



Foreign Agricultural Service

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## Japan

### Agricultural Situation

### This Week in Japan

**2001**

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#### **Report Highlights:**

**Secretary Veneman Opens Conference on "Food for the Future;" MAFF Bans Pork Imports, Due to FMD, From Certain EU Countries; ATO Osaka expands relationship with Okinawa's Trade Association; American Foods Allure in Western Japan Food Service Wholesaler Shows.**

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



## ***This Week in Japan***

*An Update of Major News and Events from the Largest U.S. Agricultural Export Market*

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- i **Secretary Veneman Opens Conference on "Food for the Future:"** Speaking to over 40 opinion leaders in Tokyo and connected by "digital video conference" to Osaka, Secretary Veneman pre-recorded video introduced the conference "Food for the Future." Professors Crawford and Shimyo discussed the benefits biotechnology and explained the regulatory framework that insures the U.S. food products, including those products derived from biotechnology are safe, wholesome and nutritious. Professors Crawford and Shimyo also made special appearances at the American Chamber of Commerce in Japan's round table discussion on "Food Safety in the 21<sup>st</sup> Century" where industry expressed strong support for education efforts on the safety of U.S. food products. (AgAffairs Tokyo)
  
- i **Japan Food Service Wholesaler Demonstrates American Foods Allure in Western:** In two highly visible food wholesale exhibitions in Western Japan, sponsored by the Toho Food Service Wholesale Corporation, ATO/Osaka helped introduce 86 American food products to over 4,000 restaurant industry buyers and chief decision makers. ATO/Osaka managed a USA Food Pavilion and recruited 9 importer/agents which displayed and sampled products such as frozen fruits & vegetables, frozen soups, frozen seafood, Tex-Mex food ingredients, pasta, cranberry and citrus juices. The U.S. products featured in the USA Pavilion were listed in Toho's product list as "New Items" and attracted much attention. American company exhibitors are currently following-up inquiries and orders received during the show. (ATO Osaka)
  
- i **FMD Outbreak Leads to MAFF Ban on Pork Imports from some EU Countries:** Japan swiftly reacted to the FMD outbreak in the United Kingdom by temporarily halting pork imports from some EU member countries. While awaiting FMD test results from France and Belgium, the Japanese meat industry remains cautious. The import bans will moderately impact Japan's frozen pork supplies. EU member countries (excluding Denmark which tested negative on 3/06) accounted for 20% (61,500 MT) of Japan's annual pork imports for processing in 2000. Japan's meat industry will shift purchases of frozen pork to other suppliers. (AgAffairs Tokyo)
  
- i **ATO Osaka expands relationship with Okinawa's Trade Association:** ATO Osaka has been growing a synergistic working relationship with Okinawa's Trade Association of importers and retailers. Through participation in ATO/Osaka organized promotion activities, successful business introductions have been made between American exporters and Okinawa importers. One of the U.S. exporters notified ATO/Osaka that they had developed a thriving business with Okinawa as a result of our introduction. In a message of appreciation, this company wrote that "from ATO/Osaka support, we have concluded sales valued at \$3.1 million during the period 3/1/00 to 2/28/01. Without this support, the sales would not have been possible. (ATO Osaka)

**Upcoming events:** Mar 13-16 Foodex 2001; Mar 15-16 StarLink Corn Bilateral Meeting; Mar 20-30 Codex Biotech Subcommittee/U.S.-Japan Bilaterals; Mar 21-23: NAEGA; Mar 26 USGC Mission; May 7: Hop Trade Delegation

