

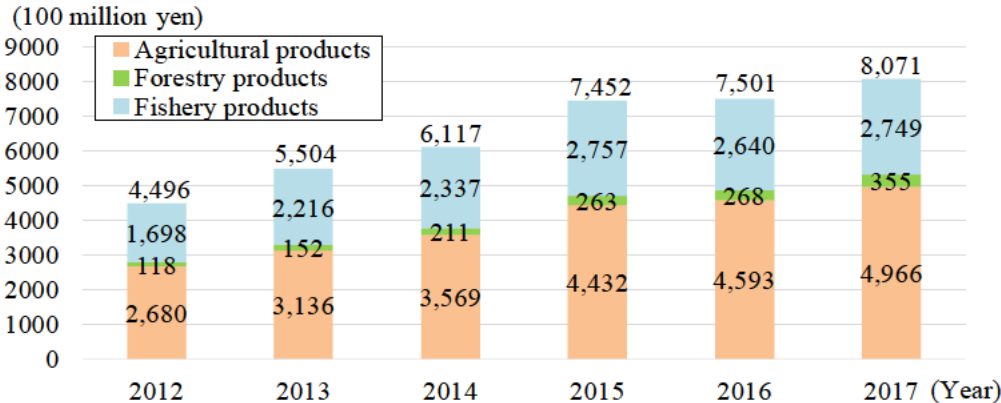
**Section 3 Food exports**

**1. Activities of the government as a whole**

In order to achieve the goal of increasing the annual export value of agricultural, forestry and fishery products and foods to 1 trillion yen, the Working Group on Strengthening Export Capacity of Agriculture, Forestry and Fisheries Industries (chair: Minister of State for Economic and Fiscal Policy; vice chairs: the Chief Cabinet Secretary, the Minister of Agriculture, Forestry and Fisheries and the Minister of Economy, Trade and Industry) was established in January 2016. After holding 10 meetings, the working group adopted the Strategy to Strengthen Export Capabilities of the Agricultural, Forestry and Fisheries Industries in May 2016.

Regarding exports of agricultural, forestry and fishery products and foods, the government aims to increase the annual export value to 1 trillion yen by 2019 (the Plan for Creating Dynamism in Agriculture, Forestry and Fishery Industries and Local Communities, adopted in November 2016). In 2017, the export value was 807.1 billion yen, an increase of 56.9 billion yen (7.6%) from the previous year. The government aims to increase the annual export value by around 200 billion yen over the coming two years.

**Figure III-3-3-1 Changes in the export value of Japanese agricultural, forestry and fishery products and foods**



Source: *NOURINSUISANBUTSU SHOKUHIN NI KAKAWARU TOUKEI JOUHOU* (Ministry of Agriculture, Forestry and Fisheries).

**2. Initiatives conducted by the Ministry of Economy, Trade and Industry to expand exports**

In light of the above circumstances, the Ministry of Economy, Trade and Industry will contribute to the achievement of the government’s goal through the implementation of the following initiatives regarding exports of agricultural, forestry and fishery products and foods.

**(1) Promotion of sales of agricultural forestry and fishery products and foods**

**(A) Establishment of the Japan Food Product Overseas Promotion Center (JFOODO)**

Based on the Agricultural Competitiveness Strengthening Program, which was determined in November 2016, the Japan Food Product Overseas Promotion Center (JFOODO) was established within JETRO in April 2017 in order to contribute to an increase in exports of Japanese agricultural forestry

and fishery products and foods. In fiscal 2017, JFOODO formulated and implemented a promotion strategy with respect to the following five product items and seven themes: Japanese beef (Taiwan), fishery products (e.g., yellowtail) (Hong Kong), Japanese tea (the United States), rice flour (the United States and other countries), and Japanese-produced alcoholic drinks (Japanese sake: the United Kingdom; Japanese wine: the United Kingdom, and other countries; craft beer: the United States).

## **(2) Support for companies' development of new sales channels**

### **(A) Consortium for New Export Nation**

The Consortium for New Export Nation, which was mentioned in Section 2.1., actively supported exports of agricultural, forestry and fishery products and foods as well. Of the 7,088 companies to which membership certificates were issued, 1,328 (as of March 31, 2018) were related to agricultural and fishery products, and they actively pursued overseas business expansion with support from experts.

### **(B) Sales expansion of Japanese foods through cooperation with convenience stores**

When JETRO and Japanese convenience store operators cooperated in test marketing Japanese foods at around 200 stores in Viet Nam in November 2016, more than half of the stores showed a favorable response, such as continuing sales and procuring the foods. Therefore, the second test marketing was conducted in November 2017. JETRO is also cooperating with convenience store operators in test marketing in Singapore. In Singapore, test marketing of Japanese foods was conducted at around 350 stores in April 2017 and at around 300 stores in November of the same year.

### **(C) Expansion of use of trade insurance**

Business operators are increasingly using NEXI's insurance scheme for trade payments regarding SMEs and the agricultural, forestry and fishery industries, which can be used by business operators engaging in agricultural, forestry and fishery businesses with low premium rates, due to active public relations activity. In 2016, insurance was underwritten in 1,742 cases with a total underwritten value of 9,516 million yen.

## **(3) Improvement of the export-related environment**

### **(A) Improvement of local systems for adapting to foreign import regulations**

The Ministry of Economy, Trade and Industry is collecting information concerning various problems faced by Japanese business operators in relation to foreign countries' regulations and enforcement thereof and lobbying foreign governments to make improvements by developing local systems comprised of the staff of Japanese diplomatic missions abroad and JETRO's overseas offices.

### **(B) Development of international standards and specifications concerning international logistics, and acquisition of national standard certification by Asian countries**

The PAS standard developed by the British Standards Institution with respect to small-lot refrigerated delivery services went into effect in February 2017. To coincide with this, the Ministry of Economy, Trade and Industry held a meeting of the Working Group to Promote International Standardization of Japan's Logistics Systems, which involves the Ministry of Land, Infrastructure, Transport and Tourism, the Ministry of Agriculture, Forestry and Fisheries, and logistics business operators, in the same month. In January 2018, a committee responsible for developing standards was established at the International Organization for Standardization. In addition, Japan is encouraging Asian countries to help to disseminate international standards.

**(4) Distribution of reference materials concerning the GI system and the system for protection of plant varieties at Intellectual Property Comprehensive Support Counters and consulting service**

Property Comprehensive Support Counters established in all 47 prefectures across Japan handle requests for consultation regarding plant breeders' rights and GI in addition to patents and trademarks. In addition, the ministries conducted activities to raise awareness among business operators engaging in agriculture, forestry and fisheries about support systems, including subsidies to SMEs for the cost of applying for foreign patents and trademarks and for costs related to lawsuits and cancellation of trademarks inappropriately obtained, and about Japanese and foreign intellectual property systems.