

# Japan

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## Foreign Trade

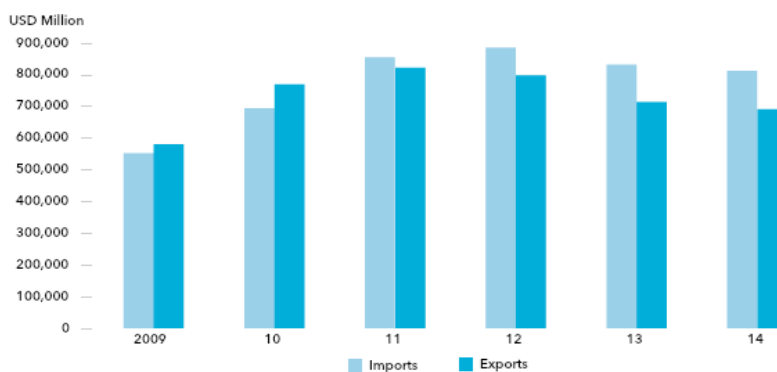
Japan continues to be one of the best opportunities in the world for U.S. exporters of food and agricultural products. In 2014, the U.S. exported US\$14.8 billion worth of agricultural and related products to Japan, which ranked it 4th in the world. Post suggests that if you have a quality product that meets the needs and wants of Japanese consumers, that can be produced and delivered competitively, and you have patience to research both the differences in consumer tastes and government regulations, you can build an attractive market position in Japan.

2014 U.S. exports of consumer ready foods reached over US\$6.5

billion, a new record and an increase of nearly 3% over 2013. Japan is the 3rd largest market for U.S. consumer food products. That amount also accounted for over 49% of the agricultural total. Top processed foods exported to Japan in 2014 included french fries; cheese; sausages; other processed foods; beverages; ingredients; frozen prepared fish roes and livers, surimi and minced fish; dog and cat food; baking inputs; mixes and dough; juices; and distilled spirits. The U.S. is by far the largest exporter of food products to the Japanese market, representing 23.8% of all imported value in 2013.

*Agri-Trade Canada reported that Japan is one of the world's leading food importers. The country relies on imports for 60% of its food intake, and this dependence may intensify. According to the Japanese Ministry of Agriculture, 60% of farmers were aged 65 years or older in the 2008 Japanese farm demographics survey, and the younger generations were not showing interest in agricultural industries. Today, Japanese tastes and preferences are changing towards Western cuisine which is reflected in the meat production sector. However, the traditional staples such as rice and fresh produce still make up the lion's share of food production.*

## Japan's Total Foreign Trade 2009-2014



## ***We Are Here to Help***

*<http://www.foodexport.org>*

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



### **Export Education**

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

### **Analyze Market Potential**

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

### **Export Assistance**

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

*"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)*

### **Enter New Markets**

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

### **Trade Missions**

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

### **Increase Market Share**

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

**For More Information Contact:**



**Stan Garbacz**

**Agricultural Trade Representative**

**Nebraska Department of Agriculture**

**(402) 471-2341 [stan.garbacz@nebraska.gov](mailto:stan.garbacz@nebraska.gov)**