



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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ATO ACTIVITIES reports

Agricultural Export Opportunities Report

- October 1998

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Report Highlights:

Upcoming Promotional Activities/Events

- Trade Shows**
- Japanese Regional Market Activities**
- HRI Promotions**
- National Retail/Wholesale Activities**
- Other Promotions/Activities**

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

UPCOMING PROMOTIONAL ACTIVITIES/EVENTS:

The promotional activities listed below are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

1) TRADE SHOWS:**98 JAPAN FOODSERVICE SHOW**

Date: November 20-23

Location: Pacifico Yokohama, Yokohama

The show is held every other year and open to the general public.

Contact: Japan Food Service Association

Tel: 81-3-5403-1060 Fax: 81-3-5403-1070

FOODEX JAPAN 1999*

Date: March 9 - 12, 1999

Location: Makuhari Messe, Chiba

Japan's largest food and beverage show is held yearly at the Makuhari Messe on the outskirts of Tokyo. This show has more than 1,600 exhibitors from Japan and overseas and attracts nearly 90,000 trade visitors. A strong East Asian presence is expected.

Contact: Japan Management Association-Convention Division,

Tel: 81-3-3434-0093 Fax: 81-3-3434-8076

*FAS endorsed show

2) JAPANESE REGIONAL MARKET ACTIVITIES:**Great American Food (GAF) PROMOTION TEAMS & AMERICAN FAIRS**

ATO Tokyo is kicking off new, aggressive marketing themes to introduce U.S. Cooperators and U.S. companies and their Japanese agents to supermarket chains and wholesalers based in the major regional markets of Japan. Within the GAF Promotion Team and American Fair context, ATO has created and kicked off a "Great American Regional Cuisine" (GARC) marketing theme providing a platform for showcasing new and innovative American food products to leading national & regional retail decision

makers. Exporters of commodities serving as Home Meal Replacement (HMR) ingredients accompanying soups, spices, sauces, condiments, desserts and beverages benefit from demand growth through a cross-merchandising marketing theme. The ATO coordinates with individual retailers, then leads a team of Cooperators and U.S. company agents to the company's headquarters where each Cooperator and U.S. agent receives an introduction to the buyer for their product and has an opportunity to hold a business discussion. As an incentive for retail companies to pick up U.S. products, the ATO provides support for subsequent American Fair promotions. The focus of this activity is on opening doors and providing personal introductions to key retail chains in these markets.

ATO Tokyo also organizes U.S. pavilions at private food shows held by wholesale companies in regional markets. In the case of some wholesalers, teams of cooperators and agents are organized to meet with the companies, in a form similar to the retail team meetings.

Because of customs clearance and short lead time, it is usually necessary (but not a requirement) for a U.S. company to have a representative or agent in the Japanese market to be able to participate in these activities. The schedule of Promotion Team and subsequent American Fair promotions follows:

GAF PROMOTION TEAM & AMERICAN FAIR SCHEDULE

GAF/Team Date	Company	Fair Date	Location
TBD	Yamanaka	Mid. November	Nagoya
TBD	Nice	Mid. November	Akita
TBD	Seifu	Mid. December	Tokyo/Shizuoka

WHOLESALE EVENT

EVENT	DATE	LOCATION
Maruichi Wholesaler Event	September '99	Nagano
Kanakan Wholesaler Event	September '99	Kanazawa

AMERICAN LUNCH PROMOTION

The American Lunch Promotion is a special consumer promotion offering high quality American menu dishes prepared with U.S. food ingredients to several hundred consumers who are selected by key ATO retail contacts sponsoring Great American Food Fairs. These events are jointly sponsored by the ATO, Cooperators, U.S. food agents, and key retailers. Objectives are to generate high awareness among consumers of American food products, to increase media coverage for the key retailers that host the GAF promotions, and to showcase various attractive American regional cuisine recipes to the media to highlight quality American food ingredients and products.

DATE	COMPANY	EVENT/PROMOTION	LOCATION
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May 99	Ralse	American Lunch Buffet	Sapporo
July 99	Fuji Citio	American Lunch Buffet	Kanagawa

U.S. FOOD REGIONAL AGENT SHOWCASE

In addition to individual GAF team meetings with key regional retailers and wholesalers, ATO organizes and sponsors three regional American food showcases annually, featuring a wide range of U.S. food products in medium sized, core regional cities. More than 25 agents and cooperators exhibit their products to more than 200 retail chains, wholesale, and food service businesses in each city.

DATE	LOCATION	EVENT
11/6/98	Niigata City	Niigata Regional Showcase
Apr. 99	Toyama City	Toyama Regional Showcase

3) HRI PROMOTIONS:

In response to Japan's increasing market demand for quality-based product differentiation and an increased ATO emphasis on promoting higher value and value-added agricultural exports, ATO disseminates Great American Regional Cuisine (GARC) concepts into the Japanese Hotel Restaurant Institution (HRI) industries as a high-quality, trend-setting menu. These promotions also emphasize that GARC is a dynamic dimension of HMR. The export of American restaurant concepts and food delivery systems can result in trend-setting, spinoff benefits throughout HRI and retail channels, specifically with bento (lunch box) vendors, convenience stores, supermarkets, and department stores.

The Tokyo ATO organizes teams of U.S. cooperators and U.S. product agents to meet with key buyers from each targeted food service company, such as hotel restaurants, family-style chain restaurants, and food service wholesalers. During these events the U.S. participants are able to receive firm business contacts.

In cooperation with Japanese food service wholesale companies, the ATO sponsors "American Menu Fairs" aimed at providing personal introductions of cooperators and U.S. companies and their agents in Japan to the food service wholesale companies' top restaurant clients. These events focus on providing a forum and opportunity for presenting products and menu ideas directly to key food service company buyers.

The schedule for these activities is as follows:

FOOD SERVICE ACTIVITIES

DATE	EVENT	COMPANY	LOCATION
10/16-17	Food Service Ind. Fair	Japan Food wholesale Asso.	Tokyo
10/20-23	Japan Foodservice Show	Japan Foodservice Asso.	Yokohama
Nov/98	Food Service VIP Rcpt.	ATO/JF	Tokyo

Dec/98

GARC Trade Showcase

ATO

Tokyo

4) NATIONAL RETAIL/WHOLESALE ACTIVITIES:

Key players in the Japanese consumer markets are seeking new and interesting products and health oriented food. Consumers are demanding more high-nutrition food products, believing in their medicinal benefits. Red wine, blueberries, cranberries, aloe concentrate, and flower essences are just a few examples of food ingredients gaining in popularity. Accordingly, ATO Tokyo is motivating national retailers to orient their American food fairs toward nutritional food items such as organic products, bagels, blueberries, citrus products, and other major agricultural products. Other ATO Tokyo promotional efforts include the introduction of a NYC style delicatessen and the introduction of an "American Lunch Box," an innovative approach to highlighting the Great American Regional Cuisine theme with Japan's bullet train traveling public. A vitally important goal of this high-nutrition approach is "integrated food quality management systems," aimed at further educating Japanese consumers about the superior quality of American food and delivery systems.

The following department stores and supermarkets support ATO Tokyo's efforts to promote the nutritional aspects of American foods, evidenced in their Healthy American Food Fairs.

DATE	COMPANY	PROMOTION
Nov/98	Daiei	American Fair at Hyper Market
Dec. 98	JUSCO	American Food Fair
TBD	Yuki Trading	U.S. Wine & Food Fair
TBD	Ralse	HMR Promotion

OTHER PROMOTION/ACTIVITIES:

12/98 "Great American Food News," Issue #12

"Great American Food News," the only FAS/Japan publication written in Japanese, targets a wide Japanese audience with a positive message about the safety, healthiness, and rich variety of U.S. food products. Each issue is disseminated to more than 3,000 individuals on a customized mailing list. In addition, approximately 3,000 copies of the newsletters are distributed each year at major food shows, press conferences, ATO regional food promotional activities, and various seminars. It has been a very useful tool in providing a consistent message about the healthiness, safety, diversity, and high quality of U.S. food products.