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Japan

Agricultural Situation

This Week in Japan

2000

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Report Highlights: A summary of events and developments in the United States' largest export market for agricultural, forestry, and fishery products. This week's highlights include: Contaminated Japanese Milk Shakes-Up Dairy Industry and Forces Scrutiny of HACCP System; New MAFF and MOC Ministers Appointed; Country-Of-Origin Labeling Rules Trouble for Small Retailers; and Prices for Non-GMO and Regular Soybean Futures.

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
Volume IV, Issue No. 27
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- i Contaminated Japanese Milk Shakes-Up Dairy Industry and Forces Scrutiny of HACCP System:** Since late June 2000, low-fat Japanese milk contaminated with *S. aureus* bacteria has caused the sickness of over 11,000 people. The highly-publicized food safety incident, being called the most widespread food-poisoning outbreak since 1975, has impacted one of Japan's top private dairy manufacturers, Snow Brand. Japanese health officials ordered a recall of Snow Brand's dairy products produced from the Osaka factory, and major retailers are pulling all Snow Brand products from the store shelves. The incident has forced Japan's health authorities to re-evaluate the HACCP system. Japan's fluid milk consumption is forecast to temporarily drop. See JA0072 for details. (AgAffairs Tokyo)
- i New MAFF and MOC Ministers Appointed:** The new Mori Cabinet was launched on Tuesday, July 4. Yoichi Tani was appointed the Minister for Agriculture, Forestry and Fisheries, and Chikage Ogi the Minister for Construction. Mr. Tani's political goal, according to news reports, is to revitalize farming communities and villages in mountainous areas. He previously served as chairman of a Liberal Democratic Party (LDP) Special Committee on depopulation and an LDP research commission on agricultural policy. Ms. Ogi, leader of the New Conservative Party, is the first female Minister of Construction. Ms. Ogi had been engaged in planning policies on educational and cultural affairs when she was a member of the defunct New Frontier Party and *Jiyuto*. Media sources indicate the current cabinet will be reshuffled again in December this year. (AgAffairs Tokyo)
- i Country-Of-Origin Labeling Rules Trouble for Small Retailers:** On July 1, 2000, the Japanese Agricultural Standards Law mandated that all retail stores show the country of origin on many perishable food items. According to media reports, while major supermarkets and department stores have revised or improved their labeling systems to indicate the country of origin, small retailers are failing to conform to the new regulations. An official of the Ministry of Agriculture, Forestry and Fisheries (MAFF) said that they want to encourage small retailers to follow the rules through industry organizations. (AgAffairs Tokyo)

i Prices for Non-GMO and Regular Soybean Futures: (Tokyo Grain Exchange for 12/00 Settlement, Yen/MT)

	July 3	July 4	July 5	July 6	July 7	Average
Non-GMO	22,810	22,340	22,860	23,020	22,740	22,754
Regular	21,630	20,660	21,000	21,170	21,100	21,112
Spread	1,180	1,680	1,860	1,850	1,640	1,642