

- 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) or Jennifer Koch (Jennifer.Koch@vdacs.virginia.gov).



Virginia's Finest

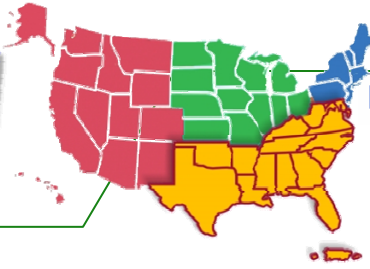


Register on the Events page at www.susta.org

Contact:

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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



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