

**Required Report:** Required - Public Distribution

**Date:** December 22,2020

**Report Number:** JA2020-0211

**Report Name:** Exporter Guide Annual

**Country:** Japan

**Post:** Osaka ATO

**Report Category:** Exporter Guide

**Prepared By:** Yumi Baba

**Approved By:** Jeffrey Zimmerman

**Report Highlights:**

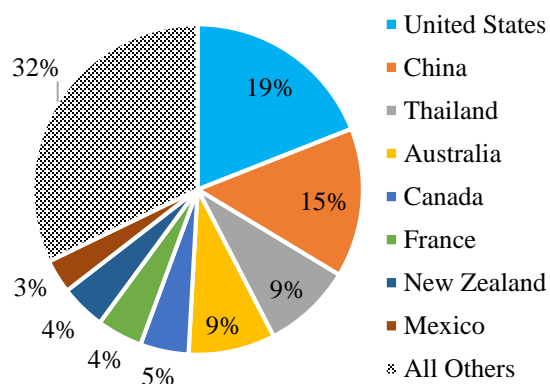
Japan is the fourth largest market for U.S. exporters of food and agricultural products. The total Japanese food and beverage market was valued at an estimated \$788 billion in 2019, with the retail sector accounting for \$483 billion and the food service sector accounting for \$305 billion. The United States exported \$11.7 billion in agricultural products to Japan in 2019. 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. Under the U.S. – Japan Free Trade Agreement (effective January 1, 2020) nearly 90 percent of U.S. food and agricultural imports into Japan are either duty free or receive preferential tariff access.

## Market Fact Sheet: Japan

### Executive Summary:

The United States is the largest foreign supplier of food and agricultural products to an import-reliant Japan (24 percent of import market share)—the fourth largest market for U.S. agricultural products in 2019 (\$11.7 billion). On January 1, 2020, the U.S.-Japan Trade Agreement (USJTA) entered into force, providing preferential tariff access for many U.S. agricultural products. Japan’s food industries are well-developed and innovative in all sectors, including, retail, food service, food processing, and distribution.

**Consumer-Oriented Imports  
(\$33.8 Billion, 2019)**



### Food Processing Industry:

The \$220 billion food processing industry produces a wide variety of foods: traditional Japanese, Western, and health-oriented foods for infants and the elderly. Food processors focus on maintaining market share among traditional product lines while developing creative and innovative food products to attract consumers.

### Food Retail Industry:

In 2019, the total value of all retail food and beverage sales was \$483 billion. Supermarkets represent the bulk of the retail food sales at 70 percent and the convenience store sector accounts for another 14 percent of sales. Ready-to-eat meals or take-home food items represent an area of growth.

**Population:** 125,507,472 (July 2020 est.)

**GDP:** \$4.97 trillion (3<sup>rd</sup>)

**GDP/Capita:** \$39,290

### Top Ten Growth Food Products

- 1) Beef and Beef Products
- 2) Pork and Pork Products
- 3) Processed Vegetables
- 4) Wheat and Wheat Products
- 5) Fresh and Processed Fruit
- 6) Tree Nuts and Peanuts
- 7) Distilled Spirits
- 8) Wine and Beer
- 9) Cheeses
- 10) Condiments and Sauces

### Food Industry by Channels

|                           |               |
|---------------------------|---------------|
| Consumer-Oriented Imports | \$34 billion  |
| Food Processing Industry  | \$220 billion |
| Food Industry Gross Sales | \$788 billion |
| - Retail                  | \$483 billion |
| - Food Service            | \$305 billion |

### Top Ten Food Service Providers

|                  |                    |
|------------------|--------------------|
| McDonald Japan   | Sushiro            |
| Zensho Holdings  | Plenus             |
| Skylark Holdings | Dotour             |
| Colowide         | Create Restaurants |
| KFC Japan        | Nisshin Healthcare |

| Strength  | Weakness   |
|---|--|
| U.S. products are in demand and remain trendy.  | The negotiating and decision-making process can take time.   |
| Opportunity   | Challenge  |
| With USJTA, nearly 90 percent of U.S. products are duty free or receive preferential tariff access. | For products not covered in USJTA, many other suppliers enjoy tariff concessions through other FTAs. |

*Data sources include: Global Agricultural Trade System, Global Trade Atlas, Japan Ministry of Finance, Japan Ministry of Economy, Trade and Industry, Japan Food Service Association, The World Factbook, The World Bank. For additional information, contact [ATOTokyo@usda.gov](mailto:ATOTokyo@usda.gov)*

## **SECTION I. MARKET OVERVIEW**

### **Profile of Japan**

Japan is an 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.

The Japanese population was estimated at 125.5 million in July 2020. The population is concentrated in the three major regions; Kanto region which includes Tokyo Metropolis and seven surrounding prefectures (population 43.5 million); Kinki region including seven prefectures around Osaka and Kyoto (22.2 million); and Chubu region including eight prefectures around Aichi Prefecture of Toyota and Nagoya cities (22.9 million).

Japan's GDP totaled US\$4.97 trillion, making it the world's third largest economy, following the United States and China. Tertiary industries (the service sector) represent the mainstay of the Japanese economy, accounting for 72.1% of total GDP in 2017. Secondary industries (manufacturing) followed with 26.7 and primary industries (agriculture, fisheries, and forestry) lagged behind at only 1.2%. Japan relies for the bulk of its food supply on imports from other countries. The food self-sufficiency rate of Japan was 38% on a caloric basis and 66% in value terms in 2019. (*Source: The World Factbook, United Nations, Statistics Bureau, Ministry of Internal Affairs and Communications, Ministry of Agriculture, Forestry and Fisheries and Ministry of Economy, Trade and Industry*)

### **Japanese Food Market**

The Japanese food market is valued at \$788 billion in 2019 with retail food and beverage sales of \$483 billion and food service sector of \$305 billion. The retail sector amounted to over 70% of the total food market in Japan. The U.S. is the leading agricultural product supplier with a 24% import market share in 2019.

### **Market Trends**

#### **COVID-19 Japan Food and Beverage Market Implications**

COVID-19 has resulted in impacts, both positive and negative, across Japan's food sector rite large with a full recovery yet to be observed. The varying government of Japan COVID-induced restrictions coupled with consumer risk-averse behavior have seen adverse impacts to the hotel, restaurant, and institutional (HRI) food service sector. On the other hand, overall retail food and beverage sales, including supermarkets and e-commerce stores, have generally increased with the stay-at-home impact on consumers. In the case of supermarkets, this has been a reversal from declining sales pre-COVID. For a more detailed analysis on COVID-19 impacts across the Japanese food and beverage sector over time, please refer to the following reports:

[COVID-19 Impacts on Food Distribution in Japan – April 9, 2020](#)

[COVID-19 Impacts on Food Distribution in Japan – Update I - April 17, 2020](#)

[COVID-19 Impacts on Food Distribution in Japan – Update II - May 26, 2020](#)

[COVID-19 Impacts on Food Distribution in Japan – Update III - September 4, 2020](#)

#### **Traditional Taste with Western and Ethnic Cuisine Influences**

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

## **Competitive Market**

The Japanese market is highly competitive. While Japanese consumers tend to accept higher prices for quality and convenience, at the same time they also seek value. Consumers have several options to choose from 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 and special events to stay competitive.

## **Latest Trends: Focus on Functional and Healthy Food**

Japanese consumers are, in general, highly health conscious. The Japanese food and beverage markets continue 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. In addition, foods that look unique and appetizing on social media platforms often acquire popularity among the younger generation. Healthy food trends from the U.S. also have some influence, with special diets and trendy “superfoods” often popular in the Japanese market as well.

## **Social Issues To Be Considered**

- **Population decline and aging**

Due to a decrease in the birth rate, the Japanese population is declining and steadily aging with 29 percent over the age of 65 and expected to reach 35 percent in 2040. Average Japanese life expectancy was 87 years for women and 81 years for men in 2019, and retirees tend to have large savings and an active lifestyle. The demand for high-quality and high-value food ingredients and finished products is expected to become stronger in the future.

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

- **Foreign Visitor Recovery Slow**

Due to COVID-19, the Tokyo Olympics and Paralympics, now scheduled for summer 2021, are no longer expected to attract significant foreign visitors. On the other hand, the Osaka World Expo to be held from April 13 to October 13, 2025 anticipates participation from 150 countries with over 28 million visitors. In 2027-28, adjacent to the World Expo site, Osaka Prefecture the opening of an Integrated Resort (IR) with large capacity high-end hotels, conference/exhibition halls and casinos. These future venues offer opportunities for promotion of diversified foods to accommodate foreign visitors.

## **U.S. Advantages vs. U.S. Challenges in the Japanese Market**

The Japanese market offers several benefits to U.S. exporters, but it is not without difficulties.

| <b>U.S. Advantages</b>  | <b>U.S. Challenges</b>  |
|---|---|
| <ul style="list-style-type: none"><li>• Under the U.S.-Japan Trade Agreement nearly 90 percent of U.S. agricultural products are either duty free or receive preferential tariff access</li><li>• U.S. food cost/quality competitiveness</li><li>• The wide variety of U.S. food products</li></ul> | <ul style="list-style-type: none"><li>• Competition with other exporting countries, some with limited number of products with lower comparative duties under free trade agreements with Japan</li><li>• Increasing safety concerns on food products among Japanese consumers, and</li></ul> |

|  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Reliable supply of U.S. food products</li> <li>• Advanced U.S. food processing technology</li> <li>• Relatively low U.S. shipping costs</li> <li>• Science-based U.S. food safety procedures</li> <li>• Growing Japanese emulation of U.S. food trends</li> <li>• Japanese food processing industry seeking new ingredients</li> <li>• Changes in the Japanese distribution system, becoming more similar to that of the U.S.</li> <li>• Japan’s dependence on foreign food supply</li> </ul> | <p>frequent distrust of imports</p> <ul style="list-style-type: none"> <li>• Long distance from Japan</li> <li>• Perceived consumer antipathy for biotech, genome- edited foods and food additives</li> <li>• High expectations for quality and appearance</li> <li>• Consumers preference for domestic products</li> <li>• High cost of marketing in Japan</li> <li>• High import duties on many products</li> <li>• Competition with other exporting countries, some with lower duties due to free trade agreements with Japan</li> <li>• Importers expectation of long-term involvement and commitment</li> </ul> |
|--|--|

**SECTION II. EXPORTER BUSINESS TIPS**

**Trade Shows in Japan**

Trade shows in Japan remain an impactful market access strategy for U.S. businesses to initiate and expand business partnerships. New and/or existing business partnerships across the North and Southeast Asia regions can also established and maintained through the various Japan hosted international themed trade shows that attract all countries from these regions and beyond. ATO Tokyo and Osaka staff support U.S. exhibitors annually at various international and domestic trade shows. USDA-endorsed trade shows held in Tokyo include the Supermarket Trade Show (SMTS) and FoodEx (International Food and Beverage Exhibition) annually in February and March, respectively. Domestic shows are also supported including The World Food and Beverage Great Expo (FABEX Kansai) held in Osaka, Japan during end of October. For more information to participate in these and other trade shows, please refer to our USDA Japan website [events page](#) and the following background reports:

[Recommended Food and Beverage Trade Shows in Japan – March 9, 2020](#)

**Shipping Product Samples to Japanese Buyers**

The COVID-19 pandemic has led to a reduction in large trade shows where buyers generally sample and research new food and beverage products. Additionally, travel restrictions have prevented many U.S. exporters from visiting Japan. The following report provides guidance on shipping small-sized individual samples to interested buyers in Japan and outlines eligibility requirements for duty free shipments and import notification exemptions:

[Guidance on Shipping Individual Small-Sized samples to Japanese Buyers – November 18, 2020](#)

[General Instructions for Shipping Product Samples to Japan – February 9, 2020](#)

## **Doing Business with Japanese / Business Culture in Japan**

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

- Japanese people tend to prefer formal business approach.  
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.
- Decision making takes time in Japan.  
Be prepared for negotiations which move slowly and require a number of meetings to reach an agreement.  
Expect requests for very detailed information on ingredients, production process and quality controls, etc.
- Be aware of units used in Japan.  
Use metric terms and quote price in CIF (cost, insurance and freight), unless your importer specifically requests FOB (Free on Board).
- Be aware of major Japanese holidays.  
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.

## **Food tastes and preferences of Japanese consumers**

These ideas may help you consider your product promotion 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.

## **SECTION III. IMPORT FOOD STANDARDS & REGULATIONS**

U.S. exporters doing business with Japan for the first time may find Japanese food standards and regulations difficult to deal with. Please refer to the USDA "[Japan Food and Agricultural Import Regulations and Standards \(FAIRS\) Country Report](#)" which provides information on the general food

laws and the regulations on food additives, pesticides, packaging and containers, labeling, and other specific standards. Tariff rates in Japan are calculated on a CIF basis to all imports. Japan tariff rates can be found here: <http://www.customs.go.jp/english/tariff/> For exporters who are new to the Japanese market, a series of [Import Process Guides](https://www.usdajapan.org/export-guidance/) are available to assist in understanding the procedures. <https://www.usdajapan.org/export-guidance/>

## **SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS**

### **Retail Sector**

In 2019, the total value of all retail food and beverage sales in Japan was \$483 billion dollars. Supermarkets represent the bulk of the retail food market (at 70 percent) and convenience store sector accounts for another 14 percent of total sales. Ready-to-eat meals or take-home food items represent an area of growth. Japanese consumers look for convenience, quality, and single-serving sizes. Recent trends also include growth of Private Brands (PB), healthy and functional foods, and time-saving foods (i.e. frozen foods). For the elderly population in Japan, research shows the benefits of nutrients including fiber, protein, antioxidant and Omega3 which a variety of food from the U.S. contain, and each retailer introduces new menu ideas including these nutrients for their aging customers. Desserts also have exhibited strong growth in the past few years.

### **HRI Food Service Sector**

Japan's hotel, restaurant, and institutional food service industry was valued at \$305 billion in 2019 following eight consecutive years of growth. Increases in home-meal replacements (HMR), inbound tourism, and corporate earnings have contributed to the industry's success. Competition is intense and both Japanese consumers and foreign travelers demand high-quality food and beverages as well as unique eating experiences. The variety of restaurants and menu items available continues to expand as Japanese consumers are interested in trying new cuisines. For example, Taiwanese pearl (tapioca) milk tea, Korean dak-galbi (spicy chicken stir-fry) and Spanish Basque cheesecake are newer international foods introduced to Japan with continued growth in 2019.

However, since February 2020, food service sales at restaurants and hotels have dropped significantly as schools and offices have closed, tourism has halted, and public outings have been reduced because of the COVID-19 pandemic. HMR industry stakeholders are pursuing new business models and expanding takeout and delivery services.

### **Food Processing**

The Japanese food processing industry manufactured \$220 billion worth of food and beverage products in 2019. The Japanese food processing industry is one of the most advanced and sophisticated in the world. They produce a wide variety of products, from traditional Japanese foods to health foods for infants and the elderly. Much of Japan's food processing industry relies on imported ingredients, and the United States is the number one supplier. Japanese food producers focus mainly on the domestic market, balancing the need to maintain market share with traditional product lines while developing creative products to attract consumers who are always on the lookout for new and innovative foods.



## **SECTION V. AGRICULTURAL AND FOOD IMPORTS**

Effective January 1, 2020, the U.S.-Japan Trade Agreement (USJTA) provides preferential access for nearly 90 percent of U.S. food and agricultural products exported to Japan. Tariff duties for many U.S. agricultural products have been eliminated. Many other U.S. agricultural products receive tariff elimination or reduction over time with the initial reduction received on USJTA entry-into-force on January 1, 2020 and subsequent reductions occurring on April 1 of each year. Additional information on improved market access conditions for U.S. agricultural products under the USJTA can be found at the [USDA Japan homepage](#).

### **Top Growth Sectors:**

- **U.S. Beef and Beef Products**

In 2019, the United States exported \$1.95 billion of beef products to Japan, making Japan the number one overseas market for U.S. beef. Japan is a major importer of chilled and frozen meat as well as offal (mainly tongues and skirts). Demand for U.S. beef and products continues to increase in Japan, mainly through food service and restaurant channels. This longstanding growth sector can be attributed in part to Japan's aging population and single-person households coupled with health conscience attitudes. U.S. beef lends itself to larger portion sizes when compared to traditional very highly marbled Japanese beef.

- **Pork and Processed Pork Products**

In 2019, the United States exported \$1.5 billion of pork products to Japan, making Japan the number one overseas market for U.S. pork. Total imported pork covered about a half of domestic consumer demand. Pork is one of the most popular protein choices for Japanese households and is likely to overtake fish as the most consumed protein within the next few years. Although U.S. pork accounts about one-third of Japan's total pork imports and has majority of the chilled pork market, market competition is fierce with number of competitive countries such as Canada, Spain, Denmark and Mexico. However, the USJTA provides new market opportunities for pork and processed pork products. In particular, from April 1, 2020, tariffs on U.S. pork sausage and ground seasoned pork (GSP) went down by half to 5 and 10 percent, respectively, and eventually will be eliminated altogether by 2023.

- **Processed Vegetables**

Japanese consumers are seeking more convenience and easy-to-prepare meals due partly to an increase in working women and single-person households. A rise in demand for processed vegetables is one effect and is expected to continue. Japan has registered record import volumes of frozen vegetables in the first half of 2019, increasing 3% year-on-year to 526,000 tons. The United States is the second largest supplier of processed vegetables to Japan with about 20% import market share in volume, following China. The United States is the major supplier of prepared potatoes, sweet corn and mixed vegetables as well as tomato and carrot puree and juice. The USJTA provides duty-free access for U.S. frozen sweet corn and mixed vegetables, fresh broccoli, and fresh celery. Frozen and cooked potatoes will face significantly lower tariffs than pre-USJTA levels providing an increased market opportunity for variety of dishes for hotels, restaurants, home-meal replacement (HRI) and more.



- **Processed and Fresh Fruit**

In 2019, the leading processed fruit exporting countries to Japan were China with 46 percent import share, followed by the United States (10.2%) and Thailand (9.8%). Processed fruit imports to Japan consist of canned (68.6%), frozen (19.4%), and dried (12%) and has remained steady over past several years. With the two pillars of raisin and dried prune products, U.S exports have dominated imports of dried fruits sector for over a half century and in 2019 still represented 60 percent import market volume share. The United States also maintains an import share in canned citrus, peaches, pineapple, pears and well as in frozen blueberry and strawberry. The USJTA provides duty-free access for example to U.S. blueberries, cranberries, frozen strawberry and dried berries and prunes.

In 2019, the United States exported \$323 million of fresh fruit to Japan, making Japan the number four overseas market for U.S. fresh fruit. The United States accounted for 14 percent of Japan's total fresh fruit imports. Japan imports one-third of its fresh fruit, with the United States ranking second largest supplier leading supply of oranges, lemons, table grapes and cherries. The Japanese fresh and processed fruit sector is highly competitive with other countries making inroads into the market. Opportunities for both U.S. fresh and processed fruit exports to Japan are expected to increase in the near- to medium-term due to a decrease in Japan's domestic production resulting from aging fruit farmers and diversified needs in fruits use.

- **Tree Nuts & Peanuts**

U.S. tree nuts have made large in-roads into the convenience health snack sector in Japan. Peanuts, almonds, pecan, walnuts, among others, in plain, roasted and salted forms can now be readily found in single-serve snack packaging at convenience stores across Japan. These serve the large fast-paced health conscience Japanese working population. In addition, candy- and/or chocolate-coated tree nuts snacks continue to increase in both sales and scope of new products. Japanese food service is beginning to explore new salad creations, many of which incorporate tree nuts. The USJTA provides duty-free access for U.S. almonds and walnuts as well as with-in quota access for peanuts. From April 1, 2020, almond flour will see tariffs halved to 7.5 percent and will be eliminated completely by 2023.

### **Best High-Value Prospect Categories**

- **Bakery Products**

Japan's labor shortage is becoming a more serious issue every year as depopulation and an aging society continue to advance. Facing these constraints, the food industry and retailers are demanding less labor-intensive products and have increased imports of ready-made products. Started from January 1, 2020, most U.S. bakery related products have significantly lower tariffs than pre-USJTA levels. Moreover, tariffs will continue to be reduced annually over 3 years becoming duty-free April 1, 2023. U.S. exports in bakery products are anticipated to increase significantly beyond current levels of nearly \$40 million per annum.

- **Cheese**

In 2019, the United States exported over \$149 million of cheese products to Japan, making Japan the number three overseas market for U.S. cheese. Japan is a major importer of U.S. hard cheeses such as cheddar as well as cream cheese and grated/powdered natural cheese. The United States accounted for 12 percent of Japan's total cheese imports. In 2019, the total cheese consumption in

Japan was about 358,000 metric tons. Although it has been increasing steadily since 2013, the average cheese consumption in Japan is only 2.8 kilograms (kg) per capita and remains at low compared with EU countries (over 20 kg) and the US (16 kg per capita). Increasing popularity of Western cuisine in recent years has boosted retail consumption of fresh cheeses including mozzarella, camembert, and cream cheese.

### **Export Data**

Select growth category and best high-value prospects import data is shown in the table below. For additional U.S. agricultural trade data available in customizable reports, please consult the Global Agricultural Trade System (GATS) [here](#).

| Product Category                | Unit       | United States Exports to Japan |         |         |         |         |
|---------------------------------|------------|--------------------------------|---------|---------|---------|---------|
|                                 |            | 2015                           | 2016    | 2017    | 2018    | 2019    |
| Consumer-oriented Product Total | MT         | NA                             | NA      | NA      | NA      | NA      |
|                                 | US\$ (mln) | 5,651                          | 5,759   | 6,365   | 6,598   | 6,224   |
| Beef & Beef Products            | MT         | 204,909                        | 258,337 | 307,442 | 330,465 | 311,847 |
|                                 | US\$ (mln) | 1,284                          | 1,510   | 1,889   | 2,102   | 1,950   |
| Pork and Pork Products          | MT         | 407,195                        | 388,076 | 393,649 | 396,215 | 369,912 |
|                                 | US\$ (mln) | 1,565                          | 1,553   | 1,626   | 1,631   | 1,523   |
| Dairy Products                  | MT         | 105,634                        | 100,275 | 120,699 | 123,698 | 110,472 |
|                                 | US\$ (mln) | 273                            | 206     | 291     | 270     | 282     |
| Processed Vegetables            | MT         | 381,969                        | 408,990 | 429,098 | 418,070 | 421,980 |
|                                 | US\$ (mln) | 459                            | 477     | 510     | 502     | 499     |
| Fresh Fruit                     | MT         | 183,047                        | 205,926 | 163,330 | 150,936 | 157,748 |
|                                 | US\$ (mln) | 299                            | 343     | 316     | 318     | 323     |
| Processed Fruit                 | MT         | 64,512                         | 60,563  | 59,912  | 51,762  | 43,712  |
|                                 | US\$ (mln) | 187                            | 175     | 170     | 185     | 155     |
| Tree Nuts                       | MT         | 62,532                         | 52,197  | 59,868  | 59,370  | 60,369  |
|                                 | US\$ (mln) | 480                            | 374     | 398     | 434     | 416     |

### **SECTION VI. KEY CONTACTS AND FURTHER INFORMATION**

Agricultural Trade Offices (in Tokyo and 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

E-mail: [atotokyo@usda.gov](mailto:atotokyo@usda.gov)

Tel : +81 3 3224 5115

Fax : +81 3 3582 6429

#### **ATO Osaka**

U.S. Consulate General Osaka-Kobe

E-mail: [atoosaka@usda.gov](mailto:atoosaka@usda.gov)

Tel : +81 6 6315 5904

Fax : +81 6 6315 5906

**Office of Agricultural Affairs**

U.S. Embassy, Japan

E-mail: [agtokyo@usda.gov](mailto:agtokyo@usda.gov)

Tel : +81 3 3224 5102

**U.S. Agricultural Trade Organizations (Cooperators):**

Approximately [40 U.S. agricultural trade organizations \(cooperators\)](#) have representatives in Japan who promote U.S. products and help member companies enter Japanese market.

**USDA Japan website:**

U.S. exporters doing business with Japan for the first time may find Japanese food standards and regulations difficult to navigate. Japanese importers and freight forwarders are often the best sources of advice and provide valuable assistance with import procedures. There are a wide variety of reports on Japanese market sectors and regulations available at the following website:

<http://www.usdajapan.org/reports/>

- [Retail Foods](#)
- [Food Service – Hotel Restaurant Institutional](#)
- [Food Processing Ingredients report](#)
- [Japan Food and Agricultural Import Regulations and Standards \(FAIRS\) Country Report](#)
- [Import Regulations and Standards](#)
- [Sanitary and Phytosanitary Export Information](#)
- [Import Process Guides](#)
- [Shipping Samples](#)

**Japan External Trade Organization (JETRO) website:**

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

- [Market Reports](#)
- [Standards and Regulations](#)
- [Japanese Trade and Investment Statistics](#)
- [Survey Reports](#)
- [JETRO White Paper](#)

**Attachments:**

No Attachments