

Asia

Japan

Philippines

Indonesia

Australia

New Zealand

Hawaii

North America

South America



Japanese Market

- 1 Blueberry products in Japan
- 2 Blueberry Import into Japan - Quantity
- 3 Safety regulation by Japanese government



WBANA Meeting
Quebec City, 2014 10 22



Japan

Population:

127,103,388 (July 2014 est.)

country comparison to the world: [11](#)

Age structure:

0-14 years: 13.2% (male 8,681,728/female 8,132,809)

15-24 years: 9.7% (male 6,429,429/female 5,890,991)

25-54 years: 38.1% (male 23,953,643/female 24,449,655)

55-64 years: 13.2% (male 8,413,872/female 8,400,953)

65 years and over: 24.8% (male 14,218,655/female 18,531,653) (2014 est.)

Area:

total: 377,915 sq km

country comparison to the world: [62](#)

land: 364,485 sq km

water: 13,430 sq km

note: includes Bonin Islands (Ogasawara-gunto), Daito-shoto, Minami-jima, Oki and Volcano Islands (Kazan-retto)

Natural resources:

negligible mineral resources, fish

note: with virtually no energy natural resources, Japan is the world's largest importer of coal and liquefied natural gas, as well as the second largest importer of oil

Land use:

arable land: 11.26%

permanent crops: 0.81%

other: 87.93% (2011)

Canada

Population:

34,834,841 (July 2014 est.)

country comparison to the world: [38](#)

Age structure:

0-14 years: 15.5% (male 2,764,691/female 2,628,413)

15-24 years: 12.7% (male 2,267,210/female 2,142,085)

25-54 years: 41% (male 7,244,109/female 7,052,512)

55-64 years: 13.5% (male 2,336,202/female 2,380,703)

65 years and over: 17.3% (male 2,670,482/female 3,348,434) (2014 est.)

Area:

total: 9,984,670 sq km

country comparison to the world: [2](#)

land: 9,093,507 sq km

water: 891,163 sq km

Area - comparative:

slightly larger than the US

Natural resources:

iron ore, nickel, zinc, copper, gold, lead, rare earth elements, molybdenum, potash, diamonds, silver, fish, timber, wildlife, coal, petroleum, natural gas, hy

Land use:

arable land: 4.3%

permanent crops: 0.49%





other: 95.2% (2011)

Ranking [\[edit\]](#)

The most recent rankings come from the "Doing Business 2013" report.^[11] Ranking of economies was introduced in the "Doing Business 2006" report.

Singapore has topped the Ease of Doing Business rankings.^[12] Based on Singapore's experience, IDA International is collaborating with public agencies in several countries in the areas such as ICT strategy, national infocomm planning and solutions implementation that can help increase the ease of doing business.

2014 ↕	2013 ↕	2012 ↕	2011 ↕	2010 ↕	2009 ↕	2008 ↕	2007 ↕	2006 ↕	Country/region ↕
1	1	1	1	1	1	1	1	1	 Singapore
2	2	2	2	2	2	4	4	4	 Hong Kong
3	3	3	3	3	3	2	2	2	 New Zealand
4	4	4	5	4	4	3	3	3	 United States
5	5	5	6	6	5	5	6	6	 Denmark
6	12	18	21	23	21	23	20	17	 Malaysia
7	8	8	16	19	23	22	19	20	 South Korea
8	9	9	12	13	16	20	38	98	 Georgia
9	6	6	8	10	10	9	9	8	 Norway
10	7	7	4	5	6	6	5	5	 United Kingdom
11	10	15	10	9	9	10	10	10	 Australia
12	11	11	13	16	14	13	13	13	 Finland
13	14	16	15	14	11	12	12	12	 Iceland
14	13	14	14	18	17	14	14	16	 Sweden
15	15	10	9	7	7	7	8	9	 Ireland
16	16	25	33	46	61	58	54	44	 Taiwan
17	27	27	23	26	25	28	22	22	 Lithuania
18	18	17	19	12	12	19	23	23	 Thailand
19	17	13	7	8	8	8	7	7	 Canada
20	19	23	20	17	24	29	32	31	 Mauritius
21	20	19	22	25	27	21	17	15	 Germany

27	24	20	18	15	13	11	11	11	 Japan
28	31	31	30	30	28	27	25	25	 Netherlands
29	28	26	27	21	19	15	15	14	 Switzerland
30	29	32	32	28	26	24	21	21	 Austria

Ease of Doing Business Ranking



Guidebook for Export to Japan (Food Articles) 2011
<Vegetables, Fruits, and Processed Products>

Japan External Trade Organization (JETRO)

Development Cooperation Division
Trade and Economic Cooperation Department



Fig. 6-49: Share of import fresh and processed fruits in Japanese market

Unit: 1,000 tons

Statistics	2004	2005	2006	2007	2008
Domestic production	3,464	3,703	3,215	3,444	3,411
Import volume	5,353	5,437	5,130	5,162	4,889
Export volume	44	64	32	54	44
Increase in inventory	5	40	△ 60	0	△ 62
Domestic supply	8,768	9,036	8,373	8,552	8,318
Share of imports	61.1%	60.2%	61.3%	60.4%	58.8%

Source: Food balance (MAFF)

(Note) Import volume is the total of fresh and processed fruits (fresh equivalent).



Blueberry products in Japan

Blueberry Import into Japan - Quantity

**Safety regulation by Japanese
government**

Retail Jam



Retail Yogurt



Drinks



ブルーベリーとカシスの芳醇な香りや酸味を、アカシア蜂蜜のやさしい甘みで包み込んだ、瞳にやさしいハニードリンクです。

風味の強い野生種のブルーベリーにカシスを加えることで、アントシアニンをたっぷり含み、濃厚な味わいと爽やかな甘酸っぱさが広がります。

パソコンや読書などを楽しまれる方はもちろん、注目の健康成分メリンヨレスベラトロールも配合し、毎日の健康習慣におすすめです。

Retail Ice Cream



Confectionary, Candy, Snack



Bakery Industry



Food service Industry

Restaurant, Café, Coffee shops





Supplements



Dried fruits



Cross over into Japanese/Asian dishes



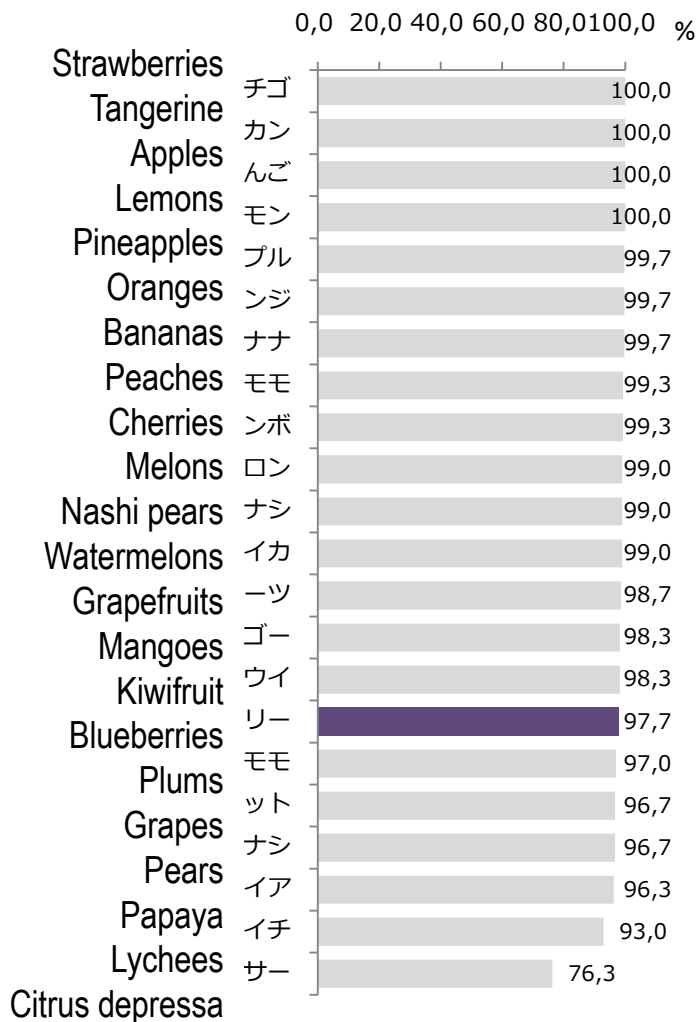
「オガサ」ブランド製品 色鮮やかなブルーベリー pasta



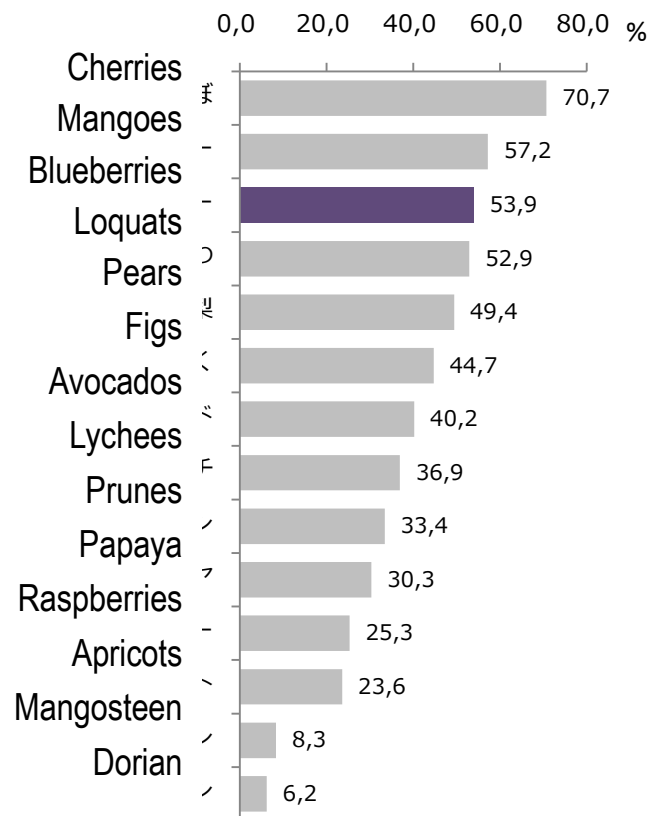
Japanese consumers are familiar with blueberries

Virtually everyone knows blueberries and more than 50% have eaten them within the past year

Which of these fruits do you know by name?



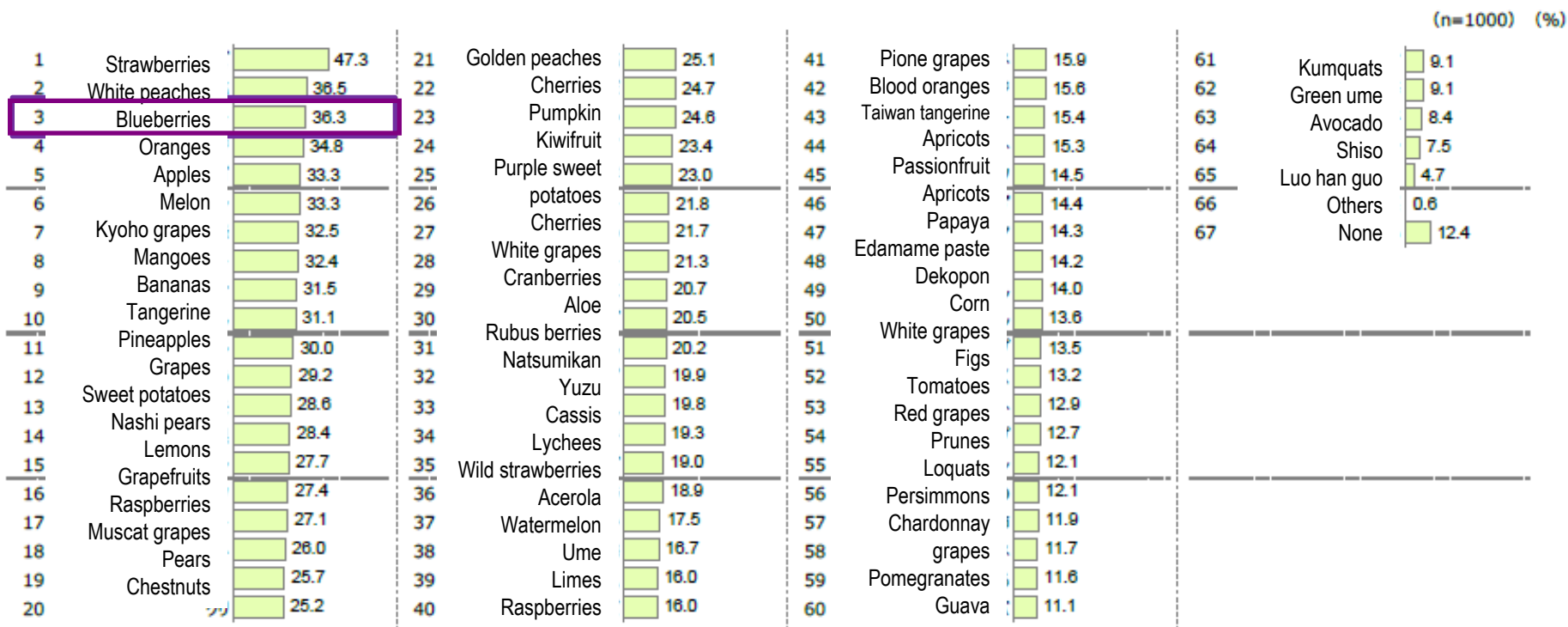
Which of these fruits have you eaten in the past year?



Blueberry flavoring scored high on the want-to-eat scale

Approx. 40% of respondents said blueberry was a confectionary ingredient or flavor they wanted to eat in future – the third highest ranking among all fruits and vegetables.

Which of these fruit-based and vege-based confectionary ingredients and flavors do you want to eat in future?



Creating their own.....



Pet Foods



Soap, shampoo

Cultivated Blueberry is grown in Japan, too, and getting popular, but...
“My blueberry grows in nature, so it is WILD blueberry. Right?”







Blueberry products in Japan

Blueberry Import into Japan - Quantity

**Safety regulation by Japanese
government**

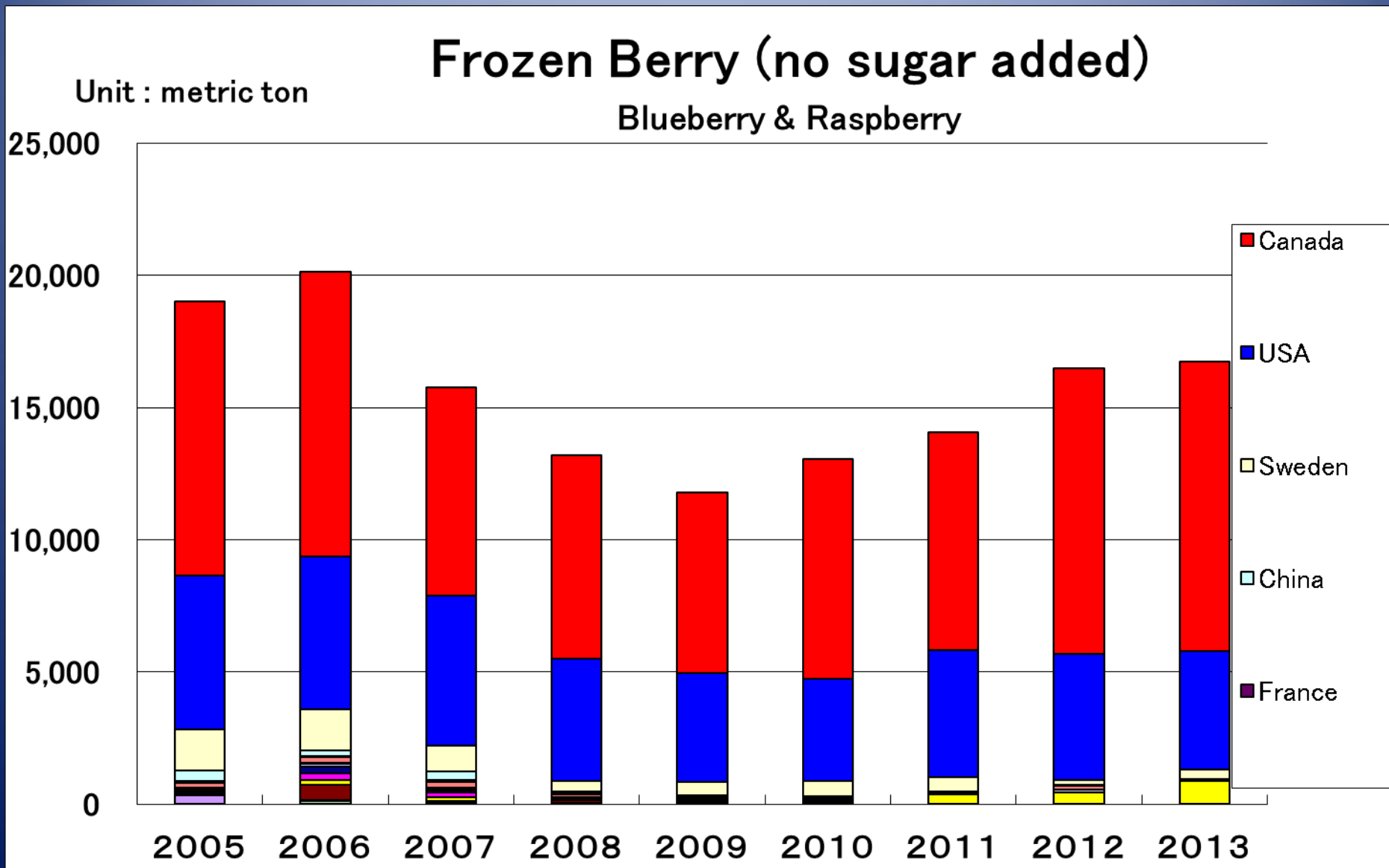
How much Frozen Blueberry Japan has been importing = Japan Custom Data =

Japan Custom Data Frozen berry (no sugar added) Blueberry Raspberry

Code 081190230 Frozen Berry, No sugar added, Not cooked

	2005		2006		2007		2008		2009		2010		2011		2012		2013	
From	Kg	CIF yen	Kg	CIF yen	Kg	CIF yen	Kg	CIF yen	Kg	CIF yen	Kg	CIF yen	Kg	CIF yen	Kg	CIF yen	Kg	CIF yen
Canada	10,357,285	@356	10,779,791	@482	7,866,872	@606	7,668,210	@553	6,827,715	@359	8,273,677	@280	8,249,867	@365	10,805,217	@411	10,931,982	@437
USA	5,836,880	@368	5,786,636	@487	5,663,270	@598	4,643,303	@545	4,121,870	@363	3,883,048	@296	4,781,315	@366	4,752,165	@411	4,474,944	@428
Sweden	1,550,730	@326	1,547,760	@388	971,160	@641	378,950	@511	496,910	@442	559,180	@335	545,100	@489	200,845	@495	351,370	@441
China	406,589	@332	207,034	@436	338,476	@529	97,600	@590	88,200	@293	75,546	@249	33,505	@342	8,230	@413		
France	45,997	@675	47,729	@760	52,338	@967	36,067	@990	38,042	@741	20,963	@616	15,160	@491	18,242	@489	14,209	@650
Finland	184,600	@319	220,150	@466	218,200	@682	81,470	@471	64,914	@504	7,000	@488	24,160	@444	120,960	@483	48,005	@502
Poland	21,260	@561	28,100	@750	26,502	@935	26,381	@888	24,078	@687	45,471	@550	32,098	@560	27,392	@616	30,164	@824
Latviya	50,000	@279	124,000	@476	75,000	@628			25,000	@326	100,000	@295			100,000	@351		
Lithuania			241,875	@402	100,000	@651			25,000	@399			25,000	@487				
Ukraine	39,975	@291	259,500	@528	180,950	@611	19,900	@578	20,000	@565								
Chile	88,624	@297	178,080	@443	146,655	@567	74,339	@505	54,851	@279	67,265	@313	346,011	@363	415,793	@331	869,089	@366
New Zealand	4,500	@622	6,490	@613	2,000	@394			3,698	@408					420	@533	3,000	@435
Netherlands					3,320	@796	1,021	@706										
Russia	49,008	@280	568,950	@542			108,625	@459					15,000	@704				
Serbia							5,480	@482					500	@466	1,400	@546	1,975	@693
Argentina			14,913	@474	23,397	@515	43,650	@396							21,760	@369		
Cote d'Ivoire (Ivory Coast)							1,000	@635										
Belgium	7,130	@347			2,910	@379							500	@482				
Bella Luz*	25,000	@360	135,000	@459	50,000	@635												
Germany	1,503	@593																
Spain	4,059	@481									1,932	@1525	2,934	@1489	4,954	@1353	3,098	@1804
Romania	19,840	@395																
Estonia	324,000	@310			24,150	@727												
Australia	3,800	@676																
Italia													500	@440				
Total	19,020,780	@356	20,146,008	@477	15,745,200	@607	13,185,996	@549	11,790,278	@366	13,034,082	@289	14,071,650	@372	16,477,378	@411	16,727,836	@432

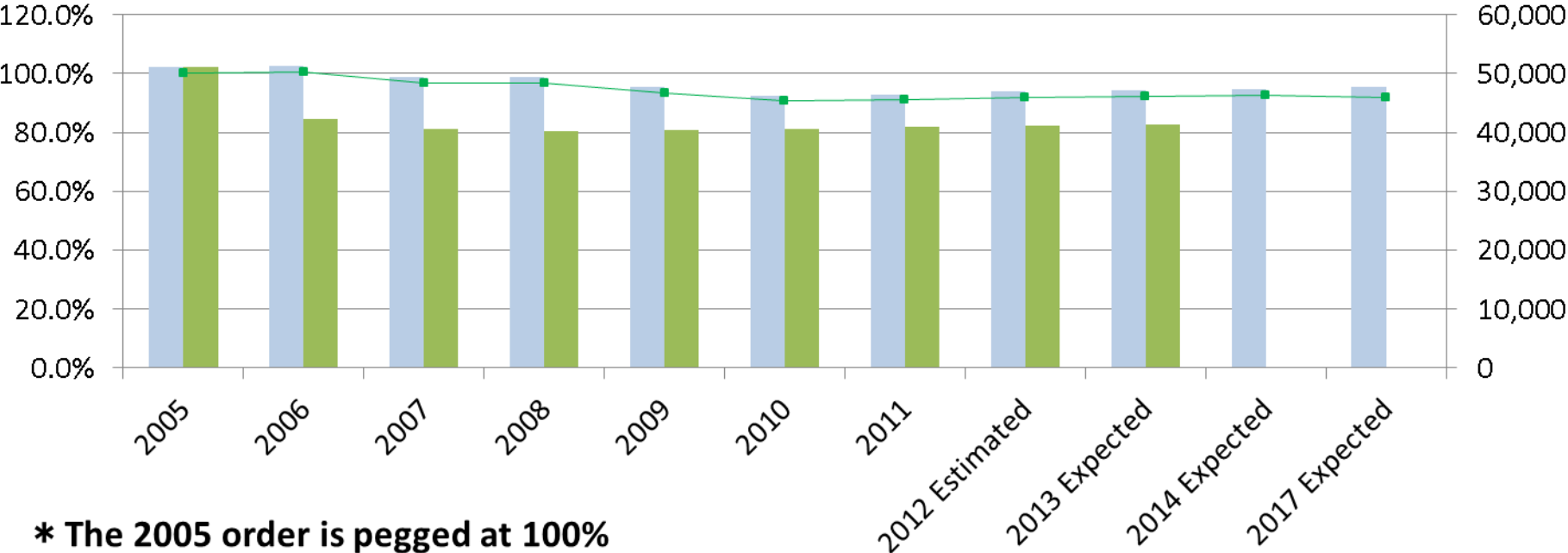
How much Frozen Blueberry Japan has been importing = Japan Custom Data =



Jam and Fruit-Preparation industry is still the largest user of Blueberry in Japan

[Jam Market]

■ All Jam sales (million JPY)
 ■ BB Jam sales variable %, versus year 2005
 —■ All Jam sales variable %, versus year 2005



* The 2005 order is pegged at 100%

How x When (How often) x by How many people

As ingredient/frozen
Jam
Fruit Preparation
Bakery
Drink

Breakfast
Lunch
Dinner
Snack/Sweets
Dessert

Population Demographics

As fresh fruit
Salad toppings
Confectionary topping



How to market Wild against
Cultivated and other fruits

What is unique characteristics of Wild blueberry?



Japanese Breakfast



Western Breakfast





Blueberry products in Japan

Blueberry Import into Japan - Quantity

**Safety regulation by Japanese
government**

There are four major laws in Japan pertaining to food safety and standards; the Food Safety Basic Law, Food Sanitation Law, Japan Agricultural Standards Law, and Health Promotion law. The Food Safety Basic Law set the principles for developing a food safety regime and also set up the role of the Food Safety Commission, a food related risk assessment body. The Food Sanitation Law ensures the safety and sanitation of foods through the Ministry of Health, Labor and Welfare (MHLW), a food risk management agency. The law prohibits the sale of foods containing harmful substances. It also prescribes the standards for foods, additives, food containers and packages. The law is available in English on the following Japan External Trade Organization (JETRO) website: <http://www.jetro.go.jp/en/market/regulations/>.

The Ministry of Agriculture, Forestry and Fisheries (MAFF) is also involved in food safety risk management, mainly in the area of food labeling through the Japan Agricultural Standards (JAS) Law, and animal and plant health protection through a series of quarantine laws. MAFF is also responsible for organic food standards through the JAS Law. The JAS laws and outlines of animal and plant quarantine regulations can be viewed by choosing the link to “Guide to the JAS System for Agricultural and Forest Products” on the following JETRO website: <http://www.jetro.go.jp/en/market/regulations/index.html>.

Useful Web Sites

Japan Custom



<http://www.customs.go.jp/english/index.htm>

JETRO



<http://www.jetro.go.jp/>

<http://m5.ws001.squarestart.ne.jp/foundation/search.html>

[\[HOME\]](#)

[Positive List System for Agricultural Chemical Residues in Foods](#)

[Maximum Residue Limits \(MRLs\) List of Agricultural Chemicals in Foods](#)

Agricultural Chemicals		
<input checked="" type="radio"/> A	<input type="radio"/> K	<input type="radio"/> U
<input type="radio"/> B	<input type="radio"/> L	<input type="radio"/> V
<input type="radio"/> C	<input type="radio"/> M	<input type="radio"/> W
<input type="radio"/> D	<input type="radio"/> N	<input type="radio"/> X
<input type="radio"/> E	<input type="radio"/> O	<input type="radio"/> Y
<input type="radio"/> F	<input type="radio"/> P	<input type="radio"/> Z
<input type="radio"/> G	<input type="radio"/> Q	
<input type="radio"/> H	<input type="radio"/> R	
<input type="radio"/> I	<input type="radio"/> S	
<input type="radio"/> J	<input type="radio"/> T	

Foods
<input checked="" type="radio"/> Crops
<input type="radio"/> Animal and fishery products
<input type="radio"/> Processed foods
<input type="radio"/> Mineral waters



[List of Agricultural Chemicals](#)

This database is intended as a informational service. The Japan Food Chemical Research Foundation has set up this database carefully and to the best of our knowledge based on the government's data. To cite the figures and descriptions in the database, we recommend you also refer to the official text issued by the Japanese government.

Reprint or copy of the database, or processing of it by electromagnetic or other means without the Foundation's permission is prohibited.

List of Foods

Food
Rice (brown rice)
Wheat
Barley
Rye
Corn (maize, including pop corn and sweet corn)
Buckwheat
Other cereal grains
Soybeans, dried
Beans, dried
Peas
Broad beans
Peanuts, dried
Other legumes/pulses
Potato
Taro
Sweet potato
Yam
Konjac
Other Potatoes
Sugar beet
Sugarcane
Japanese radish, roots (including radish)
Japanese radish, leaves (including radish)

[Grapefruit](#)

[Lime](#)

[Other citrus fruits](#)

[Apple](#)

[Japanese pear](#)

[Pear](#)

[Quince](#)

[Loquat](#)

[Peach](#)

[Nectarine](#)

[Apricot](#)

[Japanese plum \(including prune\)](#)

[Mume plum](#)

[Cherry](#)

[Strawberry](#)

[Raspberry](#)

[Blackberry](#)

[Blueberry](#)

[Cranberry](#)

[Huckleberry](#)

[Other berries](#)

[Grape](#)

[Japanese persimmon](#)

[Banana](#)

[Kiwifruit](#)

[Papaya](#)

[Avocado](#)

[Pineapple](#)

[Guava](#)

[Mango](#)



Table of MRLs in Foods

Food: Blueberry



Agricultural Chemical	MRLs(ppm)	Note
ACETAMPRID	2	
ACRINATHRIN	2	
ALANYCARB	2	
ALDRIN and DIELDRIN	0.05	
ANILAZINE	10	
ARAMITE	0.01	
ASULAM	0.2	
ATRAZINE	0.02	
AZINPHOS-METHYL	1	
AZOXYSTROBIN	5	
BARBAN	0.05	
BENALAXYL	0.05	
BENFURACARB	0.5	
BENSULIDE	0.03	
BENTAZONE	0.05	
BENZYLADENINE	0.1	
BIFENTHRIN	2	
BILANAFOS (BIALAPHOS)	0.004	
BIORESMETHRIN	0.1	
BITERTANOL	0.05	
BO SCALID	10	
BRODIFACOUM	0.001	
BROMACIL	0.05	
BROMIDE	20	
BROMOPHOS-ETHYL	0.05	

Most of buyers/importers in Japan ask for...

1 A list of chemicals used in the field in both fruit-bearing and non-bearing year.

2 Chemical residue test results of finish good – frozen blueberry.

* A list of chemicals used in neighboring fields that might drift into your fields.

Merci Beaucoup



