

## PROMOTION

# JAPANESE RECIPE VIDEO WITH WESTERN US PRODUCTS PROMOTION

Tuesday, Jun 23 - Thursday, Oct 1, 2020

Registration: Tuesday, Jun 23 - Wednesday, Jul 15, 2020

📍 Japan | Japan

<https://www.wusata.org/e/EYQRN97>

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

### Japanese Recipe Video with Western US Products Promotion

WUSATA will partner with a cooking school in Tokyo to prepare two different bento boxes utilizing U.S. ingredients, and create a recipe video for each of the bento boxes. These recipes videos, along with a pamphlet including Supplier and Product information, and a survey of the products will be distributed to 200 HRI contacts throughout Japan!

### Benefits of Participation:

Western U.S. suppliers will have a unique opportunity to showcase 1-2 of their products to at least 200 HRI contacts with buying power throughout Japan. 20 of the HRI contacts that watch the recipe videos and respond to the survey will receive a sample box with all of the ingredients used in this promotion. Frozen products may be used in the recipe video, but will not be included in the 20 sample shipments to HRI contacts due to temperature control issues.

Due to the limited number of participants we can accept, registration will be limited to one company per product-type, on a first-come first-served basis. Once you register for the event, please await WUSATA approval for the activity. This activity will cover the following costs:

- Customs on samples entering Japan
- Shipping, storage & handling within Japan
- Cost of recipe development and video creation
- Electronic distribution of videos and product information

Participating Western US suppliers will be responsible for:

- Samples for recipe development and video
- Samples to be sent out to 20 companies
- Cost and all documentation for shipment of samples from the U.S. to Japan \*

\*Instructions for shipping dates and address will be provided upon selection in this activity.

**Suitable Products:** Shelf-stable products preferred, such as: cereals and flours and grains; prepared baking mixes; dehydrated potatoes; nuts; dried fruits and vegetables; jams; condiments; seasonings; oils; toppings; spices. Frozen products can be included in the video promotion portion of the activity, but have the possibility of not being included in the final sample box shipments to customers due to temperature control issues. Beverages as drinks will not be eligible, but beverages as an ingredient will be.

### Itinerary:



## INDUSTRY FOCUS

Food Service Products

Ingredient

Organic

Retail

Products

By August 5 - All U.S. supplier samples to be received in Japan (anything not received by this date will not be included in the promotion)

September 1-7 - Recipe videos, flyer, and survey sent to 200 contacts.

October 1 -7 - 20 Sample boxes sent to contacts.

**Registration Deadline:** July 15, 2020