



Foreign Agricultural Service

**GAIN Report**

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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: FAS/GIPSA Biotech Mission to Japan; ATO/Tokyo Joins ASMI/Coop Sapporo in Autumn Seafood Promotion; U.S. Fresh Grape Imports to Reach Record High in 2000; and Booming Fresh Sprout Demand Fueled by Healthy Image.

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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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**September 18, 2000**

- i FAS/GIPSA Biotech Mission to Japan:** During a two-day visit to Japan last week, the FAS Chief Science Advisor and GIPSA International Monitoring Staff Director met with Government of Japan officials and key trade contacts to discuss current biotech testing methods and their limitations, as well as new lab accreditation and other biotech services to be offered by USDA. The team also led a trade seminar in Tokyo organized by FAS/Japan and attended by more than 300 representatives of the Japanese food industry, media, and research institutions. Japanese demand for segregated non-genetically modified (GM) corn and soybeans continues to grow as manufacturers of the 23 foods subject to mandatory GM food labeling (beginning April 1) take measures to avoid the requirement by sourcing non-GM ingredients. (AgAffairs)
- i ATO/Tokyo Joins ASMI/Coop Sapporo in Autumn Seafood Promotion:** ATO/Tokyo supported a lunch buffet September 13th for over 100 of Coop Sapporo's customers celebrating the kick-off of the Alaska Seafood Marketing Institute's autumn campaign in this northern island market, famous for its seafood. This year's local salmon catch in Hokkaido is below average and should provide an excellent selling opportunity for U.S. fishermen. As Coop Sapporo is noted for its attention to food safety, the tie-up with ASMI has proven to be a good match-up as the wild, natural and safe themes were well received by the Cooperative and its customers. (ATO/Tokyo)
- i U.S. Fresh Grape Imports Forecast to Reach Record High in 2000:** Traders are reporting good quality and competitive pricing on U.S. Red Globes and other fresh U.S. table grapes and sales are forecast to jump 5-10 percent from last year to well over 4,000 tons. For more information, see JA0102. (AgAffairs)
- i Booming Fresh Sprout Demand Fueled by Healthy Image:** Local sprout growers are reporting rapidly growing sales of fresh sprouts, particularly "broccoli", "mustard", and "cress" varieties. The sprouts, grown from U.S. and Italian seeds, have been retailing from between 100-150 yen per pack at Tokyo supermarkets. Produce retailers say growing demand is due mainly to recent news reports suggesting that sprouts can reduce the risk of cancer and are rich in vitamins (particularly A and E) and a number of minerals. (AgAffairs)
- i Events this week:**  
–USDA-MAFF Annual Plant Protection and Quarantine Technical Meeting, September 18-21 (Kyoto).