



THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary  Public

**Date:** December 13, 2013

**GAIN Report Number:** JA 3514

## Japan

**Post:** Tokyo ATO

### Creation of “Enjoy Fruits!” Guidebook

**Report Categories:**

CSSF Activity Report

Agricultural Trade Office Activities

Market Development Reports

**Approved By:**

Evan Mangino, Deputy Director, ATO Japan. Steve Shnitzler,  
Director, ATO Japan

**Prepared By:**

Masayuki (Alex) Otsuka, Marketing Specialist, ATO Tokyo

**Report Highlights:**

ATO Japan created the “Enjoy Fruits!” concept to raise awareness and acceptance of U.S. agricultural products utilizing healthy image of fruits. Fruit consumption in Japan has been decreasing year by year since the 1970’s due to smaller family size and the increase in eating out. The guidebook presents the idea of “Future Fruits,” creating the image of fruits as healthy, as helping to maintain beauty, and as tasty. “Future Fruits” is the core concept of “Enjoy Fruits,” which demonstrates opportunities to use U.S. fruits through collaboration with art, sports, music, and other cultural events. The Enjoy Fruits! guidebook was created to increase the visibility of the concept and is being disseminated to Japanese food industry buyers and influencers through ATO trade showcases and events. The Enjoy Fruits brochure will be used regularly in ATO activities throughout 2014.

## General Information:

### I. Market Constrains and Opportunities

#### Constraints:

- Declining fruit consumption in Japan
- Lack of U.S. product awareness by Japanese food buyers and regional retailers
- Lack of coordinated business communication between U.S. agents & Japanese buyers

#### Opportunities:

- Decreasing domestic fruit production in Japan
- Increasing demand for American style restaurants and imported food among Japanese food industry and consumers
- Japanese market's high receptivity for U.S. high-value products
- Improving economic conditions are creating new demand

### II. Expected Results and Desired Outcome

#### Background

Fresh fruit consumption in Japan has been decreasing since the 1970's. In 2008, consumption was less than 50 percent of what it was in 1973. The average per capita fruit consumption had declined to 27.1 kilograms per year in 2011. In addition, Japanese consumers in their 20's and 30's consumed are consuming less fruit than previous generations (only 70 percent of what is consumed by people older than 60). In addition, the aging population of domestic farmers has lead to lower domestic fruit production. Japanese farmers tend to produce higher priced fruits, such as peaches, melons and strawberries in addition to citrus and other tree fruits as mentioned below. The United States has an opportunity to better service this market given the price competitiveness and stable supply of American product.

Annual consumption of Fresh fruit per household – Japan (Unit: Kilogram, %)

Year	Kg Per Household	% from in 1973
1973	213	100.0
1978	180	84.5
1983	152	71.4
1988	133	62.4
1993	114	53.5
1998	103	48.4
2003	100	46.9
2008	95	44.6

Source: Ministry of Public Management

Domestic Fruits Production Top 5 in Japan (Unit: metric tons)

Fruits	2003	2007	2012
Mandarin orange	1,146,000	1,066,000	846,300
Apple	842,200	840,100	793,800
Pear	332,200	296,800	275,400
Persimmon	265,000	244,800	253,800
Table grapes	201,000	209,100	198,300

Source: Ministry of Agriculture, Forestry and Fisheries

With this situation in mind, ATO Japan held strategic meetings with chain restaurant operators, major fruit importers and produce wholesalers in Japan. The food service industry buyers noted that they haven't yet developed fresh fruit menu items due to higher cost and the limited supply of domestic fruit. However, both buyers and venders are curious about how "Enjoy Fruits!" can help to stimulate the market and welcome the concept.

The venders are willing to work with the ATO on activities that feature fruit promotions. The guidebook was created to increase awareness of U.S. fruits and their benefits to both buyers and consumers. The guidebook will be distributed to buyers at ATO-organized trade showcases and to consumers at related promotional activities.

### III. Actual Results and Outcome

The Enjoy Fruits! concept can include not only all of conventional U.S. fresh fruits but also new products, such as GM Papaya, and semi-processed products such as dry fruits and tree nuts and ingredients.

ATO Tokyo created the high-quality "Enjoy Fruits!" brochure in-house from scratch.

Enjoy Fruits! Guidebook (A4 size - 4 pages brochure)



Maps out a variety of fruits from various regions in the U.S., from north to south and east to west. Major fruits from the U.S. include apples, nectarines, blueberries, grapefruits, oranges, strawberries, tomatoes, cranberries, plums, cherries, grapes, pears, kiwis, honeydew melons, lemons, watermelons, pomegranates, prunes, pineapples and papayas.

Explains the health benefit of fruits. Fruits have more than 10 different flavors and aromas that make people relaxed or improve people's concentration. Fruits contain rich enzymes and phytochemicals that encourage metabolic function and have antioxidant, anti-inflammatory and anti-bacterial elements. Fruits are rich in vitamins and minerals and are called 'anti-aging foods.' Fruit can be a perfect breakfast that provides good nutrition and energy.

#### Page 3 - Future Fruits

i) Fruit Art: Enjoy Fruits! recently collaborated with music, sports and fashion events while creating cutting edge art. Fruit art can make a space fun, relaxing, and attractive. (Photo from Futaba Fruits Shop Company)

ii) Fruit Carving & Cutting

Fruit carving and cutting. National Watermelon Association shows unique examples of fruit carving by holding annual contests.

iii) Mock-tails (Fruit only cocktails) and Smoothies

Mock-tails and smoothies provide more opportunities for fruits sales in both the food service market and retail. Home use machines to make smoothies and juices are becoming popular in Japan.

iv) Dry Fruits & Nuts

Dry fruits and nuts are rich in nutrition and are good food for bolstering the immune system, especially when the seasons change. You see many dry fruits and nuts in high quality bakeries and morning cereal and also included in sauces for pancakes. Dry fruits have become part of the local cuisine and are used as energy food for athletes.

#### Page 4 - Harvest Calendar of U.S. fruits and vegetables

With links to U.S. fruit providers and cooperators in Japan.

#### IV. Follow-up Evaluation

The guidebook was distributed at the U.S. pavilion in the Kuze Tradeshow in 2013, was well-received, and enhanced the image of U.S. fruits images among visitors. (Details see GAIN report #JA3515)

Any FAS post can copy the concept in order to establish strong ties with prominent fresh produce importers and users who are willing to utilize U.S. fresh produce and expand trade.

## V. Cost/Revenue

Due to internal manufacturing done by ATO Tokyo, the creation of Enjoy Fruits! Guidebook cost only about \$2,800, which was paid out of the Post's CSSF budget. This included creation of artwork, image photos and printing.