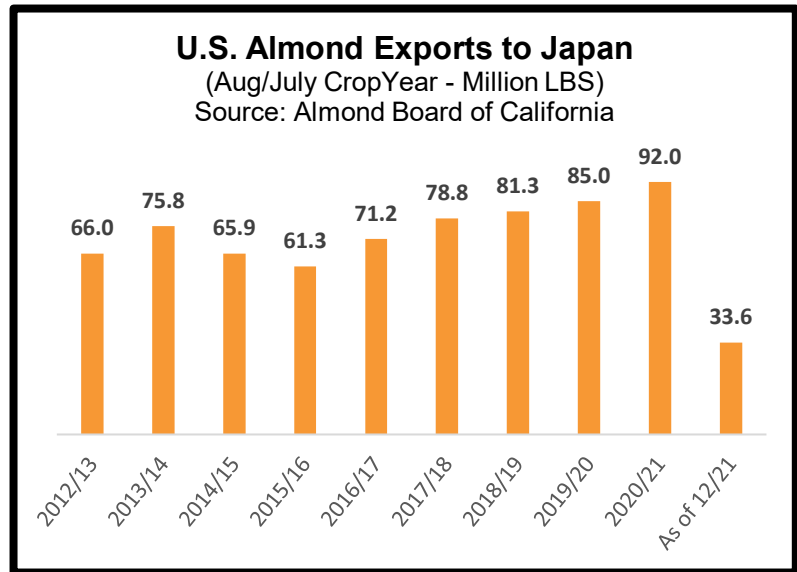


Market Profile: Japan



Trade

- FY 20/2021 marked an all-time high for U.S. almond exports to Japan with 92 million pounds.
- Japan shipments increased by 8% in 2020/2021 over the 2019/2020 figures.
- The eighth largest export destination of U.S. almonds, Japan is the 3rd largest export market in Asia behind India and China/Hong Kong.
- Following the implementation of the U.S.-Japan Trade Agreement (USJTA) on January 1, 2020, Japan eliminated the 2.4% tariff on almonds. Tariffs on processed almond products are being eliminated on an accelerated schedule.



Market Overview

- ABC re-entered Japan after several years of not investing. The \$1.9 million investment in FY 21/22 is focused on rebuilding trade relations and initiating consumer promotions.
- Japan is highly focused on quality and food safety.
- Marketing efforts have focused on health and skin beauty, major drivers among Japanese women.
- Japan was the #1 country for new almond product introductions in the Asia-Pacific region in 2021.

Key Issues and Challenges

- An Inspection Order has been in effect since the late 1990's, mandating 100% import inspection of almonds for aflatoxin – despite the fact that rejections are less than 1-2% of imports.
- ABC is working with USDA/FAS in DC and Tokyo to address inspection requirements with Japan's Ministry of Health, Labor and Welfare (MHLW).
- Japan does not allow reprocessing or appeals; the sampling protocol is not representative of the consignment.