

Table 2

Imports of Bakery Mixes

Country	1987		1988		Jan.-Aug. 1989	
	Volume (tonne)	Value (¥ million)	Volume (tonne)	Value (¥ million)	Volume (tonne)	Value (¥ million)
South Korea	7 890	552	31 784	2 168	28 968	2 110
U.S.	7 068	534	21 275	1 500	19 115	1 587
Australia	4 181	336	11 473	937	7 025	645
Canada	914	68	8 179	617	5 706	475
Singapore	1 022	129	3 448	231	2 835	196
Other Countries	2 175	519	2 587	405	2 039	364
Total	23 250	2 138	78 746	5 858	65 688	5 377

Source: Japan Exports and Imports, Japan Tariff Association.

7 Tariff Classification

Bakery mixes are charged duty at either 24 per cent or 28 per cent, depending on sugar content. In retail containers of less than 500 g, the duty is 16 per cent.

8 Packaging

Japanese commercial bakeries prefer to receive imported mixes in 20 or 25 kg bags, in containers. Bulk containerized shipments have not been successful to date because of quality problems identified when products were tested on arrival in Japan. In particular, there is a potential problem of components segregating during shipment so that when the product is sampled, the flour content in bulk shipments tests over 85 per cent, which would make the product ineligible for import as a bakery mix. Therefore, bagged shipment in containers remains the preferred shipping method for all types of imported bakery mixes.

9 Pricing

Potential Canadian suppliers are asked to submit samples of mixes formulated to the Japanese customers' requirements, prior to any price negotiations. If there are no technical problems with the samples, then price negotiations can commence, usually involving a trading company and/or Japanese agent who will arrange freight, customs clearance, food safety inspection, port storage etc.

10 Food Regulations

All food products entering Japan are subject to inspection under the Food Sanitation Law. Product samples are tested on arrival in Japan at the importer's expense. For bakery mixes, it is essential that the flour content be less than 85 per cent, otherwise the product will be refused entry, as flour imports are not generally permitted under the Japanese Food Agency's Food Management Law.