

## 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.**

c/o Kokusai Shin Akasaka Building (West)  
6-1-20 Akasaka, Minato-ku  
Tokyo 107  
Tel: 588-6770

Contact: Mr. Y. Yoshida, Manager  
Feedstuff Section, Feed & Oilseeds  
Department

### **UNICOOPJAPAN(UNICO)**

c/o Coop Building  
1-1-12 Uchikanda, Chiyoda-ku  
Tokyo 101  
Tel: 296-8977

Telex: J22809 UNICOOP

Fax: 03-291-6354

Contact: Mr. A. Suzuki, Manager  
Feed Section, Feed and Grain Department

### **Mitsubishi Corp.**

2-6-3 Marunouchi, Chiyoda-ku  
Tokyo 100

Tel: 210-6619

Telex: 222-2071 MSKTOK J

Fax: 03-210-6608

Contact: Mr. T. Hama, Manager  
Roughage and Grain By-Products Team,  
Feed Department

### **Nichimen Corp.**

1-13-1 Kyobashi, Chuo-ku  
Tokyo 104

Tel: 566-2256

Telex: J22329

Contact: Mr. K. Ohtsuka, Manager  
Feedstuff Section, Feed Department

### **Kanematsu-Gosho Ltd.**

2-14-1 Kyobashi, Chuo-ku  
Tokyo 104

Tel: 562-7059

Telex: J22333

Fax: 03-562-7282

Contact: Mr. T. Ohshiro, Manager  
Non-Grain Feed Ingredients Section, Feed  
Department

### **Marubeni Corp.**

c/o Ohtemachi Building  
1-6-1 Ohtemachi, Chiyoda-ku  
Tokyo 100

Telex: 22326

Fax: 03-282-9650

Contact: Mr. H. Nabeta, Acting Manager  
Feedstuff Section, Oilseeds and Protein  
Department