

Food Safety:

Japanese consumers are avoiding foods with synthetic or chemical additives; closely monitoring ingredient labels, and increasing preferences for organically grown fruits and vegetables. Canada enjoys an excellent food safety record in Japan. This, coupled with Canada's positive image of cleanliness and wholesomeness, is a natural advantage in successfully marketing food products and beverages in Japan.

The current Japanese food market environment will create a number of export opportunities and trends for Canadians which include:

- Increased demand for beef and fruit juices as a result of liberalization measures announced by the Japanese government in June 1988.
- Greater consumption of fresh seafood (salmon, crab, lobster, sea urchin roe, surf clams)
- Greater demand for vegetable oils containing low saturated fat such as Canola (for cooking and salad oil purposes)
- Increased demand for beverages such as beer, liquor, wine, and mineral water.
- Expansion of leisure foods developed specifically for outdoor use (camping, picnics and barbecues).
- Increased usage of imported processed foods, meat and fish by the Japanese food service industry.
- Increasing correlation of marketing of food products to health, safety and ecology.
- Increase in consumption of bread (bread mixes), breakfast cereals and frozen foods as well as convenience foods (availability of ready to eat and ready to cook meals).
- Changing role of foods from satisfying basic needs to satisfying psychological needs (i.e. brand allegiances, gourmet and sophisticated food products).
- Custom-pack label joint ventures between Japanese importers and Canadian exporters.

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