Service Export Library:
     http://www.fsis.usda.gov/regulations/Japan_Requirements/index.asp.
     http://www.fsis.usda.gov/regulations/Export_Checklist/index.asp.
3. Perform Some Basic Market Research:
   - The Market Assessment Checklist is an effective tool to organize and evaluate your market and product:
     http://www.fas.usda.gov/agx/market_research/Market_Assessment_Checklist.pdf
   - Determine whether there is demand for your product and what your target market will be.
   - Determine whether your product is price competitive against Japanese and other producers, keeping in mind transportation costs as well as modification costs.
   - Determine the comparative advantage of your products. Potential customers need to be convinced of the merit of using your products. Some examples are price savings, higher quality, higher value-added, or more convenient packaging.
     - Agricultural Trade Office (ATO) Tokyo has services to assist you with market research and developing marketing strategies. You should also contact your regional trade group:

    a. Midwest: http://www.foodexport.org/
    b. West: http://www.wusata.org/
    c. Northeast: http://www.foodexportusa.org/
    d. South: http://www.susta.org/
- Review Japanese food regulations to determine if your product(s) comply with or need to be altered to fit local laws regarding additives, residue levels, and processing procedures. Also understand regulations in terms of weight, size, and labeling. JETRO's *Handbook for Agricultural and Fishery Products Import Regulations* is a helpful tool: http://www.jetro.go.jp/en/reports/regulations/pdf/agri2009e_1007.pdf.

Develop an Export Action Plan:

4. Once you have collected the general market, products, and regulatory information, begin the process of creating an export action plan. This plan will be instrumental in helping distributors and buyers see your vision. Keep in mind that many portions of this plan will change after personal interaction with the market or as more information is gathered.

   This action plan should include:
   - Objective
   - Goals and benchmarks, short-term and long-term
   - Product
   - Market
   - Product packaging and handling
   - Product modifications, if applicable
   - Financial resources to be committed
   - Non-financial resources to be committed
   - Additional financing
   - Potential importers and buyers
   - Schedule
   - Marketing plan
   - Evaluation

Get to Know the Market Personally:

5. Once you have determined that exportation is feasible and you have developed a basic strategy, either visit Japan to explore opportunities firsthand or find a representative to do so. When appointing agents, be sure your partner has a good reputation and track record in the market place.
   - This face-to-face interaction is very important in business because Japan is unique in the respect that personal relationships are very important. Additionally, keep in mind that it takes time to form these relationships.
6. Understand how the Japanese distribution system works and begin the process of figuring out where you are to enter.

Finding a Buyer:

7. Begin looking for potential buyers and distributors. To find trade leads, participate in trade shows, use the trade leads service, and contact the ATO Japan through its website: http://www.us-ato.jp.
   - Foreign Buyers List: The Foreign Agricultural Service offers a foreign buyers list for many countries around the world. This list has information on prospective foreign buyers and these contacts can be acquired through the ATO Japan.

- Trade Leads service: The Trade Leads service is a way in which U.S. suppliers of food and agricultural products can receive targeted trade leads from foreign buyers seeking to import their products. In order to take advantage of these timely leads, a U.S. company must be registered on the U.S. Suppliers List (USL) database. The USL is managed through a cooperative agreement between the United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS) and the National Association of State Departments of Agriculture (NASDA). Register at: http://www.fas.usda.gov/agx/partners_trade_leads/us_suppliers_list.asp.
- Trade shows: There are a variety of trade shows, large and small, which act as great tools for market research as well as for finding potential distributors. A list of USDA endorsed trade shows can be found at: http://www.fas.usda.gov/agx/trade_events/2010_2011TSCalendar.pdf.
  - The three recommended trade shows in Japan for the food processing sector are:
    - FOODEX JAPAN 2011: http://www.ImexManagement.com (March 1-4, 2011)
    - International Food Ingredients and Additives Exhibition (IFIA) Japan 2011: http://www.ifiajapan.com (May 18-20, 2011)
    - Health Ingredients Japan 2011: http://www.hijapan.info (October 5-7, 2011)

8. Meet with Japanese importers who distribute the types of agricultural products that you wish to export to learn more about the competitive environment.
9. Visit potential customers to determine if there is interest in your product and to determine how they normally source products.
   a. This is a good way to discover how products are normally reformulated and how packaging is tailored to the marketplace. Most packaging or labeling will have to be changed for the Japanese market, as American packaging is normally too large.

Documentation and Shipping:

10. After revising your export action plan and finding a distributor, begin the process of setting up a payment structure and meeting import documentation requirements. Information on this area can be found at: http://www.fas.usda.gov/agx/ship_doc_req/general_export_req.asp.
11. When ready to ship, begin the process of finding a freight forward that often will handle many of the logistics of shipping for a fee. Refer to the Agricultural Export Transportation Handbook for more information: http://www.fas.usda.gov/agx/ship_doc_req/shipping.asp.

Marketing:

12. When ready to market your product, use the ATO Tokyo or Osaka offices as resources for information on promotion and marketing.

Additional Resources:

13. For any additional export information, refer to the USDA Foreign Agricultural Service's export assistance website: http://www.fas.usda.gov/agx/exporter_assistance.asp and http://www.us-ato.jp.

Helpful Tips:

14. Points to remember when doing business in Japan:
    - Be clear with importers about the conditions under which price adjustments may occur.

- Be aware that Japan is a very service oriented culture and requires quick response to both product complaints and requests for information.
- Doing business for the first time in Japan requires patience. Orders normally start small to determine whether the product will meet market requirements.
- Arranging a credit check can be a good way to avoid issues in the future. There are a few Japanese companies that will conduct credit checks in English:
  - Teikoku Databank America, Inc.
    780 Third Avenue, 22nd Floor
    New York, NY 10017
    Tel: 212-421-9805 | Fax: 212-421-9806
    Email: tda-support@teikoku.com
  - The Dun and Bradstreet Corporation
    Tel: 1-800-234-3867
    Website: http://www.tsr-net.co.jp/english/profile/index.html