USDA Foreign Agricultural Service
GAIN Report
Global Agricultural Information Network

Required Report - public distribution

Date: 12/26/2017

GAIN Report Number: JA7706

Japan

Exporter Guide

Update 2017

Approved By:
Mr. Morgan Perkins, ATO Japan Director
Prepared By:
Chika Motomura, marketing specialist at ATO Osaka

Report Highlights:
Japan is the fourth largest export market for U.S. exporters of food and agricultural products. The total Japanese food and drink market was valued at over $770 billion in 2016. The United States exported about $11.7 billion of agricultural and fishery products to Japan in that year. There are tremendous opportunities for U.S. exporters willing and able to follow the strict Japanese product regulations and keep up with the latest trends in this market.

Post:
Osaka ATO

I. Market Overview

A. Profile of Japan

Japan is a large island nation located off the eastern seaboard of the Eurasian continent. The Japanese archipelago consists of the five main islands of Hokkaido, Honshu, Shikoku, Kyushu, and Okinawa and over 6,800 smaller isles. Its surface area totals 380,000 square kilometers. Japan is a mountainous country with mountains and hills covering about three-quarters of its total area.

The Japanese population was 126.93 million in 2016. The population is concentrated in the three regions; the Kanto region which is around the capital of Tokyo (population 36.9 million), the Kansai region around Osaka (19.3 million) and the Chukyo region (9.1 million) around Nagoya. There are 12 cities in Japan with a population of one million or more. The Tokyo metropolitan area (23 wards) topped with 9.27 million, followed by adjacent Yokohama with 3.72 million, Osaka with 2.69 million, and Nagoya with 2.3 million.
Japan had experienced small but steady population growth up until 2004, after which its population began a long-term decline. Due mainly to a decreasing birth rate, exacerbated by the rapid aging of the population, Japan's population is expected to fall under 100 million by 2053.

Japan's GDP totaled US$4,383.6 billion in 2015, making it the world's third largest economy, with a 5.9% share of world GDP. Japan's economy was smaller only than the United States' (US$18,036.6 billion, 24.2% share) and China's (US$11,007.7 billion, 14.8%). Nonetheless, Japan's per capita GDP of US$ 34,522 ranked twentieth among the OECD member countries. Tertiary industries (the service sector) represent the mainstay of the Japanese economy, accounting for 72.7% of total GDP in 2015. Secondary industries (manufacturing) followed with 26.2% and primary industries (agriculture, fisheries, and forestry) lagged behind at only 1.1%. Since the end of the World War II, there have been major changes in the relative importance of Japanese industrial sectors. Primary industries started to decline in 1950s when they accounted for 20% of GDP and the secondary industries peaked after the 1970s when their GDP share was around 40%. Meantime, tertiary industries have been growing steadily in importance over the years.

In 2016, Japan's total exports reached JPY70 trillion (US$643.15 billion*), down 7.4% down from the previous year, and imports totaled JPY66 trillion (US$606.39 billion*), down 15.8% from the previous year, with a JPY4 trillion (US$36.75 billion*) trade surplus, which was the first trade surplus since 2011. The major export items from Japan were transport equipment at 24.8%, general machinery at 19.4%, and electrical machinery at 17.6% of total exports. Food items represented less than 1% of the total exports. Major import items included mineral fuels at 18.2% followed by electrical machinery at 16.3%, chemicals at 10.8% and food; representing 9.6% of imports.

* US$1=Y108.84, the average exchange rate of 2016 was used for calculation.

(Source: Statistics Bureau, Ministry of Internal Affairs and Communications, National Institute of Population and Social Security Research)

B. Japanese Food Market

a. Japanese food market size

The Japanese food market is valued at JPY 84.58trillion (US$ 770.07 billion*) in 2016 with retail food and beverage sales of JPY 52.16 trillion (US$ 474.90 billion*) and food service sector of JPY 32.42 trillion (US$ 295.17 billion*). The retail sector amounted to over 60% of the total food market in Japan.

* US$1=Y109.84, the average exchange rate of 2016 by Mitsubishi UFJ Research & Consulting was used for calculation.

(Source: Food Service Association, Ministry of Economy, Trade and Industry)

b. Household spending on food

There were about 53 million households in Japan in 2015, 65% of which included two or more family members, while the remaining 35% were single person households. Average total monthly expenditure of households with two or more family members amounted to JPY282,188 (US$2,593*) in 2016 of which JPY72,934 (US$670.10*) was spent on food. Food and beverage expenditure for these households represented 25.8% while for single-person households it was 25.1%.

* US$1=Y108.84, the average exchange rate of 2016 was used for calculation.

(Source: Statistics Bureau, Ministry of Internal Affairs and Communications)

c. Japan's food sufficiency rate and its reliance on import

The food self-sufficiency rate of Japan was 38% in terms of calories and 68% in terms of value in 2016. The rate has been around 40% (caloric basis) and 65-70% (value basis) in recent years, and Japan's Ministry of Agriculture, Forestry and Fisheries has been leading efforts to raise levels of self-sufficiency. Looking into self-sufficiency rates in more detail, some differences, by sector, are apparent. The self-sufficiency rate was 100% for rice, 80% for vegetables, 59% for seafood, 54% for meat, 41% for fruits, 15% for wheat and only 9% for soybeans (in terms of weight).

While Japan relies on imports for much of its food supply, the U.S. is the leading food supplier with a 23.2% import market share in 2016, followed by China at 12.1% and Australia at 7.0% (value basis). If forestry and fishery products are also included, the U.S. remains the largest supplier with an 18.5% share, followed by China at 13.6%, Thailand at 6.1%, Canada at 6.0% and Australia at 5.7%. The U.S. is the leading exporter to Japan of several commodities including pork (with a 30.6% market share), corn (73.8%), fresh & dry fruits (30.2%), soybean (68.9%) and wheat (45.5%).

(Source: Ministry of Agriculture, Forestry and Fisheries)

d. Market trends

i. Traditional taste with Western and ethnic cuisine influences

While traditional menus and tastes still generally guide the average Japanese consumer's consumption, Western and other Asian ethnic cuisines are increasingly influencing the market. Although there is a tendency to prefer domestically produced products over imported products, Japanese consumers also enjoy products from other countries.

ii. Competitive market

The Japanese market is highly competitive. While Japanese consumers tend to accept high prices for quality and convenience, at the same time they also seek value. Consumers have a number of options to choose from in order to satisfy their food needs; ranging from restaurants, fast food, convenience stores and a variety of retailers. Major supermarket chains are coping with this demand by introducing their own private labels, while many restaurant chains are reducing their prices or differentiating themselves with new menu offerings in order to stay competitive.

iii. Recent trends: focus on functional and healthy food

Japanese consumers are, in general, highly health-conscious. The Japanese food and beverage market continues to focus on functional, healthy and nutritious products. Anything perceived as providing benefits for health and beauty has a stronger appeal and greater chance of becoming popular, particularly among women. Healthy food trends from the U.S. also have some influence, with special diets (e.g. gluten free) and trendy "superfoods" often popular in the Japanese market as well.

iv. Social issues to be considered:

Population decline and aging
Due to a decrease in the birth rate, the Japanese population is experiencing a gradual decline and steadily aging. The population 65 years old or over was estimated at 34.59 million in 2016, and their share in the total population was 27.3%, a record high.
Although there might be some concerns over the influence of the population decrease and aging on the Japanese food market, it seems that overall food demand remains strong and the market continues to offer great opportunities. Average Japanese life expectancy is 87.1 years for women and 80.8 years for men, and retirees tend to have large savings and active life style. The demand for high-quality and high-value food ingredients and finished products are expected to become stronger in the future.

(Source: Statistics Bureau, Ministry of Internal Affairs and Communications)

Inbound tourists/Olympic 2020 in Tokyo
The number of foreign visitors to Japan was a record high of 24.04 million in 2016, up 21.8% from the previous year. The government of Japan started promoting tourism in the mid-nineties and has been accelerating its efforts since 2000 with the "Visit Japan Campaign" and the relaxation of visa requirements for Asian countries.
Visitors from China topped the list of incoming tourists, and accounted for 26.5% of all arrivals, followed by South Korea at 21.2% and Taiwan at 17.3%. Their spending in Japan amounted to about US $34 billion* (JPY 3,748 billion), out of which 20 % was spent on meals during their stay. With the Olympic Games in Tokyo scheduled in 2020, the number of visitors to Japan is expected to increase further. A number of hotels and restaurants are trying to draw these visitors and accommodate their diet needs and preferences into their menu offering.
* US$1=Y108.84, the average exchange rate of 2016 was used for calculation.

(Source: Japan Tourism Agency, Ministry of Land, Transport and Tourism)

Trans Pacific Partnership (TPP) 11 / Japan - E.U Economic Partnership Agreement
Following U.S. withdrawal from the Trans Pacific Partnership (TPP) trade deal, the eleven remaining members, including Japan, have worked to finalize the treaty among themselves. Japan has also agreed to a free-trade deal with European Union, the so called EU-Japan Economic Partnership Agreement (EPA). As these trade agreements have not been finalized and terms are evolving quickly, their full impact is as yet unknown. Nonetheless, they are expected to influence the competitive environment for U.S. exporters, and ATO Japan suggests that U.S. suppliers follow the latest developments and keep abreast of the market environment that their products will face when entering into Japan.

C. U.S. Advantages vs. U.S. Challenges in the Japanese Market
The Japanese market offers a number of benefits to U.S. exporters, but it is not without difficulties.

U.S. Advantages	U.S. Challenges
• U.S. food cost/quality competitiveness • The wide variety of U.S. food products • Reliable supply of U.S. food products • Advanced U.S. food processing technology • Relatively low U.S. shipping costs	• Increasing safety concerns on food products among Japanese consumers, and frequent distrust of imports. • Long distance from Japan • Consumer antipathy for biotech foods and food additives • High expectations for quality and appearance • Consumers preference for domestically

• Science-based U.S. food safety procedures • Growing Japanese emulation of U.S. food trends • Japanese food processing industry seeking new ingredients • Changes in the Japanese distribution system, becoming more similar to that of the U.S. • Japan's dependence on foreign food supply	produced products • High cost of marketing in Japan • High import duties on many products • Competition with other exporting countries, some with lower duties due to free trade agreements with Japan • Importers expectation of long-term involvement and commitment

D. Exporter Business Tips

a. Doing business with Japanese / Business culture in Japan

When you work with Japanese people, please be reminded of the following points:

- <u>Japanese people tend to prefer formal business approach.</u>

Make appointments as far in advance as practical.
Use e-mail and fax, rather than telephone, whenever possible.
Carry business cards (*meishi*) and present them formally.

- <u>Decision making takes time in Japan</u>.

Be prepared for negotiations which move slowly and require a number of meetings to reach an agreement.
Expect requests for information on ingredients, production process and quality controls, etc.

- <u>Be aware of units used in Japan</u>.

Use metric terms and quote price in CIF (cost, insurance and freight), unless your importer specifically requests FOB (Free on Board).

- <u>Be aware of major Japanese holidays</u>.

The New Year holiday (approximately from December 30 to January 3); Golden Week, a combination of national holidays (April 29 - May 5); and *Obon*, a period for respecting ancestors lasting for a week in mid-August, during which many companies close and people take vacations.

b. Food tastes and preferences of Japanese consumers

These ideas may help you consider your product approach in Japan.
Japanese consumers:

- Are highly concerned about food safety and traceability;
- Place great importance on quality and aesthetic appearance;
- Are well-educated and knowledgeable about food;
- Are highly brand-conscious;
- Care a great deal about seasonal foods and freshness;
- Are increasingly health-conscious;
- Have small homes with minimal storage space. Large bulk packaging is often impractical;
- Eat less than the average American and prefer small-sized portions or small packages;

- Prefer clean labels with fewer ingredients and are turned off by many food additives.

c. Food standards and regulations

U.S. exporters doing business with Japan for the first time may find Japanese food standards difficult to deal with. Please refer to the following:

- Refer to USDA's "Japan Food and Agricultural Import Regulations and Standards (FAIRS) Country Report." This document provides information on food laws, labeling, packaging, and other key regulations. It is updated annually and can be found at http://www.usdajapan.org/reports/
- Refer to Japan Food Sanitation Law. This is one of the basic laws that regulate foods in Japan in order to ensure food safety and prevent sanitation hazards. (http://www.jetro.go.jp/en/reports/regulations/)
- Refer to JETRO's report, "Specifications and Standards for Foods, Food Additives, etc. under the Food Sanitation Law". This report summarizes specific technical import procedures, especially for processed food products. (http://www.jetro.go.jp/en/reports/regulations/)
- Make sure that any food additive used in each of your products is permitted, including all preservatives, stabilizers, flavor enhancers, etc... For information on U.S. laboratories approved by the Japanese Government, visit http://www.mhlw.go.jp/topics/yunyu/5/dl/a3.pdf.

d. Import procedures

- Refer to USDA's "Japan Food and Agricultural Import Regulations and Standards (FAIRS) Country Report." This document provides information on import procedures as well. http://www.usdajapan.org/reports/
- Tariff rates in Japan are calculated on a CIF basis and Japan adds an 8% consumption tax to all imports. Japan tariff rates can be found here: http://www.customs.go.jp/english/tariff/
- For fresh products, check phytosanitary and sanitary requirements in advance and obtain proper USDA inspections prior to export (for plant products and pet food, visit www.aphis.usda.gov, and for meat and poultry products, visit www.fsis.usda.gov).
- All biotech ingredients must be approved by the Japanese government in order to be imported. Once approved, if these products are intended for human consumption, they will also require specific labeling in order to be admitted to Japan. For more details on the regulatory process for biotech ingredients and latest approvals, please refer to the FAS Japan Biotechnology Report at: http://www.usdajapan.org/reports/.
- For organic foods, make sure you obtain USDA's National Organic Program certification or JAS Organic certification, to meet the requirements of the U.S.-Japan Organic Equivalency Agreement. https://www.ams.usda.gov/services/organic-certification/international-trade/Japan

E. Market Sector

Following is summaries of each food sector. Detailed report on each sector can be found at: http://www.usdajapan.org/reports/

a. Retail

The total value of all retail food and beverage sales was 52,163 billion yen or $474.9 billion dollars. In the Japanese retail industry, supermarkets (with floor space less than 1500 m^2), which include specialty shops and local stores, still represent the bulk of the retail food market at Yen 52,163 billion ($474.9 billion) in 2016 sales. Although most attention tends to be focused on the large retail brands such as AEON supermarkets, Ito Yokado supermarkets, Seven Eleven convenience stores, Lawson convenience stores, etc... traditional, smaller supermarkets still play an important role in distribution.

Drug Stores are also increasing their food & beverage sales and are generally expanding their food & beverage product line. In suburbs and outside of the big cities drugstores have increased their presence; often in towns too small to have supermarkets or convenience stores. One interesting trend for the drug store category is their present strategy is to carry a larger product line of foods and beverages. The sector's goal is to develop food and beverage sales to generate 50% of their entire revenue.

Ready to eat meals (REM) or take home food items represent a growth area that has helped supermarkets, convenience stores and all retail outlets to increase revenue. REM today includes sushi, pasta, sandwich, and Chinese. According to the Japan Ready-made Meal Association, total sales in 2016 were 9.8 trillion yen. That is 18.9% of retail sales.
One other segment to highlight are internet sales of food & beverage, which have become a significant avenue of distribution. Internet sales volumes are approaching F&B sales of Department Stores and Drug Stores. Food & beverage sales via internet were 1.2 trillion yen ($11.1 billion) in 2014, 1.3 trillion yen ($10.8 billion) in 2015 and grew again in 2016 to reach 1.5 trillion yen ($13.2 billion). In terms of the E-commerce market size in 2016, the category for foods, beverages, and alcohol had the highest sales.

Developing relationships with importers is crucial to success in Japan. Also important is to have a long term plan and to manage expectations because Japanese businesses tend to take time for any decision making. Participating in Foodex Japan, Supermarket Trade Show or other food related trade shows is generally the best method to meet importers.

b. HRI

The hotel, restaurant and institutional food service industry (HRI) achieved record high sales in 2016, reaching ¥32.42 trillion ($295.2 billion). Japan HRI market experienced 5 consecutive years of positive growth. Growth of corporate earnings and growing inbound tourism has contributed to the industry's success in both 2016 and 2017. However, competition is intense and both Japanese consumers and foreign travelers demand high-quality food and beverages and unique eating experiences. Japan's food service industry is closely tied Japan's Gross Domestic Product (GDP) and has reflected general economic conditions. Japan's 2016 GDP grew due to the overall strength of major corporations supported by Japanese government's public investment promotions.

The food service sector has re-organized in the last 2 decades as many traditional "mom and pop" restaurants have gone out of business and have been replaced by new chain- style restaurants. According to the preliminary Census report for 2014, from 1991 to 2014, the total number of restaurant outlets decreased from 846, 000 to 619,000, down 26.7 %. At the same time, sales increased from 29.84 trillion to 31.78 trillion, up 6.5 %, indicating a streamlining in the industry. The need for streamlining was driven by the consumption tax increase; a rise in wages, which triggered price increases in the general economy; and increasing costs of imported food associated with the weakening yen. In addition, the decades-long deflationary mindset of consumers has exerted continuous pressure to reduce menu prices.

According to a recent industry report, total sales volumes in the HRI market registered steady growth even after the decrease in consumer spending on overall food costs. Starting in September

2016, the market saw a 3.3 % upturn in sales volumes (and in the average menu price per customer, up 1.7%) due to the increase of company spending for eating-out and the number of foreign tourists. The Japan HRI industry expects sales growth to continue until at least the Tokyo Olympic Games in 2020. The market is dynamic, U.S. suppliers are well positioned to compete in many products categories provided they are willing to adjust to changing market demand.

c. Food processing

The Japanese food processing industry produces a diverse array of foods from traditional Japanese foods such as tofu and natto to health foods for infants and the elderly. Japanese food producers have to maintain market share with traditional product lines and, at the same time, strive to develop creative products to keep their customer base from switching to other brands. As a result, Japanese food manufacturing is characterized by quite a bit of product turnover and new trends. A good example of this is the maccha flavor. As popular as it is in the United States, manufacturers in Japan will add maccha flavor to chocolates, cookies, crackers, coffees, etc... The packaging of these products gets a lift with bright green fonts and decorations. Strawberry flavor is also popular at the moment, as are hot and spicy flavors added to ramen and chips. Japanese manufacture are always ready to change taste, texture or naming to catch the attention of the very fidgety and demanding customer base in order to keep their brand name in the eyes of their customers.

According to trade statistics, the Japanese food processing industry produced $216.1 billion in food and beverage products in 2016. Output is estimated to increase to $217.9 billion in 2017. The leading companies are the traditional breweries who have expanded their portfolio to include foods, spirits, health foods, etc. Those companies have also become competitive throughout Asia, Europe and the United States. Major food processors include Kirin Holdings, Asahi Group Holdings, Suntory Ltd., and Sapporo Holdings. Other major food processors arose form Japan’s dairy industry, such as Meiji Holdings, Morinaga Industry Co, Ltd. and Megmilk Snow Brand Co., Ltd. Companies such as Nippon Ham Foods. Ltd. (meats), Ajinomoto Co., Ltd. (food and amino acids), Yamazaki Baking Co., Ltd. (breads), Ito Ham Yonekyu Holdings (meats) are also in the top 15.

Processed food products that are increasingly popular include yogurt, meat products, soup, and ramen. Popular beverage items include tea, vegetable juice, spirit, and energy drink. Frozen foods consumption has grown as well due to convenience and recent quality improvements. As more people seek one portion sizes or don’t have time to cook every meal, convenience is a keyword for product developers.

Market entry takes time in Japan, especially for ingredients. Manufactures are usually searching for specific ingredients and aren’t going to disclose that information willingly. The difficulty for U.S. ingredients suppliers is building relations with potential manufactures so that when they need your products they will remember to seek you out. That is extremely difficult if you don’t have product and a representative in-country. Of course it is also essential to build relationships with importers so that you don’t have to scramble to find an importer when you need one.

F. Key Contacts and Further Information

a. Agricultural Trade Offices (Tokyo/Osaka) and Office of Agriculture Affairs in Japan stand ready to assist you in your efforts to bring products to market in Japan.

ATO Tokyo
U.S. Embassy, Japan

ATO Osaka
U.S. Consulate General Osaka-Kobe

atotokyo@fas.usda.gov
tel +81 3.3224.5115
fax +81 3.3582.6429

atoosaka@fas.usda.gov
tel +81 6.6315.5904
fax +81 6.6315.5906

Office of Agricultural Affairs
U.S. Embassy, Japan
agtokyo@fas.usda.gov
tel +81 3.3224.5102
fax +81 3.3589.0793

b. U.S. Cooperator representatives in Japan

Organization Name	Telephone/Fax URL	E mail and Website
Alaska Seafood Marketing Institute	Tel: 81(0)3-3225-0089 Fax: 81(0)3-3225-0071 www.alaskaseafood.org	International Place 26-3 Sanei-cho, Shinuku-ku, Tokyo, 160-0008
American Hardwood Export Council	Tel: 81(0)6-6315-5101 Fax: 81(0)6-6315-5103 www.ahec.org www.ahec-japan.org	c/o American Consulate General 2-11-5, Nishitenma, Kita-ku, Osaka 530-8543
American Peanuts Council	Tel: 81(0)3-3221-6410 Fax: 81(0)3-3221-5960 www.usdec.org	Seibunkan Bldg., 5F 1-5-9, Iidabashi Chiyoda-ku,Tokyo, 102-0072
American Softwood	Tel: 81(0)3-3501-2131 Fax: 81(0)3-3501-2138 www.americansoftwoods.com	Aios Toranomon 9F 1-6-12 Nishishimbashi, Minato-ku, Tokyo 107-0003
Blue Diamond Growers	Tel: 81(0)3-5226-5601 Fax: 81(0)3-5226-5603 www.bluediamond.com	4-8-26 Kojimachi Chiyoda-ku, Tokyo 102-0083
California Blueberry Commission	Tel: 81(0)3-3584-7019 Fax: 81(0)3-3582-5076 http://calblueberry.org	Residence Viscountess, Suite 310, 1-11-36 Akasaka Minato-ku, Tokyo 107-0052
California Milk Advisory Board	Tel: 81(0)3-3403-8288 Fax: 81(0)3-3403-8289 www.realcaliforniamilk.com	1-26-4-7C Minami Aoyama Minato-ku, Tokyo 107-0062
California Olive Oil Committee	Tel: 81(0)3-3584-7019 Fax: 81(0)3-3582-5076 www.floridajuice.com	Residence Viscountess, Suite 310, 1-11-36 Akasaka Minato-ku, Tokyo 107-0052
California Prune Board	Tel: 81(0)3-3584-0866 Fax: 81(0)3-3505-6353 www.californiadriedplums.org www.prune.jp	Higashiazabu IS Bldg.,5F 1-8-1 Higashiazabu Minato-ku, Tokyo 106-0044
California Walnut Commission	Tel: 81(0)3-3505-6204 Fax: 81(0)3-3505-6353 www.walnuts.org www.californiakurumi.jp	Higashiazabu IS Bldg.,5F 1-8-1 Higashiazabu Minato-ku, Tokyo 106-0044
Cotton Promotion Institute, Japan	Tel: 81(0)6-6231-2665 Fax: 81(0)6-6231-4661 http://www.cottonusa.org www.cotton.or.jp/	Mengyo Kaikan 2-5-8 Bingomachi Chup-ku, Osaka 541-0051

Dairy Export Council, U.S.	Tel: 81(0)3-3221-6410 Fax: 81(0)3-3221-5960 www.usdec.org	Seibunkan Bldg., 5F 1-5-9, Iidabashi Chiyoda-ku,Tokyo, 102-0072
Florida Department of Citrus	Tel: 81(0)3-3584-7019 Fax: 81(0)3-3582-5076 www.floridajuice.com	Residence Viscountess, Suite 310, 1-11-36 Akasaka Minato-ku, Tokyo 107-0052
Food Export – MIDWEST/NORTHEAST	Tel: 81(0)3-3221-6410 Fax: 81(0)3-3221-5960 http://www.foodexport.org	Seibunkan Bldg., 5F 1-5-9, Iidabashi Chiyoda-ku,Tokyo, 102-0072
Grains Council, U.S.	Tel: 81(0)3-6206-1041 Fax: 81(0)3-6205-4960 www.grains.org http://grainsjp.org	Toranomon Denki Bldg No.3, 1-2-20 Toranomon Minato-ku, Tokyo 105-0001
Hawaii Papaya Industry Association	Tel: 81(0)467-81-3921 Fax: 81(0)467-23-6987 www.hawaiipapaya.com	Otani Bldg. #12. 2-11-11 Komachi, Kamakura, Kanagawa 248-0006
Meat Export Federation, U.S.	Tel: 81(0)3-3501-6328 Fax: 81(0)3-6205-7330 www.usmef.org www.americanmeat.jp	Toranomon Denki Bldg., No.3, 1-2-20 Toranomon Minato-ku, Tokyo 105-0001
Napa Valley Vintners	Tel: 81(0)90-8487-8293 Fax: 81(0)3-3707-7308 www.napavintners.com	7-14-3C1, Fukazawa Setagaya-ku, Tokyo
National Watermelon Promotion Board	Tel: 81(0)3-3584-7019 Fax: 81(0)3-3582-5076 www.watermelon.org	Residence Viscountess, Suite 310, 1-11-36 Akasaka Minato-ku Tokyo 107-0052
Northwest Cherry Growers	Tel: 81(0)3-4578-9389 Fax: 81(0)50-3488-4172 www.nwcherries.com	9F UCF Win Aoyama Bldg. 2-2-15 Minami Aoyama, Minato-ku, Tokyo 107-0062
Oregon Wine Board	Tel: 81(0)3-5904-8950 http://www.oregonwine.org	3-53-7 Minamiotsuka, Toshima-ku, Tokyo 170-0005
Pomegranate Council Public Relations, Japan Office	Tel: 81(0)3-5269-2301 Fax: 81(0)3-5269-2305 www.pomegranates.jp	Harajuku OM Bldg. 3-13-7 Sendagaya, Shinjuku-ku, Tokyo 151-0051
Potatoes USA	Tel: 81(0)3-3586-2937 Fax: 81(0)3-3505-6353 www.potatoesusa.com/ www.potatoesusa-japan.com	Higashiazabu IS Bldg.,5F 1-8-1 Higashiazabu Minato-ku, Tokyo 106-0044
Poultry and Egg Export Council, USA	Tel: 81(0)3-3403-8288 Fax: 81(0)3-3403-8289 www.usapeec.org	1-26-4-7C Minami Aoyama Minato-ku, Tokyo 107-0062
Raisin Administrative Committee	Tel: 81(0)3-3221-6410 Fax: 81(0)3-3221-5960 www.raisins.org	Seibunkan Bldg., 5F 1-5-9 Iidabashi

	www.raisins-jp.org	Chiyoda-ku, Tokyo 102-0072
Rice Federation, USA	Tel: 81(0)3-3292-5507 Fax: 81(0)3-3292-5056 www.usarice.com www.usarice-jp.com	M&C Bldg., 2-3-13 Kandaogawamachi Chiyoda-ku, Tokyo, 101-0052
Soybean Export Council. U.S.	Tel: 81(0)3-6205-4971 Fax: 81(0)3-6205-4972 www.americanmeat.jp	Toranomon Denki Bldg., No.3, 1-2-20 Toranomon Minato-ku, Tokyo 105-0001
Sunkist Pacific Ltd.	Tel: 81(0)3-3523-0717 Fax: 81(0)3-3523-0710 www.sunkist.com	New River Tower, 8F 1-6-11, Shinkawa Chuo-ku, Tokyo 104-0033
U.S. Dry Bean Council	Tel: 81(0)3-3221-6410 Fax: 81(0)3-3221-5960 http://www.usdrybeans.com/	Seibunkan Bldg., 5F 1-5-9 Iidabashi Chiyoda-ku, Tokyo 102-0072
U.S. Highbush Blueberry Council	Tel: 81(0)3-5574-7890 Fax: 81(0)3-5574-7887 http://www.usdrybeans.com/	33F ARK Mori Bldg. 1-12-32 Akasaka, Minato-kku, Tokyo 107-6033
Washington State Wine Commission	Tel: 81(0)3-5904-8950 https://www.washingtonwine.org/	3-53-7 Minamiotsuka, Toshima-ku, Tokyo 170-0005
Western Growers Association	Tel: 81(0)3-3991-3290 Fax: 81(0)3-3991-3290 www.wga.com	Uchino Bldg., #501 5-24-15 Toyotamakita Nerima-ku, Tokyo176-0012
Wheat Associates, U.S.	Tel: 81(0)3-5614-0798 Fax: 81(0)3-5614-0799 www.uswheat.org	Seifun Kaikan 9F 15-6 Nihonbashi Kabutocho Chuo-ku, Tokyo 103-0026
Wine Institute of California	Tel: 81(0)3-3707-8960 Fax: 81(0)3-3707-8961 www.wineinstitute.org	2-24-6-403 Tamagawa Setagaya-ku, Tokyo 158-0094

c. USDA Japan website:

There are a wide variety of reports on Japanese market and regulations available at the following website, including “Retail Foods,” “HRI Food Service Sector Report,” “Food Processing Ingredients report,” and “FAIRS report.”
For Reports on the Japanese markets: http://www.usdajapan.org/reports/

d. Japan External Trade Organization (JETRO) website:

Information on the Japanese market and regulations
https://www.jetro.go.jp/en/reports/ (Reports and Statistics)