

household usage, but this is not always the case. Large retail outlets (supermarket chains), as an example, will make purchases directly from importers or even directly from meat packers abroad.

4. Consistent high quality.
5. Daily contact with the local trade in Japan on a firsthand basis is indispensable in terms of getting acquainted with key contacts in the trade, which is basic for being successful.
6. Promotional efforts should be tailored to Japanese requirements. For example, promotional materials should be prepared in Japanese and Japanese concerns about food safety should be addressed.

#### 4. ACCESS AND BARRIERS:

- ▶ Tariffs - current 93/94 (Apr93-Mar94) tariff is 50% of CIF price. The tariff after Mar94 will be decided in due course.
- ▶ Levies - no levies and no other duties.
- ▶ Quota - no longer exist. Japan was under import quota system until Mar91.
- ▶ Quarantine measures/residue tolerances - domestic animal infectious disease control law. Food sanitation law. Farm chemicals residue tolerance (Japanese Ministry of Health and Welfare conducts routine inspection). Further, they implement a monitoring test (tightened inspection) during the fiscal year. At present, antibiotics and sulfonamides (tolerance level is zero, respectively, i.e. should not be detected) and pesticides (DDT 5 PPM, Dieldrin 0.2 PPM, and Heptachlor 0.2 PPM) are subject to said monitoring on beef.
- ▶ Labelling and packaging regulations - as provided for in the food sanitation law. (This applies mainly to processed products, not directly to beef, but i.e. corned beef).
- ▶ Environmental legislation - no known regulatory requirements exist at present because environmental aspect is fairly new to the regulatory authorities.
- ▶ Other non-tariff barriers - non-existent at present.