

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## Japan Food Service Trade Mission

Alexandria, Richmond & Newport News, VA

New York Fancy Food Show

June 24-29, 2009

- *Japan is the world's largest market for imported consumer foods, and the largest overseas market for the U.S.*
- *The Japanese import a wide variety of fresh and processed foods*

Japan boasts a strong total food market of \$727 billion, with food product imports at \$10 billion and growing. Domestic agricultural farming in Japan is declining, creating greater need for foreign agricultural imports. The Japanese are particularly attracted to the U.S. market because of the strong Japanese yen versus the weak U.S. dollar. Furthermore, U.S. food products appeal to the Japanese as they coincide with food preferences and trends:

- Consumers willing to pay higher prices for quality and functional foods
- Emphasis on nutritious and healthy foods
- Growth in ready-to-eat sector with increase in single households and women in the workforce
- Concern with food safety and demand for certifications and production information

### Buyers specifically interested in:

- Seafood
- Canned Vegetables
- Juices
- Cereal

### Growing markets in Japan:

- Snack Foods
- Sauces, Seasonings & Spicy Foods
- Cakes/Waffles/Pies
- Berries

### Important Information:

- **NO participation fee** for this event!
- Two Japanese buyers and a chef will participate in the mission
- SUSTA will arrange one-on-one meetings for U.S. companies at the New York Fancy Food Show on a first-come, first-served basis
- Deadline to sign up is **June 12, 2009**
- Opportunity for selection and demonstration at show in Tokyo (October 2009)
- Please direct questions to Keith Long ([Keith.Long@vdacs.virginia.gov](mailto:Keith.Long@vdacs.virginia.gov)) or Jennifer Koch ([Jennifer.Koch@vdacs.virginia.gov](mailto:Jennifer.Koch@vdacs.virginia.gov)).



Virginia's Finest

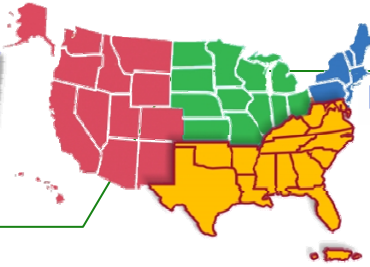


Register on the Events page at [www.susta.org](http://www.susta.org)

### Contact:

Keith Long  
Virginia Department of Agriculture  
Phone: 804-371-8990  
Email: [Keith.Long@vdacs.virginia.gov](mailto:Keith.Long@vdacs.virginia.gov)

Barbara Charlet  
Oklahoma Department of Agriculture  
Phone: 405-522-6192  
Email: [barbara@oda.state.ok.us](mailto:barbara@oda.state.ok.us)



- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## Tentative Itinerary for Japanese Buyers

**June 24, 2009**

- Alexandria, VA (morning)  
Meetings with companies from West Virginia, Virginia and Maryland
- Richmond, VA (afternoon)  
Meetings with local supermarkets and companies

**June 25, 2009**

- Newport News, VA  
Scheduled meetings with seafood suppliers

**June 26, 2009**

- Newport News, VA (morning)  
Meeting with local companies
- Richmond VA (afternoon)  
Meeting with local companies

**June 27, 2009**

- Travel To New York City for NASFT Fancy Food Show

**June 28-29, 2009**

- New York City, NY  
Attend New York Fancy Food Show



**Virginia's Finest**

Register on the Events page  
at [www.susta.org](http://www.susta.org)

**Contact:**

Keith Long  
Virginia Department of  
Agriculture  
Phone: 804-371-8990  
Email:  
[Keith.Long@vdacs.virginia.gov](mailto:Keith.Long@vdacs.virginia.gov)

Barbara Charlet  
Oklahoma Department of  
Agriculture  
Phone: 405-522-6192  
Email:  
[barbara@oda.state.ok.us](mailto:barbara@oda.state.ok.us)