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Yokohama 150th Port Opening Anniversary Expo

Report Categories:

Market Development Reports

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Report Highlights:

In collaboration with the Association for the 150th Anniversary of the Opening of the Port of Yokohama (Y150 Expo), the Agricultural Trade Office (ATO) Japan organized the successful American Food Week Showcase in Yokohama from July 13 through 19. A total of 18 U.S. agricultural cooperators and agents sold an assortment of U.S. food products. American Food Week attracted over 56,000 visitors from all parts of Japan. The ATO developed innovative activities for the Expo including a V5 healthy eating menu that featured sandwiches made from U.S. fresh vegetables and variety of U.S. food products such as roast beef, turkey, Alaskan salmon, Idaho tortillas (tomato and spinach) and New York bagels. The American Food Week also featured craft beer, wine, a variety of snacks and refreshments, and even American hardwood craft items. The exhibitors sold over \$54,000 worth of U.S. products during the week, but more importantly, helped to create demand for U.S. food products in Japan.

Executive Summary:

In order to add value to the showcase, the ATO developed innovative activities such as an opening ceremony for the media, a V5 healthy eating menu promotion, and American craft beer and wine tastings. U.S. agricultural representatives, such as the U.S. Meat Export Federation (USMEF),

Western Growers Association (WGA), U.S. Dairy Export Council (USDEC), Cranberry Marketing Committee (Ocean Spray), American Brewers Association (ABA), California Pistachio Export council and American Hardwood Export Council (AHEC) also took a leading role in supporting the event.

Exhibitors list

Name of organization	Products sold and/or promoted	Origin
ATO Japan	U.S. food information desk: website ad for myfood.jp & US-ato.jp	National
Western Growers Association & Yokohama Grand InterContinental Hotel "Healthy American Menu Development"	Wrap sandwiches: Meat (roast beef & spicy chicken) and seafood (Alaskan smoke salmon & spicy shrimp). Bagels: turkey hum and vegetables (lettuces, cauliflower, avocado, cheese).	National, CA, AL, IA, GA, NY, ID
U.S. Meat Export Federation	Beef and pork promotion	National
World Cheese Trading (U.S. Dairy Export Council)	Aging cheddars and spicy cheese varieties.	WI, CA
Mitsui Food	Craft beers "Anchor Steam"	CA
Yuwa Trading	Craft beers "Kona"	HI, OR
Sugaya, Craft beers (ABA)	"Stone Brewing, Breen Flash, Ezo Beer, Speakeasy, Brooklyn & Boston Lager"	CA, OR, NY, MA
Tomei's Wine	Wine	CA, OR, WA
Dept Planning	Wine	CA, OR, WA
Krispy Kreme Doughnut	Doughnuts	NC
Toyama Furniture Manufacturing (AHEC)	Furniture and crafts made from U.S. wood	Various
Ocean Spray (World Scope)	Cranberry drinks	MA
RK Enterprise	Coffee, chocolate sauce cocoa, cheese cake	NY, CA
Blaxton	Nuts, dry fruits	CA
Jimbo	Turkey jerky, spicy nuts	OR
Suzusho	Wine soda, snacks, macadamia nuts	CA, HI
Fresh and Fresh Japan	Fancy food, raisin, chocolate, crackers, tea	CA, NY

General Information:

Background:

Yokohama is commemorating the 150th anniversary of the opening of its port through a series of events aimed at increasing trade and tourism for the city. The American Food Week Showcase was one of these events, which allowed cooperators and import agents to directly interact with the general public.

Opening Ceremony

The opening ceremony was attended by ten representatives of the media. Deanna Ayala, the ATO Deputy Director, gave opening remarks at the ceremony on the importance of trade and culture. She pointed out that gestures such as this event have helped to ensure good trading relations between the United States and Japan over the past 150 years and, hopefully, well into the future.



V5 Healthy Eating Campaign

The ATO, the Western Growers Association and the Yokohama Grand InterContinental Hotel developed V5 Healthy Eating sandwiches for the event. Among the featured ingredients were roman lettuce, red lettuce (Treviso), cauliflower, avocado, cheese, and turkey ham for bagels. Quality roast beef, spicy chicken, Alaskan smoked salmon and spicy shrimp wraps proved to be popular with the public.



Idaho tortillas (tomato and spinach) and New York bagels.