

B. Domestic Consumption:

i) Annual total, MT; annual per capita consumption, kgs.

The annual consumption for 91/92 was approximately 1,083,000 MT on a carcass basis, with an annual per capita consumption of 6.2 kgs (in terms of net supply).

ii) Self-sufficiency ratio.

The self-sufficiency ratio was 53% in 91/92 (domestic production was about 575,000 MT and imports were 508,000 MT versus a total supply 1,083,000 MT).

iii) Brief description of consumer attitudes toward domestic and imported products.

Because domestic beef is marbled and very expensive, coupled with the fact that beef imports were liberalized in Apr91 in exchange for a prohibitive tariff scheme (70% for 91/92, 60% for 92/93, and 50% for 93/94 - Apr93-Mar94), beef has been regarded as an expensive food product that should be eaten once or twice a month.

Regarding imported livestock and poultry products, there have been some cases of discrepancies concerning farm chemicals authorized residue level, typically on broilers (from Brazil, PRC, etc.) and pork (Denmark, Taiwan, USA, etc.), which were taken up by the Japanese press. As a result, Japanese consumers tend to regard imported products as unsafe, which had negative implications on non-violators such as Canada.

iv) Trends.

The demand for beef has been growing. Japan's per capital beef consumption is still at a low level when compared to western nations, but it has none the less expanded from 5 kgs in 87/88 to 6.2 kgs in 91/92; forecasts show levels reaching 7.9-9.1 kgs by the Year 2000.

C. Country Beef Imports (on boneless basis and not including offals):

i) Total quantity and value of beef imports.

Total imports - Japan imported 408,202 MT of beef from 21 countries in 1992 at an import value of Cdn\$ 2,099 million (at exchange rate ¥126/Cdn \$1.00). Chilled beef imports accounted for 204,933 MT