

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary _ Public

Date: 2/24/2017

GAIN Report Number: JA7016

Japan

Post: Tokyo

The WASABI - Hot News from Japan Vol. 13 Issue 2

Report Categories:

Agricultural Situation

Approved By:

Evan Mangino, Agricultural Attaché

Prepared By:

FAS Japan Staff

Report Highlights:

FFA National Officer Team Experiences U.S.-Japan Agricultural Relationship Up Close; Alaskan Food and Wine Night; Nippon Ham Features WA State Angus Beef; Corn Outlook Conference

Keywords: FFA, Alaska Seafood, Nippon Ham, Corn Outlook

General Information:



The Wasabi



HOT News from Japan - Vol 13, Issue 2
February 10, 2017

FFA National Officer Team Experiences U.S.-Japan Agricultural Relationship Up Close: From January 22 – February 2, 2017, the 2017 FFA National Officer traveled throughout Japan, learning about the value of U.S. exports to the market, about Japanese agriculture, and about the many ways agriculture ties our two countries together. In addition to providing the team with a comprehensive country briefing at the Embassy in Tokyo, and a visit from the Chargé d’Affaires, FAS Japan helped to enrich the FFA annual visit. On Monday, January 23, FAS Japan organized a visit to a nearby vegetable and rice farm operated by two former Japan Agricultural Exchange Council trainees, who had previously studied U.S. agricultural production in the United States through a 19-month fellowship.

The next morning, in an effort to work with the jet lag (instead of fighting it) FAS Japan coordinated a tour of historic Tsukiji market, the world’s busiest fish market. In addition to seeing Alaska seafood and the early morning tuna auction, the team also saw U.S. products on offer in the section of the market dedicated to fruits and vegetables. Japan is the third largest export market for U.S. fisheries products, valued at \$668 million in 2016. Later that same day, the FAS Japan team the FFA group for lunch to talk about life in an Embassy and the Foreign Agricultural Service. And then before sending the team off to Aichi Prefecture homestays and a visit to the Kansai, FAS arranged a briefing at Sumitomo’s corporate headquarters on a unique U.S. brand of pork available in the Japanese market: Silky Pork. FAS Japan wishes the National Officer Team all the best in 2017 as they travel across the United States promoting agricultural education and leadership.



(Left to right) DeShawn Blanding, Victoria Harris, David Townsend, Chargé d’Affaires Jason Hyland, Valerie Earley, Trey Elizondo, and Ashley Willits

Alaskan Food and Wine Night: ATO staff attended the Alaska Seafood Night on February 3, which

was organized by the Alaska Seafood Marketing Institute (ASMI) as part of a month-long collaboration between ASMI and the Tokyo Marriott Hotel. The event was a dinner showcasing various types of Alaskan seafood dishes, expertly paired by the most famous Japanese sommelier, Mr. Shinya Tasaki. Mr. Tasaki, a celebrity in Japan, was the main speaker, and during the dinner he explained his inspiration behind each of the pairings, which included U.S. craft beer and wine from New York and California. ASMI's International Director, Hannah Lindoff, also attended. The collaboration ran from January 7 to February 28, during which time the Marriott offered a daily Alaskan Seafood Experience, which was a special menu fair where diners could enjoy a set menu with more than six different types of Alaskan seafood, including king crab, snow crab, and salmon. The collaboration also featured Alaskan salmon in the daily Brilliant Moments High Tea as well as an Alaska Weekend Lunch Buffet.



Sommelier Mr. Shinya Tasaki explains menu for Alaskan Seafood Night.

Nippon Ham Features WA State Angus Beef: On January 18, 2017, the FAS Japan team visited the Nippon Ham Group's Product Exhibition Fair, a comprehensive showcase for retail and Hotel, Restaurant and Institutional (HRI) sector buyers. Numerous processed products on display contained U.S. ingredients, notably the company's market-dominating Schau Essen Vienna sausage, made from U.S. pork loin and celebrating its 30th anniversary. This year's product showcase prominently featured Nippon Ham's "ANGUS Valley" brand of high-end U.S. angus beef, exclusively sourced from Tyson Foods Pasco, WA facility. The marketing launch playfully incorporates elements from another famed Washington State agricultural product, by using a wine label format on Angus Valley promotional materials. Nippon Ham Group is Japan's largest food manufacturing company and a major importer of U.S. beef and pork.



Minister-Counselor Gary Meyer and ATO Director Rachel Nelson join Nippon Ham Group executives at the debut of the ANGUS Valley U.S. beef brand for the Japanese Market.

Corn Outlook Conference: The U.S. Grains Council (USGC) held a Corn Outlook Conference in Tokyo on January 19, 2016. Agricultural Minister Counselor, Gary Meyer, gave an opening speech

emphasizing the robust partnership between U.S. feed grain producers and the Japanese feed manufacturer and livestock industry over the past 50 years – emphasizing the importance of continuing to build the relationship further in the future. The USGC provided details on the 2016-17 U.S. corn quality, as well as a full review of global corn supply and demand to more than 140 local buyers and industry representatives. USGC Vice President and Chief Operating Officer, Kimberly Atkins, thanked the attendees for being loyal and consistent buyers of U.S. corn and co-products, and ensured that the United States will remain a reliable, transparent supplier of high-quality feed grains.



Iowa corn grower, Dick Gallagher, presents information on the strong 2016-2017 corn crop in the United States at the USGC-led Corn Outlook Conference in Tokyo.