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## Japan

**Post:** Tokyo

### March 28 Update - Japan Food and Agriculture

**Report Categories:**

Agricultural Situation

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**Report Highlights:**

Immediately following the **Great East Japan Earthquake** on March 11, 2011, FAS/Japan prepared a series of reports on Japan's rapidly evolving food and agricultural situation. These reports were designed to disseminate vast amounts of information to a broad audience of policy makers and private sector actors as quickly as possible. Topics covered in these reports include; food safety, soil toxicity, port damages, disaster assistance, feed supply infrastructure, commodity prices, retail trends, consumer psychology, and many other food and agricultural topics. As the post-quake series of reports were prepared quickly, often from Japanese translations, some liberties may have been taken with grammar and writing style.

## **TODAY'S OVERVIEW**

Uncertainty is becoming the new normal in Japan. Though there were relatively few reported food safety and water safety issues over the weekend, Japanese businesses and individuals remain cautious and conservative. Many hotels in Tokyo have stopped offering salad bars at lunch due to consumer reservations about radioactive contamination in leafy greens and vegetables. Overall, sales at hotels and restaurants in Tokyo are reportedly down by nearly 50 percent since the March 11 earthquake.

Agricultural groups are starting to get a better sense of the damages sustained by their industries, and are starting to set expectations for the creation of government compensation funds and subsidies. A group from Japan Agriculture (JA) reportedly recently visited MAFF to meet Minister Michihiko Kano to request appropriate compensational measures for agricultural damages resulting from the earthquake and tsunami. JA also requested economic support and compensation for economic losses resulting from the harmful rumors about their products. Japan is known for its generous agricultural farmers, but given the country's economic situation it is difficult to imagine that the government will prioritize new agricultural compensation schemes over funding for broader reconstruction and redevelopment projects.

## **BACKGROUND**

A massive 9.0 magnitude earthquake and subsequent Tsunami hit Japan's north east pacific coastal region on March 11, 2011. The catastrophe devastated cities, towns, and villages of the prefectures located along the coast line. The most affected prefectures are Iwate, Miyagi, Fukushima, and Ibaragi. According to the National Police Agency, 10,872 people have been confirmed dead, 16,244 missing, and 2,776 wounded as of 10:00 on March 28.

## **PORTS**

Some steamship lines are reportedly diverting their vessels away from the Port of Tokyo because of fears of leaking radiation from earthquake-and-tsunami-damaged nuclear reactors. News reports last week said that the diversions, mostly to ports in the south, such as Osaka, have wrought havoc on deliveries of all types of cargo to Japan. A USAPEEC member on the West Coast of the U.S. said last week that the situation is affecting exports of U.S. poultry products to Japan as well, causing headaches for some shippers because of revised scheduling by carriers. Tokyo is Japan's fourth-largest port.

## **INTERNATIONAL TRADE**

Concerns over safety of Japanese farm and dairy products are spreading globally as radioactivity levels higher than the GOJ's provisional legal limit were detected in several kinds of vegetables and milk. Countries including Australia, Singapore, Hong Kong, the Philippines, Canada and Russia have placed restrictions on the imports of Japanese food products after the United States banned dairy products and vegetables produced on farms contaminated by nuclear power complex. At next week's WTO Trade Negotiation Committee Meeting Japan is expected to ask member countries to abide by the WTO agreement which bans trade restriction not based on scientific grounds, telling them that Japan is taking strict measures so as to meet international requirements.

In addition to the detection of radioactive traces in fava beans in Taiwan, Singapore has reported that it has found radioactive contamination in four samples of vegetables imported from Japan and has extended the import ban to food from two more Japanese prefectures. Singapore's Agri-Food & Veterinary Authority said radioactive contamination was found in Mitsuba (Japanese wild parsley), Nanohana (rapeseed plant), Mizuna (Japanese mustard) and perilla leaf samples.

### **EMERGENCY FOOD AID**

U.S. Marines stationed in Okinawa Sunday transported relief goods to Oshima Island, which has been isolated as a number of ferry boats that had been anchored there were destroyed in the quake. By using a land craft, they delivered relief items using the electric power company's vehicles used for construction, including a crane truck. From the 31st Marine Expeditionary Unit, 40 troops participated in the mission.

According to news reports, to date a total of 20,000 personnel have been involved in the humanitarian relief efforts in northern Japan. U.S. military personnel have transported a total of 240 tons of relief goods, including meals and water for some 60,000 evacuees.

### **GRAINS AND OILSEEDS**

Many natto manufacturers in Ibaragi resumed shipments of natto on March 25, two weeks after the disaster. Because of power outages and a lack of supply, it will take time to recover to the previous production level. Daruma Shokuhin, a long-established natto maker resumed manufacturing on the 25th, though production volume is still only about 70% of the production level before the earthquake. Takano Foods, one of the largest natto manufacturers in Japan also resumed production at its Mito plant on March 25, although their plant in Miyagi has not resumed operations yet. Takano is a major user of US Beans.

The U.S. Grains Council Japan office reported the following:

- Eleven silo and feed mill facilities in the Kashima complex are currently operational, though working at a lower capacity;
- The wharf and silo in the north and south ends of the Kashima port are currently operational. Soybean meal and other by-products are being unloaded. On March 25, Kanematsu Corporation delivered 5,000 mt of feed ingredients;
- Major silos are supplying stocked feed ingredients and expect to be short supply by mid April, though they expect to be operational before then. (1) Kanto Grain Terminal provides feed ingredients to Chubu feed, Marubeni Nisshin Feed, Kyodo Feed, Japan Feed, Snow Brand Seed, Meiji Feed and Zenrakuren (national dairy farmers cooperation federation) (2) Kashima Silo provides feed ingredients to Kashima Feed, Heisei Feed, Shimizu Minato Feed and so on (3) Zen-noh Silo provides feed ingredients to Higashi Nihon Kumiai Feed (JA Zen-noh group)
- Currently those facilities and supporting feed mills in Ohta and Akagi (both are in Gunma pref.)

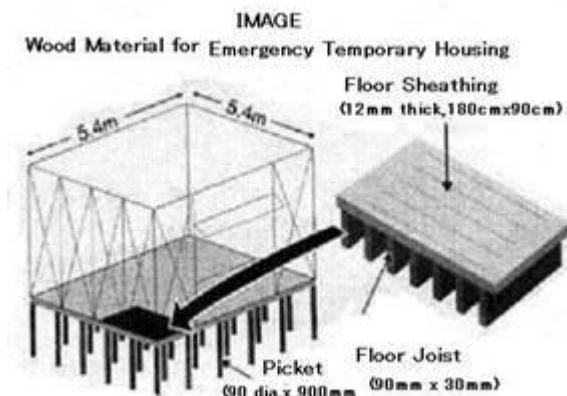
are operating 24 hours a day, supply feed and are reaching all users in the area without much trouble. All companies hope the PANAMAX size vessels will be able to approach berth and unload major feed ingredients into main silos as soon as possible.

## **WOOD PRODUCTS**

Douglas fir logs (U.S. and Canada) exports to Japanese plywood plants located in the devastated areas were approximately 130,000m<sup>3</sup> last year. This volume is 5 % of Japan's total Douglas fir imports in 2010. Log shipments bound for these areas right after the earthquake have been transferred to other plywood plants in unaffected areas. Due to the earthquake, a slight increase of Douglas Fir KD baby square, Hem baby square, and side cut for rafters is expected. At this moment, there is no major change in the market price correlating with the rise in demand. Post assumes an increase of Douglas fir log imports for plywood from the USA and Canada due to rapid reconstruction demand.

In order to ascertain the supply-demand situation following the building material shortage, the Japanese government (MLIT, MAFF, METI, MOT) conducted a survey with industry associations on March 24, 2011 to ask demand, supply, inventory, and supply recovery period for certain items including plywood, particle board, MDF, insulation, window, kitchen unit, etc.

The basic plan for emergency temporary housing consists of 2 rooms, a kitchen, bathroom with toilet, closet of 29.16 m<sup>2</sup> floor spaces per unit. For each unit, 18-sheet of Plywood (12mm thick, 3x6), 38-sets of Floor Joist (90x30x3000mm), and 40-sets of wood picket (90 dia. x 900mm) will be utilized. The housing will be constructed by builders who are members of the Prefabricated Construction Association (PCA), the Wooden Home Builders Association of Japan (WHBA), and Japan 2x4 Home Builders Association under Japan Federation of Housing Organizations.



The wood industry; pre-cut plants, wholesalers, and builders in the Kanto and Kansai area are concerned there will be a postponement in housing starts in the coming months due to the shortage of plywood for framing structures and lack of fuel required for distributing these products. The wood industry has informed house owners; however, they have no idea when these products will arrive.

The construction of temporary housing for earthquake victims began on Monday at 12 locations in Miyagi prefecture, including the cities of Sendai, Ishinomaki, and Kesenuma. According to Jiji, the first 1,110 out of 10,000 units which the prefecture has ordered will be constructed in these locations.

## **POULTRY, MEAT, DAIRY AND LIVESTOCK**

Overall damages and losses to Japan's livestock sector still need to be thoroughly assessed. The procurement of sufficient feed for livestock farmers still remains a key issue, despite slight improvements reported by media. Gradual, but sure progress is reportedly being made in securing supplies of fuel, in restoring water and electricity as well as livestock feed, which is being diverted from unaffected areas to the most affected prefectures, namely Iwate, Miyagi, Fukushima and Ibaragi.

With the recovery of the essential supplies listed above, post is hopeful that domestic producers (live animals for slaughter in the Tokyo meat market, cut out meat, cut out chicken parts, and eggs and milk) from producing areas to major consuming areas such as Tokyo and surrounding markets will start to improve considerably in two weeks time, if not fully.

Coinciding with the above, market prices of livestock products in major cities are expected to return to near normal. Too many factors are currently at work to determine consumer behavior (continued rolling black outs, increased purchasing of rice, bread and processed foods and so on). At the present point in time, reduced supplies of chicken appears to be covered by increased imports (both raw meat and processed/prepared products); thus, making the price movement for domestic chicken relatively stable. Egg prices have been soaring, but expected to cool as supplies are expected to grow in a couple of weeks. The only issue related to egg supply would be how fast some damaged egg collection/storage centers can become fully operational. Beef and pork are relatively unaffected. Supply of pork was initially thought to be considerably affected, which raised the wholesale price for the initial couple of days, but is now getting back to a normal range. This is partially due to the fact that consumers have refrained from buying fresh/perishable foods for the time being. Wagyu beef prices have been trending downward as consumers are clearly avoiding expensive food items now.

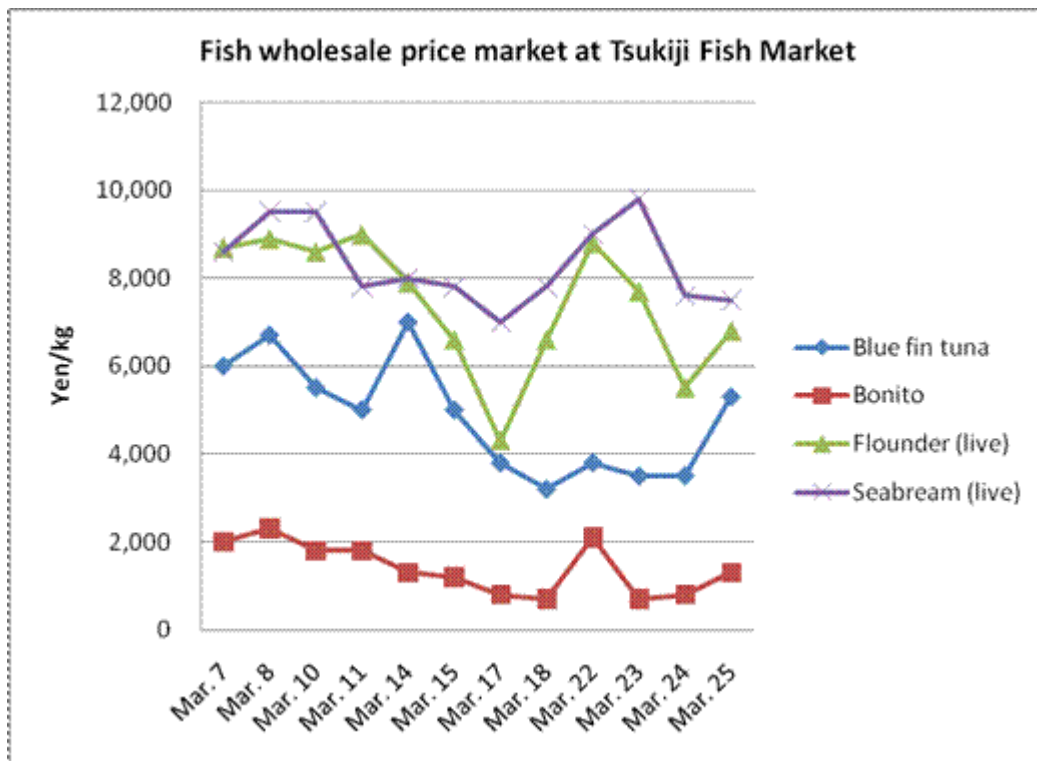
- Poultry Sector: The extent of damages incurred at the related facilities/factories in Tohoku differ by locations and by sectors. Information available to assess the damages and losses on the sector are still limited and partial. For example, Iwate prefecture is ranked among top three broiler producing prefectures accounting for 14 - 15% of the total broiler raised in the nation. The farms/facilities owned by two major broiler integrators located in the Tsunami hit area in Iwate were reportedly damaged and incapacitated. This will likely reduce the supplies of broiler meat from the prefecture while the decline will have to be covered by some other sources for the time being. (Note: Broiler meat supplies from the top ranked Miyazaki prefecture where avian influenza outbreaks occurred early this year are still far from recovery).
- Dairy Sector: Tohoku and Kanto dairy farmers are mainly producing fluid milk for drinking consumption. The earthquake created major challenges for milk producers. The lack of fuel for vehicles has especially hampered milk collection from many dairy farms for delivery to the milk factories in the region. Also physical damages to milk factories, combined with the lack of water and electricity, has stopped the production of drinking milk. Even those factories with less damage have been facing the problem of shipping milk due to a lack of fuel for transporting trucks. Japanese milk factories are typically using paper packs for drinking milk containers (not a plastic bottle container). Industry sources report that the plants supplying the raw material

paper had also been incapacitated by the earthquake. This has been making it difficult for those factories still operational to produce drinking milk. As a result, dairy farmers in the Tohoku and Kanto region had been disposing over 20,000 MT of fluid milk for the past two weeks, an estimated JP Yen 2 billion worth of fluid milk. In addition, the government instructed Fukushima and Ibaragi prefectures not to ship milk since March 21 as radiation has been detected in fluid milk. The government action has forced the producers in the above two prefectures to dispose the fluid milk they produced since then.

- **Beef and Pork Sector:** There was an initial report that some slaughter/fabrication facilities located in the Tohoku region became inoperative due to the lack of water and electricity supplies. A lack of fuel has also been hampering transportation of live animals to slaughter/fabrication facilities from the farm. At some facilities, there is a lack of heavy oil for the boilers to make hot water (essential for facility operations) which delayed resumption of their operations. Industry papers are reporting that those less damaged facilities have started to become operational. No further details are available.

## **SEAFOOD**

On March 22 a DPJ working group of Diet members met to discuss how to revitalize the fisheries industry after the damage inflicted by the earthquake and tsunami. The group discussed payment of fishing vessel insurance, creation of an earthquake recovery ministry, and preparation of a bill containing various policy proposals targeted for submission in April.



The above graph illustrates price fluctuations since the earthquake on March 11. Overall, seafood prices are down considerably, especially higher end fish. With the repeated electricity blackouts, consumers are avoiding fresh fish and choosing more processed products such as salted salmon, marinated fish, salted salmon roe, dried fish, and fish cake, which have a longer shelf life and are easy to cook. Scallop aquaculture at Funka-wan, Hokkaido, which produces 30% of Japan's total supply, sustained damages estimated at US\$ 200 million (16 billion yen). The Hokkaido government reports that all the young shells were washed away and there will be no production until they are recovered. The frozen scallops have been exported to the USA and China so it will be a limited supply on the domestic market this year. One fishery co-op in Aomori that raises scallops did not receive major damages by the tsunami; however, due to high ocean temperatures last year shipments from mid- April will be less than last year and the price is expected to be higher.

The Hokkaido fishery co-op federation (HFCF) decided to stop exporting fresh fish to China because China began inspections for radiation in fish from Japan. Previously, customs clearance took 3-hours, but now it takes more than one day. The HFCF exported US \$380 million in fresh/frozen seafood such as scallops and chum salmon to China and the United States last year. Although the peak shipment season runs fall to winter, the HFCF is anticipating a decrease in sales.

## **TOXICITY**

### **Risk Assessment of Radioactive Materials in Food**

On March 28, FSC is planning to hold the expert meeting for the risk assessment of radioactive traces in food. The current provisional limit is 5 mSv as total exposure (from all food) for first year of the accident. FSC's Chair Koizumi commented that they are planning increase the limit from 5 mSv to 10 mSv. Evidently that International Commission on Radiological Protection (ICRP)'s regulation is that 10 mSv or higher is acceptable when food and/or water resources are scarce. If total exposure limit increased from 5 to 10 mSv, current limits of 200 Bq/kg for milk and 500 Bq/kg for vegetables will be 400 Bq/kg for milk and 1000 for vegetables.

### **Testing Results – Above-limit detection in vegetables since 3/25**

Fukushima; Hana-Wasabi (Edible bud of wasabi) – 2500 Bq/kg (I-131, March 26)

Ibaraki; Lettuce – 2300 Bq/kg (I-131, March 25, sampled in Aichi pref)

Tochigi; Shungiku (garland chrysanthemum) – 4340 and 2080 Bq/kg (I-131, March 25)

Tochigi; Spinach - 5230 Bq/kg (I-131, March 25)

Results of Monitoring of Radioactive Substances in Food

(As of 9:00PM, March 27)

Prefecture	Item	# of Tests	# Tested Above Tolerance	Items Above Tolerance	#
Fukushima	milk	89	18	raw milk	18
	vegetables	75	27	broccoli	7
				spinach	7
				other leafy veges	11
				cabbage	1

	other	21	0	turnip	1
	subtotal	185	45		
Ibaraki	milk	15	5	raw milk	5
	vegetables	93	27	spinach	20
				parsley	5
				lettuce	1
	other			other	1
	meat/eggs	7	0		
	other	2	0		
	subtotal	117	32		
Tochigi	milk	5	0		
	vegetables	38	10	spinach	8
				other leafy veges	2
	subtotal	43	10		
Gunma	milk	2	0		
	vegetables	43	3	spinach	2
				other leafy veges	1
	subtotal	45	3		
Saitama	milk	2	0		
	vegetables	21	0		
	subtotal	23	0		
Chiba	milk	3	0		
	vegetables	30	8	crown daisy leaf	3
				celery	1
				parsley	1
				spinach	1
	seafood	5	0	other leafy veges	2
	subtotal	38	8		
Tokyo	milk	2	0		
	vegetables	11	1	komatsuna	1
	subtotal	13	1		
Kanagawa	milk	2	0		
	vegetables	8	0		
	subtotal	10	0		
Yamagata	milk	1	0		
	vegetables	5	0		
	subtotal	6	0		
Miyagi	milk	2	0		
	subtotal	2	0		
Niigata	milk	4	0		
	vegetables	39	0		
	other	1	0		
	subtotal	44	0		
Nagano	milk	1	0		



	vegetables	2	0	
	subtotal	3	0	
Ehime	vegetables	2	0	
	subtotal	2	0	
	TOTAL	531	99	

## **HORTICULTURAL PRODUCTS**

Over the past week, trading at Tokyo's largest wholesale market slowed significantly as restaurants and retailers continue to cancel purchase orders for fresh produce. The decrease in demand follows the Japanese government announcement on March 23, banning shipments of spinach, Chinese cabbage, cabbage, broccoli, and cauliflower from the affected prefectures. In the case of spinach and Chinese cabbage, the effects of a decreased demand have been offset by lower supplies, so wholesale prices have slowed but still remain higher than pre-earthquake prices. According to the largest wholesaler in Tokyo, Tokyo Sieka Wholesale Company, sixty percent of the traded spinach comes from the banned prefectures of Gunma and Ibaraki. Since the government's announcement the daily trading volume of spinach has dropped from 20 tons to approximately 8 tons. Yet, the overall drop in demand for leafy greens has impacted wholesale prices for other products not currently banned. For example, the Food service sector is one of the largest consumers of lettuce. Seeking to address consumer concerns over contaminated leafy greens, restaurants and some hotels around Tokyo have reportedly done away with salad bars or serving fresh greens items previously offered on their menus. In addition, rolling black-outs continue to reduce restaurant and retailer's operating hours. With lettuce supplies continuing at normal pace, a lower demand has pressured wholesale prices down about 28 percent from pre-earthquake prices. Nonetheless, traders are beginning to speculate that retailers and restaurants may be waiting on making further orders for leafy greens, particularly spinach, until wholesale prices lower. This could happen if, as suspected, fresh produce from the Western part of Japan begins to replace traditional supplies.

On the other hand, in the Kansai region where products are usually sourced from Southern Japan supplies of leafy greens appear yet to be generally affected by the food contamination concerns. Currently in season, the majority of the spinach traded in this region is supplied by nearby producers. Over the weekend, a major retailer ran a big promotion, which included bountiful quantities of spinach at much lower prices. However, the retailer reported that this was a planned promotion and supplies had been secured prior to earthquake. Hence, expectations are that the impact of the current market situation may be only deferred temporarily. According to a local newspaper, the largest supplier of spinach to Osaka was asked to divert about 100 cases of spinach to Tokyo and Yokohama wholesale markets. The supplier shipped the produce by air but has yet to decide whether it will do so again given the high transportation cost. Meanwhile, wholesale prices for lettuce in Kansai were quoted as going up by 10 percent. Whole-sale prices for broccoli and cauliflower in both regions were quoted today as holding steady.

## **WHOLESALE, RETAIL AND DISTRIBUTION**

### *Tokyo*

Many local supermarkets in Tokyo are turning off lights turned off to save energy. While store shelves are beginning to look normal, there are still some issues due power shortages and transport difficulties. Both yogurt and natto (a traditional Japanese food made from fermented soybeans) were in short supply. According to the store clerk, both manufactures of both products have had their own plant and distribution difficulties in the Tohoku region. Production has been down overall. In the case of natto, Ibaragi prefecture is one of the key production areas. Factories must run continuously to produce the product and power outages are causing difficulties. For yogurt, it is speculated that a milk supply shortage (now that milk from Fukushima and Ibaraki is gone) is causing other prefectures to keep their milk for the drinking, not for processing purposes. In addition, producers get more money for drinking milk than processing milk.

In southern Tokyo, milk on the shelves were from farms west of Tokyo, avoiding Tohoku fluid milk. Hokkaido milk (on the middle shelf) is being favored (below). The next photo shows a sign explaining that this milk is not from Fukushima or Ibaraki. However, this one is from Tochigi (next to Fukushima and Ibaraki) and doesn't seem to be very popular.



Figure 1 Milk from Hokkaido (middle shelf) is preferred by Consumers



Figure 2 Milk from Tochigi Sits on Shelves

Bottled water is still scarce due to radioactivity findings in the Tokyo water supply. However, it is expected that these supplies will return to normal quickly. Aeon Co., a major retailer in Japan, announced plans to import massive amounts of bottled water, food and everyday goods to deal with shortages following the earthquake and tsunami. President Motoya Okada said at a news conference on Friday. Demand for bottled water has grown sharply because the water supply was cut off in the disaster-stricken area and radioactive substances were found in the tap water in greater Tokyo. Aeon plans to import roughly 1.3 million 2-liter bottles from France, South Korea and Canada -- six times the amount received in a typical week. The retail giant will also import large volumes of canned tuna from Thailand, onions and carrots from Australia, and tissues and flashlights from China.

Fish and leafy vegetable prices (see horticultural products section) are still weak. Many stores are replacing leafy veggies with non-leafy imported vegetables. Below is a photo of sashimi grade tuna at a very attractive price. Much of these price cuts are due to the lack of demand caused by slow restaurant sales and cancelled graduation banquets.

In fact, many events continue to be cancelled. With regard to food shows, most of the events that were planned for March 11 to April 30 (schedule after May onwards is unknown) at the Tokyo Big Sight and Makuhari Messe including 2011 Japan Meat Industry Fair, FABEX 2011, Dessert Sweets & Drink Festival 2011, Wine & Gourmet Japan 2011 are cancelled due to the infrastructural and social factors such as power shortage, blackouts, possibility of further quakes, and public transportation delays.



Figure 3 Tuna for sale at 158 yen/100g (\$8.75/lb)

#### *Tohoku*

On Friday we reported that AEON stores have reopened stores in the affected area. Today, Reuters reported that Wal-Mart will re-open 12 of its Seiyu stores in Japan which were affected by the earthquake, and is hoping to open the remaining 12 impacted stores as soon as possible. Wal-Mart has 371 stores and 43 deli outlets in Japan, of which 24 were affected by the March 11 earthquake and tsunami.

#### *Kansai*

**Bottled water:** After the release of information on tap water contamination with radiation in eastern Japan, bottled water has been sold out in western Japan as well. Many people in Kansai are buying bottled water to send it to their relatives and friends living in Kanto.

There is a report that orders for bottled tap water produced by local governments in western Japan are skyrocketing. For example, Osaka city so far produced 120,000 bottles (500 ml) in addition to its normal monthly production of 25,000 bottles. It is planning to produce another 120,000 bottles in April. Orders are pouring in for bottled tap waters to other municipalities such as Kyoto city, Hiroshima city and Fukuki (Obama) city. These local governments are producing bottled water for emergency use or for promotion purposes.

## **MEDIA**

**11:35 March 28, 2011 Monday (Edano on Contaminated Water Source):** NHK and Reuters reported live from Chief Cabinet Secretary Edano's March 28 press conference. Edano noted that the primary objective remains removing contaminated water near the reactors, which appears to be coming from a partial meltdown of a fuel rod or rods (assumption is the meltdown is over). Edano surmised that the water is most likely condensed steam, rather than from a crack in the reactor.

**11:20 March 28, 2011 Monday (Wal-Mart to Re-Open Some Stores):** Reuters reported March 28 that Wal-Mart will re-open 12 of its Seiyu stores in Japan which were affected by the earthquake, and is hoping to open the remaining 12 impacted stores as soon as possible. Wal-Mart has 371 stores and 43 deli outlets in Japan, of which 24 were affected by the March 11 earthquake and tsunami.

**15:44 March 28, 2011 Monday (Mainichi: MEXT reports significant drop in iodine, cesium levels in soil in**

**Fukushima Prefecture**): Mainichi Online reports that MEXT found on March 27 that radioactive iodine in the soil of Iitate Village, Fukushima Prefecture, 40 kms northwest of the Fukushima Daiichi NPP, was 265,000 becquerels per kg and cesium was 27,900 becquerels per kg. These figures are down from 1.17 million becquerels and 163,000 becquerels per kg, respectively, recorded on March 20. The radiation level has dropped to about 1/5 in five days. Although MEXT did not take its samples from exactly the same locations, there is no doubt that radiation levels are dropping. Radiation levels measured at other sites in Fukushima Prefecture have also dropped substantially from their peak to from 2/3 to 1/45.

## **DONATIONS BY AGRIBUSINESS FIRMS**

American agribusiness continues to donate generously to aid in Japan's relief and recovery efforts.

Today's reported donor's include:

- **Hormel Foods Corp.** which pledged more than \$100,000 toward an employee-match donation for the American Red Cross, and SPAM products to be provided as part of near- and long-term relief efforts.
- **Tyson Foods Inc.**, which will match employee donations, dollar-for-dollar, up to \$100,000 for the American Red Cross.
- **Seaboard Foods**, which is donating a portion of its March pork loin sales, up to \$50,000, to the Japanese Red Cross. Seaboard also will join in an aggregate efforts organized by the U.S. Meat Export Federation to donate pork products over a period of months to help address the country's long-term food needs.
- **The National Pork Board**, which has allocated \$100,000 from the Pork Checkoff to buy pork products for distribution in Japan, and which will work with Japanese processors and distributors to ensure that the product reaches consumers in need.
- **The Minnesota Pork Board**, which donated \$50,000 donation of ready-to-eat pork meals.
- **C&S Wholesale Grocers Inc.** - Donating \$10,000 through the American Red Cross to help victims of the earthquake and Pacific tsunami in Japan. On International Red Cross "call list" for food, water and supplies if needed.
- **Wilbur – Ellis** - Donated \$100,000 to the Japanese Red Cross.
- **Procter & Gamble** - Donating \$1.2 million in products and cash, including employee contributions, in initial help. Products from P&G's portfolio of diapers, hair and skin care, feminine hygiene and pet care are among initial donations, with P&G ready to donate other products such as Pur water purifiers as needed.
- **Safeway** - The Safeway Foundation is contributing \$100,000 and is encouraging employee donations with a 1-1 match offer.
- **Starbucks** - Contributing about \$1.2 million to the Red Cross for earthquake and tsunami relief efforts in Japan.
- **Stop & Shop** - Making a \$100,000 donation to the American Red Cross Earthquake and Tsunami Fund to help support relief efforts. In addition to this lump sum donation running through Sunday, April 3rd, Stop and Shop will be collecting donations in all stores for the victims of this disaster.

The most effective way people can assist relief efforts is by making cash contributions to humanitarian organizations that are conducting relief operations. A list of humanitarian organizations that are accepting cash donations for earthquake and tsunami response efforts in Japan can be found at

[www.usaid.gov/japanquake](http://www.usaid.gov/japanquake) or [www.interaction.org](http://www.interaction.org).

USAID encourages cash donations because they allow aid professionals to procure the exact items needed (often in the affected region); reduce the burden on scarce resources (such as transportation routes, staff time, warehouse space, etc.); can be transferred very quickly and without transportation costs; support the economy of the disaster-stricken region; and ensure culturally, dietary, and environmentally appropriate assistance.

More information can be found at:

The Center for International Disaster Information: [www.cidi.org](http://www.cidi.org) or (703) 276-1914

Information on relief activities of the humanitarian community can be found at [www.reliefweb.int](http://www.reliefweb.int)

