



EU-Japan Centre
for Industrial Cooperation
日欧産業協力センター

Exporting Food Products to Japan

Webinar for Zagreb, Croatia

18 February 2021, Thursday, by C. Nakabayashi



Exporting Food Products to Japan

Agenda

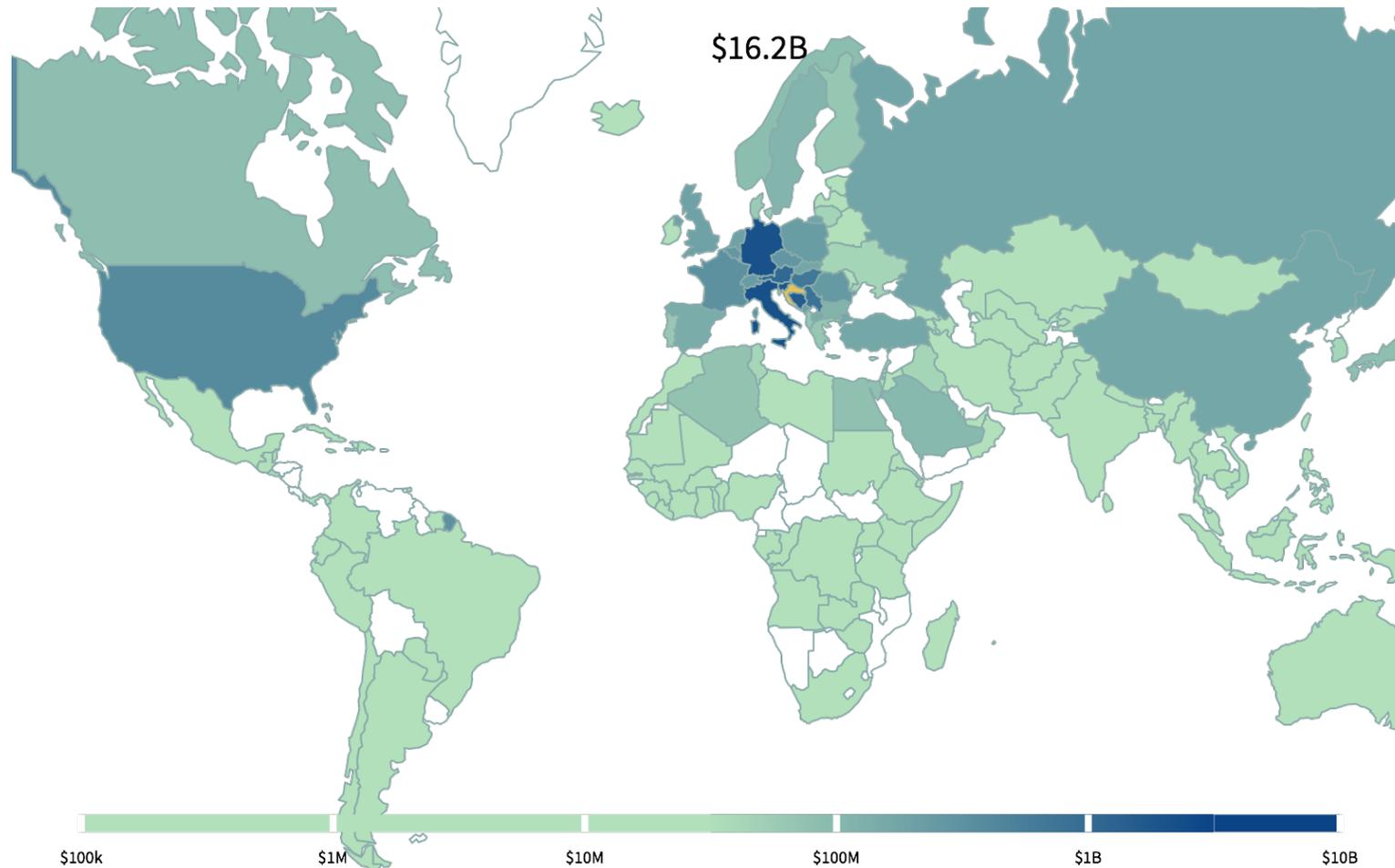
1. Croatia's Food Export to Japan
2. Japan's Food Market Orientation
3. Trade Shows, Business Matching- Meeting Japanese Partners
4. Import Process and Procedures at Japan Customs, Legal and Regulatory Clearances
5. Q&A



Exporting Food Products to Japan

Where Did Croatia Export Agriculture to in 2018?

(source: Harvard University, Atlas of Economic Complexity)





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Croatia's Food Export to Japan

- Slavonia, the most fertile agricultural region, for **agriculture and livestock crops**, also beekeeping and silkworm breeding. They largely to supply domestic consumption.
- Blue water/open sea fish is exported to Japan and South Korea. Aquaculture is increasingly popular and **farmed fish** are exported to countries such as Spain and Japan. A new production line for tuna breeding for Japanese market was opened in 1997 and is currently export to world markets with Japanese investment.



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Croatia's Food Export to Japan

- Major **processed food** include vegetables, biscuits and wafers, chocolate, canned fish, soups, olive oil, cigarettes, beer and alcoholic beverages which are exported to neighbouring countries. Organic food is exported to EU countries.
- Croatia's **authentic processed products** such as slavonski kulen, dalmatinski pršut, istarski pršut and paški sir are not fully promoted for exports to Japan.
- As for fish processing, some fish-processing factories exist and **canned fish** is exported to surrounding countries.

Exporting Food Products to Japan

Cheese Import to Japan

Dairy item	Exporting Country	Import, tons	Share, %	CIF, yen/kg	
Cheese	Australia	84.884	29.4%	473	
	New Zealand	61.798	21.4%	464	
	USA	33.958	11.7%	514	
	EU	103.152	35.7%	528	
		Netherlands	29.887	10.3%	388
		Denmark	18.630	6.4%	521
		Germany	18.078	6.3%	385
		France	11.752	4.1%	814
		Italy	10.572	3.7%	975
	Others		5.421	1.9%	558
	Total		289.212	100%	497

Japan's Food Market Compared to Croatia's

(Source: Ministry of Economy, Trade and Industry of Japan, 2018; the European Commission; Flanders Investment and Trade)

	 Japan	 Croatia
Consumer Base for Food Demand	127 million	4 million
Spending (% in Disposable Income)	26%	16%
Self-sufficiency of Food Supply	40%	80% or less



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Japan's Market Orientation: Safety and Quality

- Purchase decision on safety and quality
- Price on quality
- 3 ways to win consumer trust and loyalty:
 - 1) **safety and quality** are guaranteed by authorities,
 - 2) **safety and quality** are proved with tradition,
 - 3) **safety and quality** are disclosed on labels.They are then realized into **certifications, traditional production methods and product labels** which attach **accountability, authenticity and transparency** to products.
- Ageing society creates a market segment for **healthy food**.



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Japan's Consumer Profile on Healthy Food

- Seek safety and quality in healthy food.
- Trust domestically produced food.
- To ensure safety and quality, particular regulations set on
 - 1) allergic components,
 - 2) nutritious components, and
 - 3) health claims.



Exporting Food Products to Japan

Allergen to Warn Consumers

(source :Japanese Ministry of Health, Labor and Welfare, Japanese Consumer Affairs Agency)

7 Mandatory Ingredients	Egg, Milk, Buckwheat, Wheat, Peanuts, Crab, Shrimp/Prawn
20 Recommended Ingredients	Abalone, Mackerel, Squid, Salmon, Salmon Roe, Cashew Nut, Walnut, Matsutake Mushroom, Sesame, Soybean, Yam, Apple, Banana, Kiwifruit, Orange, Peach, Beef, Chicken, Gelatine, Pork



Exporting Food Products to Japan

Nutritional Components to Inform Consumers - Effective from April 2020

(source :Japanese Ministry of Health, Labour and Welfare, Japanese Consumer Affairs Agency)

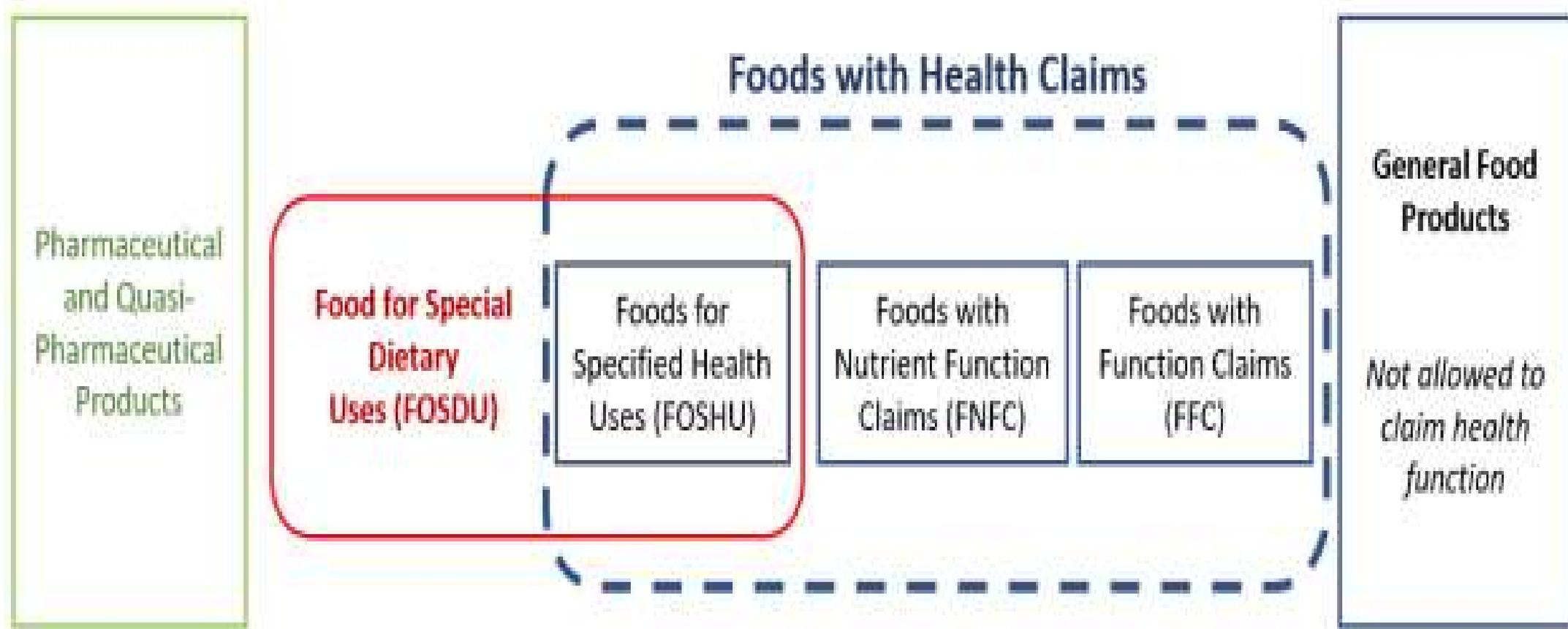
Labelling Requirements on Nutritional Components

Mandatory labelling	Energy, Protein, Fat, Carbohydrate, Sodium (indicate as salt equivalent)
Voluntary but recommended labelling	Saturated Fat, Dietary Fibre
Voluntary labelling	n-3 Fatty Acid, n-6 Fatty Acid, Carbohydrate, Sugars, Cholesterol, Vitamins and Minerals

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Health Claims to Inform Consumers

(source :Japanese Ministry of Health, Labour and Welfare, Japanese Consumer Affairs Agency)





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Exporting Food Products to Japan



Organic Food in Japan

(source:Ministry of Agriculture, Fisheries and Forestry of Japan)

- Consumer awareness is low.
- Government regulates in view of agricultural production process on land without the use of pesticide and chemical fertilizer.
- Organic agriculture products, processed food, feed and livestock can receive ‘Japanese Agriculture Standards’ or JAS mark.
- Croatian organic food can be exported (1) by obtaining JAS certificate in Japan or (2) for distribution by Japanese importers with JAS certificate or (3) by receiving JAS certificate in Croatia.



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Japan's Product Orientation: Processed and Packaged Foods

- Busy modern life & small family unit: **Processed food**, freshly prepared and controlled under strict expiry date and time
- City life: '**Packaged or convenient food**' for everyday life, often sold under Japanese OEM/private labels to gain consumer loyalty
- Throughout market research indispensable to meet Japanese consumer preferences.



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Exporting Food Products to Japan

Trade Shows In Japan

❖ Promote your products and meet Japanese partners at:

- Supermarket Shows (every February)
- FOODEX (every March)
- Many focused shows in Japan
- Show schedule available on www.jetro.go.jp/en/database/j-messe/tradefair





Exporting Food Products to Japan

Clearances at Japan Customs

EU Export Permit, Commercial Documents

Import Declaration

Legal and Regulatory Clearances

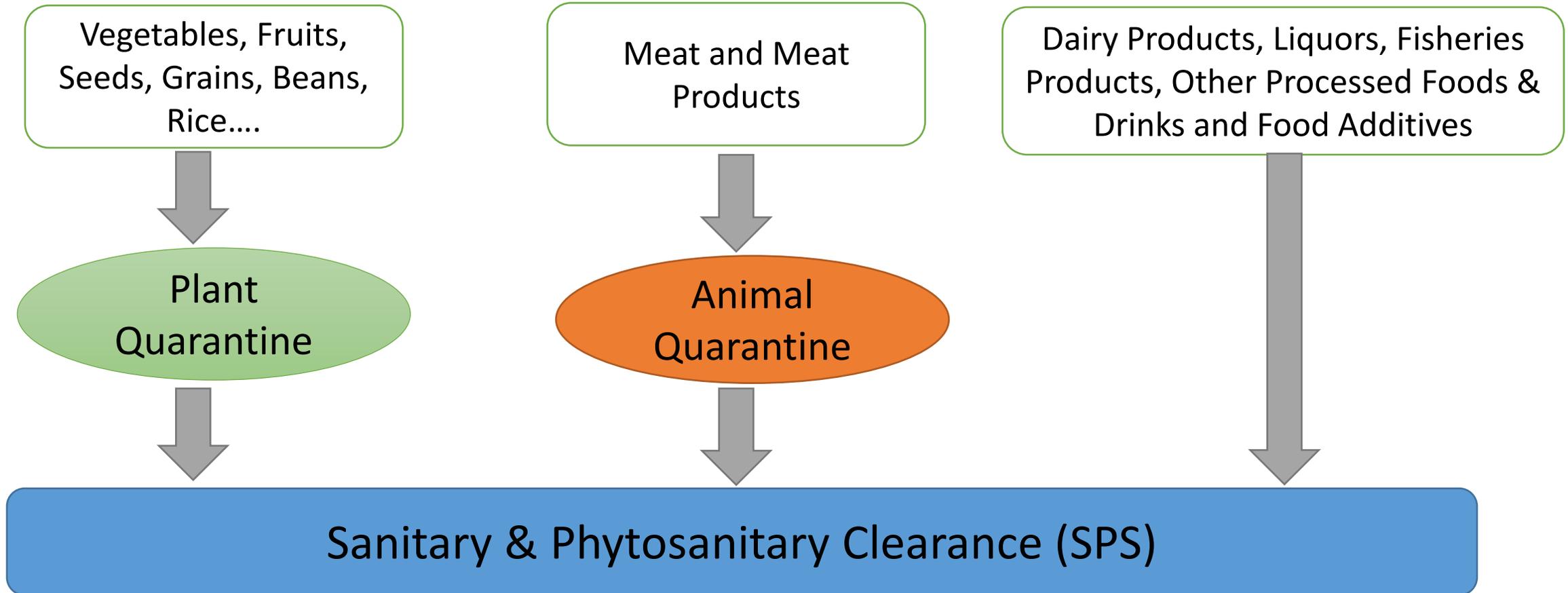
Import Payments

Labelling



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Legal and Regulatory Clearances





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Q&A Session

Please forward your inquiries to office@eu-japan.eu with reference to 'Expert Support Webinar on Croatia's Food Export to Japan'