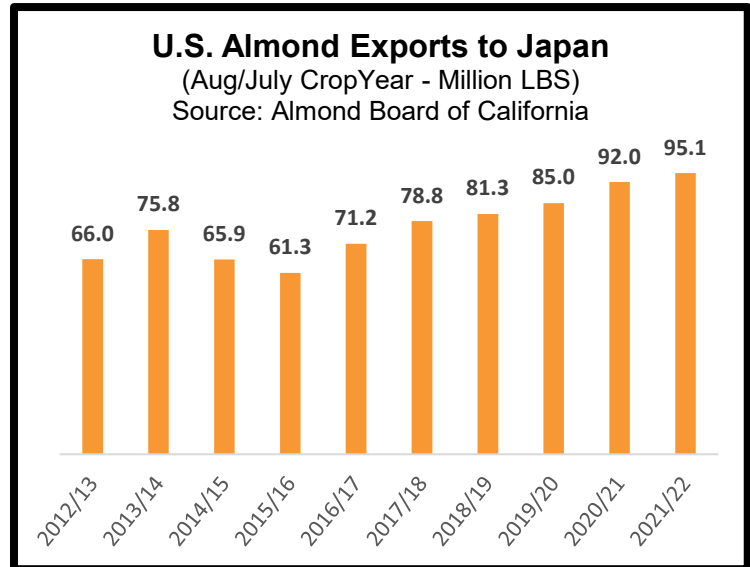


Market Profile: Japan



Trade

- FY 21/22 marked an all-time high for U.S. almond exports to Japan exceeding 95 million pounds.
- Since FY 15/16, shipments to Japan continue with back-to-back increases.
- Japan has moved ahead of China to be the 6th largest export destination for U.S. almonds, and the 2nd largest export market in Asia behind India.
- 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 \$2 million investment in FY 22/23 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.