

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Japan

**Post:** Tokyo ATO

### **Iron Chef's Dr. Hattori Honored with First Taste of White House Inspired Menu**

**Report Categories:**

Policy and Program Announcements

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**Report Highlights:**

Report Highlights: Charge d'Affaires James P. Zumwalt offered Iron Chef expert commentator Yukio Hattori the "first taste" of the Obama White House inspired menu at the 4<sup>th</sup> of July reception. The Independence Day menu was created by the U.S. Embassy's Agricultural Trade Office (ATO) and was inspired by President Obama's favorite dishes and First Lady Michelle Obama's healthy eating and gardening campaigns. Many of the ingredients featured in the menu items came from U.S. cooperator promoted products in Japan.

**General Information:**

## Introduction

On July 2, Dr. Yukio Hattori joined Ms. Junko Matsuhisa and the U.S. Embassy's Chargè d'Affaires James P. Zumwalt to toast a specially crafted menu inspired by the Obama White House for the official American Independence Day reception.

The Independence Day menu was created by the U.S. Embassy's Agricultural Trade Office (ATO). The menu was inspired by President Obama's favorite dishes and First Lady Michelle Obama's healthy eating and gardening campaigns. The First Lady has been an outspoken advocate for a well-rounded diet rich in fruits and vegetables. She has even transformed the South Lawn of the White House into a vegetable garden with broccoli, onions, herbs and many other vegetables and flowers. Many of products promoted by U.S. cooperators in Japan, such as U.S. beef and Alaskan salmon, were also ingredients in these menu items.



Dr. Hattori, well-known President of the *Ecole de Cuisine et Nutrition Hattori*, culinary critic and advocate for *shokuiku* was honored with the “first taste” of the special menu inspired by the Obama White House and garden. Dr. Hattori has studied American food culture and American ingredients throughout his illustrious career. Ms. Junko Matsuhisa was representing her father Chef Nobuyuki Matsuhisa, who was recently named “Honorary U.S. Food Ambassador to Japan” by the ATO,

Mr. Zumwalt also presented a book to Dr. Hattori entitled “Feeding Japan Together.” The book represents the long and important food and agricultural trading relationship between the United States and Japan. This relationship is arguably the most important agricultural trading relationship in the world.

After the presentation, Charge d'Affaires James Zumwalt, Dr. Hattori, and Ms. Matsuhisa visited several food tables where they sampled the wide array of delicious American food that was available at the party.

Another exciting feature of the event was the ATO Japan produced timeline showing the amazing story of the food and agricultural relationship between the United States and Japan. The organization logos of the 50 U.S. cooperators active in Japan was also part of the timeline.

### **Showcasing American Food and Agriculture**

For over 60 years, Japan and the United States have had a close relationship in agriculture and food. In fact, the unique partnership between U.S. cooperators, FAS and Japan's food and agricultural sectors has made Japan the most successful country for the market development of U.S. food products in history. Japan was the first country to reach \$1 billion in U.S. food exports in 1970, the first country to reach \$10 billion in 1995. Since 1946, the United States has exported over \$280 billion worth of U.S. agricultural and food products to Japan. The United States is Japan's biggest food supplier and Japan is the most important market outside of North America for our food and agricultural products valued at over \$14.7 billion in 2008. Today, however, even though the United States is the largest supplier of food products to Japan, the image of U.S. food is obscure and some misconceptions exists. Moreover, cooperators have not had many opportunities to work together on projects that would complement their individual activities.

FAS Japan is setting the stage for a new era of market development in Japan, in which we showcase American food and agriculture to the Japanese public by educating them on the reliability, safety and high quality of American food products and by promoting the United States as the most dynamic food culture in the world. A major objective of the campaign is to provide a platform for the cooperators to work together to complement their individual work to market U.S. food and agricultural products in Japan.

In order to implement this new initiative, in late 2008 we introduced the V5:Healthy Eating Campaign. A major objective of the campaign is to promote healthy and delicious V5 original recipes that appeal to Japanese tastes while also promoting U.S. food ingredients. Earlier this year, FAS Japan launched a business website, [us-ato.jp](http://us-ato.jp), along with re-launching the [myfood.jp](http://myfood.jp) consumer website. On June 19, the U.S. Embassy recognized chef Nobu Matsuhisa as an "honorary U.S. food Ambassador to Japan." Chef Nobu was honored for being "one of the top creative minds in the American food scene for many years, with a unique ability to create a special connection between American and Japanese cuisine." At the event, Chef Nobu demonstrated his Nobu-style cuisine using U.S. food ingredients. Our most recent event featured Dr. Hattori. In addition to being honored with the "first taste" at the Independence Day party, Dr. Hattori presented his ideas to the media about dynamic nature of American cuisine, stating that "American food is now more than just hot dogs and hamburgers,"

### **Media Participation**

The event was attended by around 25 members of the Japanese press including representatives from national newspapers, news services, magazines, and trade journals. The media event was a featured

story on dozens of internet sites around the world including msnbc.com [http://today.msnbc.msn.com/id/31709861/ns/today\\_food\\_and\\_wine/](http://today.msnbc.msn.com/id/31709861/ns/today_food_and_wine/), the Wall Street Journal internet site <http://obama.wsj.com/photo/0bLacAZ1CBbKH?q=Taro+Aso> , and yahoo.com [http://gallery.pictopia.com/yahoo/photo/ptl%3Aap%3Axt-mt-ap-orig\\_name\\_XKAN101\\_2009-07-02/](http://gallery.pictopia.com/yahoo/photo/ptl%3Aap%3Axt-mt-ap-orig_name_XKAN101_2009-07-02/) .. Even the State Department wrote an article about the food in the Independence Day party on their Dipnotes site [http://blogs.state.gov/index.php/entries/embassy\\_tokyo\\_celebrates\\_fourth/](http://blogs.state.gov/index.php/entries/embassy_tokyo_celebrates_fourth/) .

### **Independence Day Celebration**



Our cooperator partners went to great lengths in helping to deliver a wonderful food spread for the party. Generous donations were made which not only provided food for the party but also a great chance to showcase the different American products. The menu included items such as roast beef, pork with dried fruit relish, turkey pastrami, scallops, California gazpacho, corn bread, and Alaskan crab. In addition, thanks to cooperators and importers, guests were offered tastings of American craft beer, wine, and artesian cheese featured at the party.

Attachment	Attachment Link
File Attachment	