



Nebraska Agricultural Trade Office staff understand the opportunities in the Japanese marketplace for Nebraska food companies and have been working for many years to build relationships in Japan. In 2012, Nebraska agricultural commodity exports to Japan were over \$379 million. Japan is one of the best food markets for United States companies because the market is huge and there is a demand for United States food products.

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While Japan is quite a long distance from the United States, shipping costs are still relatively low. Japanese consumers are beginning to follow United States cultural and food trends more closely, which drives up demand for United States products. Labeling laws and safety concerns are strict, but if United States producers can meet the regulations they will be successful in the Japanese market.

JAPANESE FOOD & BEVERAGE INDUSTRY

Japanese consumers “eat with their eyes”, so aesthetic appearance of food packaging is important in Japan. Also, many families in Japan are small and do not have large amounts of storage space. Because of this, Japanese consumers tend to not want to purchase products in bulk. Developing relationships is vital to experiencing success in the Japanese market, so companies need to be prepared to spend time and be patient with potential customers. Nebraska food companies can be successful if they pay attention to the needs of the Japanese and are patient.

The following products are in high demand in Japan:

Pork	Wine
Snack foods	Pet food
Frozen vegetables	Cakes/waffles/pies
Peanuts/tree nuts	Non-alcoholic beverages
High quality natural fruit juice	Functional foods
Food preparation products	Cheese

PROUD TO BUY
NEBRASKA



Here are tips for exporting to Japan:

ANALYZE MARKET POTENTIAL:

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to www.foodexportalliance.org/eweb to find out more information on both of these programs.

APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

USE A PERSONALIZED APPROACH:

Developing a relationship with importers can make the process easier. Making a sale in Japan requires a relationship with the businesses and people there. A great way to meet potential buyers is through Food Export Buyer's Missions and Focused Trade Missions. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

KNOW EXPORT REQUIREMENTS:

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

LABELING REQUIREMENTS:

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. Japanese food labeling requirements are strict, and labels need to be written in Japanese. Because of this, you may need to revise and change your labels or promotional materials. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

EXPORT ASSISTANCE:

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



For More Information Contact:

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