

Bakery Equipment Exports

As Table 13 shows, bakery and confectionery equipment exports in 1988 reached ¥3.4 billion.

Table 13

Baking and Confectionery Machinery Exports

Year	Value (¥ million)
1984	5 037
1985	6 210
1986	3 741
1987	2 973
1988	3 434

Source: *Japan Food-processing Machinery Association*.

Machinery Selection Criteria

Japanese bakery machinery producers have been quick to adapt to the western technology which they are incorporating into manufacturing processes.

It should be noted that, unlike meat processors, industrial bakeries require full-system plants or individual machinery that will fit into an existing system. The basic requirements of a full-system plant are:

- measuring equipment for oil, water, flour, etc. (domestic machines are used primarily);
- sifters (domestic machines are used primarily);
- mixers (both domestic and imported machines are used);
- dividers, rounders, moulders (domestic machines are used);
- sheeters (imported equipment is mainly used);
- fermentation rooms and proofers (imported equipment is mainly used);
- ovens (domestic machines are used primarily); and
- packaging machines.

In-store bakeries are much more flexible in terms of equipment and machinery needs. For an in-store bakery, the following set-up is considered ideal:

- two ovens — one domestic for regular loaf bread and one European for French bread and other European-style bakery products;
- two proof boxes — one for pastry, the other for bread (preferably imported);
- mixers — from one to four depending on sales capacity (imported or domestic);
- one small moulder (optional) — domestic unit thought to be sufficient; and
- one retarder/proofers — European units are widely used.

In small bakeries, the tasks associated with dividers, rounders and moulders are done mainly by hand.

Customarily, machinery systems for chain bakery stores are standardized by head office. However, in cases where space limits the use of a standardized system, alternative equipment is used.

Rheon Automatic Machinery Co. Ltd., one of the machinery industry's top processors, has taken a unique approach to the Japanese market. The company has established a pilot bakery store on the premises of their Tokyo office building to test-market products manufactured by their machines. On the upper floors of their building is a small bakery operation featuring their machinery and a product showroom highlighting a variety of finished products manufactured by Rheon machines.