

WEBINARS

EXPORT READY: TACKLING TECHNICAL BARRIERS AND TAPPING JAPANESE DEMAND

Wednesday, Jun 11, 2025 | 3:00 PM - 4:00 PM
Registration: Thursday, May 22 - Tuesday, Jun 10, 2025
Online | United States of America

https://www.wusata.org/e/S0D2067

EVENT DETAILS

Export Ready: Tackling Technical Barriers and Tapping Japanese Demand

June 11, 2025, 3:00 PM– 4:00 PM PDT

The meeting link will be sent to registered companies within 24 hours of registration

Presented by Bryant Christie Inc. and R&L Associates

This webinar is targeted at exporters of food and specialty agricultural products based in the Western United States, particularly those interested in entering or expanding in the Japanese market. The presentation will provide a technical overview of Japan's import landscape, including tariff structures under the U.S.–Japan Trade Agreement, maximum residue level (MRL) regulations, and phytosanitary certification requirements, as well as logistics, labeling, and distribution considerations. The session will also explore Japanese consumer preferences, retail and foodservice trends, and key opportunities for U.S. products&mdashespecially in categories such as premium fresh produce, high-value specialty foods, and health-oriented products. The webinar will conclude with practical insights and market entry strategies to help exporters navigate this high-value, quality-driven market.

Detailed Meeting Overview:

1.Welcome & Opening Remarks

- Introduction
- Brief overview of objectives and what attendees can expect

2.Japan Import Market Landscape: A Technical Overview

- Tariffs and Trade Agreements
  - o Current tariff structures under U.S.- Japan FTA
  - o Tariff reduction timelines and impacts
- Importing Challenges & Technical Requirements
  - o MRL (Maximum Residue Levels) standards and compliance
  - o Phytosanitary certification requirements (esp. for fresh produce)
  - o Labeling, packaging, and customs clearance procedures
- Customs procedures and documentation tips for fresh and processed goods

3.Japanese Consumer Preferences

- Strong demand for high-quality, safe, traceable food

- Interest in functional foods, health trends, sustainability
- Premium perception of U.S. products, especially from California and the Pacific Northwest

4.Retail Landscape

- Dominant players (Aeon, Ito-Yokado, Seijo Ishii, etc.)
- Rise of e-commerce (Rakuten, Amazon Japan, etc.)
- Role of department store food halls

5.Packaging and Presentation Expectations

- Preference for small portions and elegant presentation
- Importance of labeling in Japanese (nutrition, allergens, origin)
- High standards for appearance, especially for fresh produce

6.Foodservice Sector Overview

- Recovery of tourism and growth in HRI Sector
- Demand for premium U.S. meats, dairy, fruits, and specialty products
- Integration of Western ingredients into Japanese cuisine

7.Institutional and Convenience Store Channels

- Use of U.S. products in schools, hospitals, company cafeterias
- Growth of convenience store ready-to-eat meals
- Product development opportunities for grab-and-go and seasonal items

8.Challenges and Considerations

- Need for reliable local partners and distributors
- Pricing pressures and import cost sensitivity

9.Q&A

- Open floor for participant questions

10. Closing Remarks & Next Steps

- Summary of key takeaways
- Upcoming WUSATA events
- Invitation to one-on-one consulting

Learning Outcomes:

1. Understand the key elements of Japan's food import regulations, including tariff structures, Maximum Residue Level (MRL) requirements, and phytosanitary certification standards for fresh produce and other agricultural goods.

2. Identify common technical challenges and compliance risks that Western U.S. exporters may face when entering the Japanese market&mdashand learn strategies to mitigate them.

3. Interpret how the U.S.–Japan Trade Agreement (USJTA) impacts export opportunities for food and agricultural products from the Western United States.

4. Recognize Japanese consumer preferences and purchasing behaviors, including demand for premium, health-conscious, and sustainable food products.

5. Analyze the structure and trends of Japan's retail and foodservice sectors, including the role of convenience stores, e-commerce platforms, and high-end retail environments.

6. Evaluate opportunities for U.S. products across different channels, such as HORECA (hotel, restaurant, catering), institutional foodservice, and grocery retail.

7. Assess key market entry considerations, including labeling, packaging expectations, and local partner requirements for successful distribution.

8. Apply practical insights and real-world examples to develop or refine an export strategy tailored to the Japanese market.

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373