

Voluntary Report – Voluntary - Public Distribution

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Report Highlights:

This year ATO Osaka organized various promotional activities across western Japan, reaching 24 million consumer through in-person events, print, television, radio, and social media. ATO Osaka hosted the largest USA pavilion ever at the FABEX Kansai trade show and debuted the first-ever USA pavilion at the Food Style Kyushu trade show. ATO also embarked on new partnerships with the Murakawa Gakuen network of cooking schools, Hotel Monterey chain of hotels, and St. Regis hotel in Osaka. On the retail front, ATO partnered with multiple local retailers to hold American fairs and launched a 10-week American Gourmet online store promotion. ATO continued to participate in local food festivals in both Osaka and Tokyo.

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TRADE SHOWS

USDA Agribusiness Trade Mission

Dates: June 8, 2023

Location: Osaka

As part of the USDA Agribusiness Trade Mission to Japan, ATO Osaka hosted an 80-person agribusiness delegation from the United States including 27 businesses, 10 industry associations, and 11 state departments of agriculture. On June 8, ATO recruited 50 Japanese buyers to join the U.S. companies for 190 B-to-B meetings at the Westin Hotel in Osaka. The evening concluded with a reception during which U.S. Consul-General Richard Mei Jr. offered a toast to the 150 American and Japanese attendees.



Japan International Seafood Show

Date: August 23-25, 2023

Venue: Tokyo Big Sight

ATO Osaka organized a USA pavilion at the Japan International Seafood Show for the second consecutive year together with the Alaska Seafood Marketing and Western United States Agricultural Trade Association. The Japan International Seafood Show is one of Asia's largest trade shows for seafood, attracting 600 exhibitors and 30,000 attendees. The USA pavilion highlighted regional seafood products from the United States including salmon, pollack, cod, and crab, as well as processed products such as crab cakes and clam chowder.



FABEX Kansai

Date: October 11-13, 2023

Venue: INTEX Osaka

ATO Osaka hosted a USA pavilion at FABEX Kansai for the fifth consecutive year to exhibit U.S. food products to buyers in western Japan. FABEX Kansai is the largest food trade show in Western Japan, a region with 50 million consumers accounting for 40 percent of Japan's total population. The USA pavilion housed 20 exhibitors, double the number from 2022 and quadruple the number from 2021. Exponential growth in the USA pavilion reflects growing exporter interest in the region, particularly ahead of the World Expo set to be hosted in Osaka in 2025. The 20 exhibitors showcased over 90 U.S. products including olives, potatoes, rice, sorghum, nuts, wines, fruits, and meat products.

Participating Exhibitors:

1. Heathwick Japan (NY wine)
2. Hokusei Products Company, Ltd.
(Oregon fruit purees)
3. Horizon Farms
4. Eat & Smile Sumi
5. Oregon Hazelnuts Farms
6. Nakano Industry Co., Ltd. (sorghum)
7. New York Wine Traders
8. Nihon Farm Co., Ltd. (blueberries
and strawberries)
9. Blue Diamond Almond Growers
10. California Fresh Fruit Association
(plums)
11. California Olive Committee
12. California Prune Board
13. Florida Department of Citrus
(grapefruit)
14. Food Export Northeast and Midwest
15. Potatoes USA
16. Western United States Agricultural
Trade Association
17. USA Poultry and Egg Export
Council
18. U.S. Meat Export Federation (beef)
19. U.S. Meat Export Federation (pork)
20. U.S. Rice Federation

The show welcomed 30,769 visitors, up 14 percent from 2022 and closer to pre-pandemic levels. 678 new business contacts were made by ATO Osaka as a result.



Food Style Kyushu

Date: November 14-15, 2023

Venue: Marine Messe, Fukuoka

Food Style is the largest food trade show held in Kyushu, one of Japan's four main islands. Kyushu is a major market with 13 million consumers accounting for around 10 percent of Japan's total population. This year, ATO Osaka participated in Food Style Kyushu for the first time hosting a USA pavilion with eight U.S. exhibitors. The exhibitors showcased over 30 unique U.S. products including sweets and snacks, rice, waffle mix, potatoes, meat, vegan cheese, nuts, raisins, wines, and distilled spirits.

Participating Exhibitors:

1. American Waffle Company
2. New York Wine Traders
3. Oregon Hazelnuts Farms
4. Potatoes USA
5. Sweet Street (cheesecakes, cookies, brownies)
6. U.S. Meat Export Federation (beef)
7. U.S. Meat Export Federation (pork)
8. U.S. Rice Federation
9. Washington State Department of Agriculture

Over two days, the show welcomed 16,523 visitors. 421 new business contacts were made by ATO Osaka as a result.



RETAIL PROMOTIONS

American Gourmet Online Store and Influencer Campaign

Dates: March to June 2023

Location: Nationwide

ATO Osaka partnered with Otoriyose.net, one of Japan's premier e-commerce platforms, to promote U.S. products via a multi-faceted digital marketing campaign that included an online store, influencer posts, and a recipe catalogue. The main feature of the project was an online store that ran in two five-week installments in spring and summer. The theme of the first installment was "Treat Yourself" with two subcategories "special day" and "relax time". The store March 7 to April 11, featuring 18 vendors and 22 U.S. products including cheesecake, citrus fruits, nut spreads, syrups, apple sauce, cheese dips, pickles, pretzels, beef, pork, seafood, wine, and beer. The second installment ran from May 15 to June 19 focused on "healthy sweets/snacks" and "healthy ingredients" eating. 15 vendors showcased 21 products including gluten free breads, organic products, lean meats, rice, fresh fruits, nuts, dried fruits, and other snacks/sweets.

Part 1: Treat Yourself (March 7 to April 11)



[Special Day](#)



[Relax Time](#)

Part 2: Healthy Eating (May 15 to June 19)



[Healthy Sweets/Snacks](#)



[Ingredients](#)

The online stores were promoted via social media influencers on Instagram and YouTube, as well as a [recipe collection](#) on the popular Foodist Note website featuring 15 recipes using U.S. ingredients. The recipe posts reached over 1 million consumers.

Hallo Day American Fair

Dates: March 24-26, 2023

Location: Fukuoka and Kumamoto

ATO Osaka worked with Fukuoka-based retailer Hallo Day to hold a three-day American fair featuring U.S. citrus fruits such as grapefruits and oranges. The fair was held at ten stores with approximately 54,000 people visiting during the fair. Each outlet was decorated with items provided by ATO Osaka and the Florida Department of Citrus.



Lumiere American Fair

Dates: April 19-24, 2023

Locations: Dazaifu, Fukuoka

ATO Osaka worked with Fukuoka-based retailer Lumiere to hold a two-day American fair at the company’s flagship Dazaifu store. The fair featured U.S. beef, sausage, potatoes, and snacks and included a special outdoor BBQ event in front of the store. Approximately 4,600 people visiting the store during the BBQ event. The store was decorated with items provided by ATO Osaka.



Konomiya American Fair

Dates: July 4-6, 2023

Locations: Osaka, Hyogo, Kyoto, Nara, Aichi, Gifu

ATO Osaka partnered with Osaka-based retail chain “Konomiya” to hold an American fair featuring U.S. products during a three-day promotion timed to coincide with the U.S. Independence Day holiday. The fair U.S. beef, pork, seafood, fruits, potatoes, nuts, almond milk, and alcoholic beverages. The promotion was held at all of Konomiya’s 53 stores. The fair was also supported by the Alaska Seafood Marketing Institute and U.S. Meat Export Federation.



HOTEL AND RESTAURANT PROMOTIONS

Taste of America in Hotel Monterey

Dates: April 1 to May 31, 2023

Locations: Osaka, Kobe, Himeji, Fukuoka, Nagasaki, Tokyo

ATO Osaka partnered with the Hotel Monterey chain to promote American ingredients and cuisine at six locations nationwide. Each hotel offered a prefix lunch and dinner course menu inspired by traditional cuisines from one of six American regions (New York, California, New Orleans, Texas, Seattle, Chicago). The menus featured U.S. beef, pork, salmon, lobster, almonds, walnuts, cheese, fruits, rice, sorghum, sauces, cheesecake, cookies, brownies, waffles, fruit juice, wine, beer, and spirits. 11 cooperators and 4 importers participated. Over 1,000 customers visited the fair during the two-month promotion.



Media Coverage

ATO Osaka partnered with Consulate Public Affairs to host 30 media representatives at a menu tasting on March 24. Osaka-Kobe Consul General Richard Mei Jr. provided opening remarks and the event also featured a welcome video from U.S. Ambassador to Japan Rahm Emanuel. On April 9, Kobe Sun TV carried a 10-minute segment on Taste of America in Hotel Monterey during which the TV announcer sampled and commented on each dish in the five-course meal. The announcer also interviewed ATO Director Alex Blamberg and the Hotel Monterey manager who highlighted the use of U.S. rice and sorghum. The program was broadcast to 1.6 million households. Combined media coverage reached 12 million consumers via television, radio, print media, and social media.



American Beer Fest in St. Regis Hotel

Dates: September 16 to October 15, 2023

Location: Osaka

ATO Osaka joined with the St. Regis Hotel to promote American craft beers, spirits, and food for a one-month special menu at the hotel's Rue d'Or bistro restaurant. Inspired by classic American diner cuisine, the restaurant offered a range of tapas-style dishes featuring U.S. beef, pork, cheese, potatoes, rice, sorghum, and Alaskan seafood, as well as over 20 American craft beers, spirits, and juices. The Beer Fest was designed to evoke the ambiance of an old-fashioned American diner, with everything from lunch mats to interior decorations and the culinary offerings crafted to align with this theme. The event was supported by 7 cooperator groups and attracted over 240 customers.



American Wine and Jazz Festival in St. Regis Hotel

Dates: October 27-29, 2023

Location: Osaka

A second collaboration with the St. Regis Hotel focused on promoting American wines during a special three-day music festival hosted jointly with local radio station FM Cocolo. Also held in the Rue D'Or Bistro, the event featured wines from four American regions – Napa, California, New York, and Washington – accompanied by live jazz music originating from the United States. Guests were offered a selection of 66 wines from various U.S. wine-growing regions as well as cocktails, craft beers, and American-style street food. The American Wine and Jazz Festival was supported by 12 cooperator groups and attracted over 560 guests.



COOKING SCHOOLS

Project Gourmet with Murakawa Gakuen Cooking School

Date: February to November 2023

Locations: Osaka and Tokyo

ATO Osaka initiated a new project with the Murakawa Gakuen network of cooking schools focused on the promoting the fusion of U.S. and local Osaka ingredients. The project titled “Project Gourmet” developed a curriculum whereby U.S. cooperators would introduce new U.S. ingredients via classroom seminars, then the students would break up into teams and create new recipes featuring those ingredients combined with local Osaka ingredients. In 2023, there were four separate sessions on California raisins, Florida grapefruit, U.S. sorghum, and California cheese held across Murakawa Gakuen’s network of four schools (two in Osaka and two in Tokyo). The winning recipes were utilized in actual products sold to customers in Daimaru’s flagship department store in Osaka and Murakawa Gakuen’s onsite restaurants. Approximately 600 students participated in these contests.

Session 1: California raisins and Japanese sake



Session 2: Florida grapefruit and Japanese black sea bream



Session 3: U.S. Sorghum in Gluten-Free Okonomiyaki (savory pancake)



Session 4: California cheese and Japanese edible chrysanthemum



FOOD FESTIVALS

Takatsuki Jazz Street and Food Festivals

Date: May and October 2023

Location: Takatsuki, Osaka

Following up on last year's inaugural participation in the Takatsuki Food Festival, ATO Osaka again partnered with FM Cocolo, one of Osaka's most popular radio stations, to sponsor American Markets at both the Takatsuki Jazz Street Festival in May and the Takatsuki Food Festival in October. At each event, the American Market featured vendors selling U.S. products or dishes made with U.S. products. Each vendor used stickers created by ATO Osaka to identify which products or ingredients were U.S. origin. The festivals were promoted on FM Cocolo, reaching 1.4 million listeners. Approximately 50,000 visitors attended the two events.

Jazz Street Vendors

- Going Nuts (mixed nuts and smoothies)
- Sweet Street (cookies and cheesecake)
- Taberna Esquina (U.S. organic pork and Calrose rice dishes)

Food Festival Vendors

1. Sweet Street (cheesecake)
2. Nikusakaya 3610 (U.S. steak)
3. Camp Gear and Café BASE (U.S. Calrose rice paella)
4. Mexican Food Tacos El Nopal (U.S. beef tacos)
5. Taberna Esquina (U.S. organic pork and Calrose rice dishes)
6. Kitchen Car Faina (Traditional Ukrainian dishes made with U.S. ingredients)



Kyoto USA Food Festivals

Date: April and November 2023

Location: Kyoto

For the second consecutive year, ATO partnered with the Kyoto City International Foundation to hold two Kyoto USA Food Festivals in the spring and autumn, respectively. ATO Osaka implemented a sticker campaign in which eight vendors use and advertised U.S. ingredients in their dishes. Of those six, two vendors who met a higher threshold of U.S. ingredients were housed in a special ATO-sponsored tent area. U.S. Consul General Richard Mei Jr. visited the spring festival, tweeting that by the time he arrived in the afternoon the products had already sold out. Approximately 34,000 visitors attended the two festivals.

Spring Festival Vendors:

1. Sweet Street (cookies and brownies)
2. Hot Sauce Bar (imported hot sauces)
3. Mr. Burrito Juso (tex-mex)
4. Ewalu (pizza)
5. Troy's BBQ (barbecue pork)
6. K's Pit (hamburgers)
7. Meat Express (tex-mex)
8. Eight Food Truck (tex-mex)

Fall Festival Vendors:

1. Hot Sauce Bar (imported hot sauces)
2. Marie Fields (almond snacks)
3. Nutstrick (flavored nuts)
4. Sunny Days Kitchen (hamburgers)
5. Reload (donuts)
6. Mr. Burrito Juso (tex-mex)
7. Troy's BBQ (barbecue pork)
8. K's Pit (hamburgers)
9. Meat Express (tex-mex)



Aoyama Gakuin Green Festival

Date: September 23, 2023

Location: Tokyo

ATO Osaka participated in the annual Aoyama Gakuin Green Festival in Tokyo. Aoyama Gakuin is one of Japan's top universities. At the festival, ATO organized a BBQ food truck serving U.S. pork and a student-led booth distributing ATO promotional materials. Mission Japan's mascot Tom the Jellybean also made a cameo appearance. The festival attracted over 15,000 attendees.

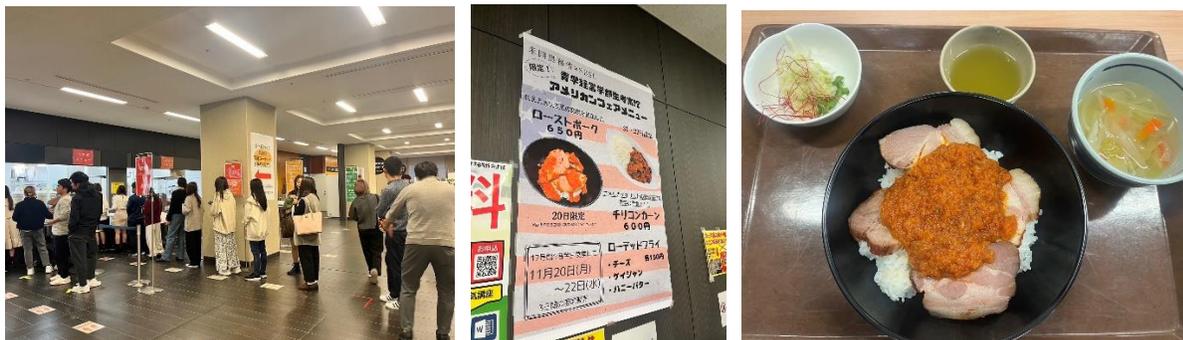


Aoyama Gakuin Thanksgiving Cafeteria Promotion

Date: November 20-22, 2023

Location: Tokyo

ATO Osaka followed up with a second collaboration with Aoyama Gakuin, this time taking over the university's cafeteria for a Thanksgiving style lunch featuring U.S. products. The limited-time menu featured U.S. roast pork, beef chili, and loaded fries with cheese and Cajun spices. These two events kicked off ATO's planned collaboration with Aoyama Gakuin's business school which will include a U.S. agriculture case challenge. Students will be assigned a U.S. commodity for which they will be challenged to create a promotional business plan. The case challenge is scheduled to run from April to September 2024.



MEDIA OUTREACH

American Dream Kansai Style

Date: March 23, 2023

Location: Osaka

ATO Osaka participated in the U.S. Consulate Public Affairs-sponsored talk series “American Dream Kansai Style” which offers the Japanese public a chance to hear from and engage with Americans working in the Kansai region. Held at WeWork Umeda, the ATO Osaka Director introduced ATO’s work promoting U.S. agricultural products to a 30-person audience of approximately 30 persons and media. Samples of U.S. wine and dried fruit were provided. The event was filmed and broadcasted by Yomiuri Television.



Yomiuri Television

Date: April 10, 2023

Location: Kansai region

On April 10, Yomiuri TV carried a 15-minute evening news segment on a “Day in the Life of a Diplomat” profiling ATO’s work over a 4-week span from early March to April. The broadcast included footage from the FOODEX 2023 trade show, Taste of America in Hotel Monterey event, a Tokyo-based shop selling U.S. almond smoothies, and the American Dream Kansai Style talk series. Afterward, the news commentator noted that he would have U.S. beef for dinner that night. The broadcast reached 10 million households.



To learn more about how to participate in ATO Osaka activities, please contact atoosaka@usda.gov.

Attachments:

No Attachments.