

10 Marketing and Distribution

Canadian processors and exporters sell to trading companies who in turn sell to primary wholesalers. The products are distributed by these primary wholesalers either to secondary wholesalers or to retailers and end users.

The distribution network for alfalfa pellets tends to be shorter because these products (dehydrated and sun-dried) are mainly used by compound feed manufacturers. The marketing channel might typically be from trading company (or grain company) directly to feed manufacturer such as Zen-noh.

Pellets are usually shipped in bulk directly to feed-mills, at or near tidewater, while hay cubes and baled hay are distributed from the container arrival point to end users by truck.

Because alfalfa pellets are shipped in relatively large quantities and are suitable for mechanized handling, they tend to be handled by large trading companies that are prepared to finance port storage facilities. Hay cubes and baled hay are shipped mainly in containers, which avoids the need for port storage facilities. Consequently, smaller trading companies are often engaged in the import of hay cubes and baled hay, which are distributed by truck soon after arrival in Japanese ports.

11 Major Japanese Importers

Toyo Menka Kaisha Ltd.

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