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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: USDA Announcement on Testing Protocol for Starlink Corn; U.S. Rice Captures 60% of 3rd OMA Rice Tender; Healthy Image To Help Boost Imports of U.S. Citrus in 2000/2001; MAFF Implements Subsidy Measure for Domestic Pork Carcasses; and FAS/Japan Hosts State of Montana Delegation.

Includes PSD changes: No
Includes Trade Matrix: No
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This Week in Japan

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

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- i USDA Announcement on Testing Protocol for Starlink Corn:** USDA's announcement on Friday to conduct pre-export testing of food corn for the presence of the Starlink received widespread coverage in major Japanese media over the weekend. FAS/Japan continues to meet with officials in the Ministry of Health, Welfare (MHW) and Ministry of Agriculture, Forestry, and Fisheries (MAFF) to discuss the protocol and other measures taken by the U.S. Government to meet Japan's import requirements for food corn. (AgAffairs Tokyo)
- i U.S. Rice Captures 60% of 3rd OMA Rice Tender:** On November 2, the Food Agency (FA) of MAFF conducted its third Ordinary Minimum Access (OMA) rice tender for the Japanese Fiscal Year 2000 (April 2000 - March 2001). Of the total 100,000 metric tons (MT) of contracted foreign rice, U.S. rice accounted for 60,000 MT (60.0 percent), Thai rice totaled 20,000 MT (20.0 percent), Australian rice totaled 10,000 MT (10.0 percent), and China totaled 10,000 MT (10.0%). The weighted average of the successful (CIF) bid price was 33,283 yen (about \$308) per MT. (AgAffairs Tokyo)
- i Healthy Image To Help Boost Imports of U.S. Citrus in 2000/2001:** A marginal increase in imports of fresh grapefruit is expected in 2000/01, with sales of Florida grapefruit forecast at 11 million cartons (187,000 metric tons). Retailers report the Florida Department of Citrus (FDOC) promotions emphasizing the health benefits of Florida grapefruit are successfully working to increase demand. Japanese mikan (tangerine orange) production for the 2000/01 is expected to decline 21 percent and Japanese traders forecast good sales opportunities for U.S. fresh oranges in 2001. Imports of grapefruit juice are expected to grow in the 2000/01 season, fueled by the image of grapefruit and grapefruit juice in Japan as healthy products. See JA0121 for details. (AgAffairs Tokyo)
- i MAFF Implements Subsidy Measure for Domestic Pork Carcasses:** In an effort to shore-up slumping pork carcass prices, effective October 30, 2000, MAFF will pay transportation, storage, and related charges to companies who buy domestic pork carcasses. The subsidy is limited to 105,000 head. Last December MAFF implemented a similar measure which continued until February this year. Pork imports have been strong in 2000, but the increased availability of inexpensive domestic table pork may lead to a modest slow down in imported chilled pork during the fourth quarter this year. Japanese pork imports during Jan.- Sept. 2000 reached 486,037 MT, up 7% from last year. Imports of U.S. pork increased 12% to 137,667 MT. See JA0124 for details. (AgAffairs Tokyo)
- i Montana Agricultural Mission Visits Tokyo:** An agricultural delegation from the State of Montana visited Tokyo last week during a trade mission led by the Director of Montana's Department of Agriculture. Representing the state's grain and beef interests, the group met with two of the largest players in the Japanese food industry, Nippon Flour and Starzen, both of which have significant investments in Montana, as well as representatives from Montana's sister state, Kumamoto. In addition, FAS Japan, U.S. Wheat Associates and U.S. Grains Council provided a market briefing for the delegation and ATO Tokyo led the group on a retail/food service tour. (ATO Tokyo)

