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This Week in Japan

1999

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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: U.S. Secures 40.9 Percent of Sales in 3rd SBS Rice Tender; Vegetables Overtake Rice as Top Farm Crop in Japan; ATO Hosts Cooking Demonstration for Consumers at Daiei's Largest Sales Store; MAFF Plans to Make Voluntary Labeling Policy for Cloned Beef Official; MAFF Announces 3rd SBS for Wheat and Barley for Feed.

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 U.S. Secures 40.9 Percent of Sales in 3rd SBS Rice Tender:** On November 5, MAFF's Food Agency held its 3rd SBS foreign rice tender, with a total of 30,000 metric tons contracted. China secured 15,395 metric tons, or 51.3 percent of the total. The United States followed with 12,255 metric tons, accounting for 40.9 percent of total sales. Year-to-date, the U.S. share of Japan's overall rice imports (SBS and Minimum Access) stands at 44.6 percent, up from 41.3 percent at this time last year. (AgAffairs Tokyo)
- i Vegetables Overtake Rice as Top Farm Crop in Japan:** 1998 production statistics released last week by the Ministry of Agriculture (MAFF) show Japanese vegetable production jumped 13 percent in value terms to 2.61 trillion yen (\$24.9 billion at current exchange rates), exceeding the farm value of the rice crop for the first time ever. MAFF reports the total farm value of rice production in 1998 was 2.54 trillion yen, followed closely by livestock production at 2.43 trillion yen. (AgAffairs Tokyo)
- i ATO Hosts Cooking Demonstration for Consumers at Daiei's Largest Sales Store:** ATO hosted a Great American Regional Cuisine (GARC) cooking demonstration in conjunction with Daiei, one of Japan's leading national supermarket retailers, on November 4 and 5 at their largest sales store nationwide. Working with nationally renowned Egami Cooking School, regional cuisine recipes were presented to national trade press and consumers, incorporating U.S. salmon, almonds, white and red wine, beef, fresh tomatoes, frozen blueberries, frozen cheese cake, chicken, organic rice, pork, prunes and fresh strawberries. Coinciding with the promotion, Daiei imported for the first time a substantial volume of fresh Roma tomatoes. As an outcome the promotion's success, Daiei has committed to host similar promotions for other strategically key commodities early next year. (ATO Tokyo)
- i MAFF Plans to Make Voluntary Labeling Policy for Cloned Beef Official:** According to a Japan Agricultural News summary of a October 30 MAFF report, the Ministry will officially decide not to require labeling of cloned beef, despite strong consumer demand for mandatory labeling of meat from cloned animals. Instead, producers will be required to distinguish cloned cattle from others until they arrive at slaughtering houses, with carcasses from those cattle subject to voluntary labeling as cloned beef. According to the report, MAFF decided not to require mandatory labeling of cloned beef because: 1) no conclusion was reached regarding who will pay for the cost for the labeling; and 2) amount of distributed cloned beef (currently all from embryonic clones) is too small to be subject to JAS law. (AgAffairs Tokyo)
- i MAFF Announces 3rd SBS for Wheat and Barley for Feed:** On November 4th, the Ministry of Agriculture, Forestry and Fisheries (MAFF) announced the third SBS tender for wheat for feed (48,680 metric tons) and barley for feed (41,460 metric tons) will be held on November 18th. (AgAffairs Tokyo)
- i Upcoming Events:** The Japan Foodservice Association Food Materials and Products Fair will be held November 18-19 in Tokyo and Foodex (March 2000) applications are still being accepted through the end of November.