

U. S. Soy Ingredient Seminar Targets Japanese Bakery Sector

ASA-IM Japan /USSEC successfully organized a Soy Ingredients Use in the Commercial Bakery Sector Seminar in cooperation with the Japan Institute of Baking (JIB). More than 100 representatives from Japan's Baking, Confectionery, Oil, Food Ingredient, Soy Wholesale and Soy Food industries learned about the utilization and availability of US Soy in commercially produced baked and food products. Presentations included USSEC Human Nutrition Director Itapu as well as representatives of USSEC member companies (Sun Opta, Micro Soy and NPI). In addition to the functional and economic benefits of soy use, there was considerable interest in the health benefits associated with consumption of soy.

The ASA-IM Japan arranged activity included a meeting with the key R & D managers of the largest commercial bakery in Japan, Yamazaki Baking Co., Ltd., with revenues in excess of \$ 9 billion and 30% Japanese baked product market share. Yamazaki expressed appreciation for receiving soy use information directly from a non-profit growers organization (USSEC) given much of the technical information they receive is often via local baking ingredient suppliers. Based on discussions with Yamazaki and Japan Baking Institute (JIB), it's clear there's an opportunity to educate potential soy ingredient users about advanced technologies using soy ingredient products available in the U. S.

ASA-IM Japan/USSEC plans further collaboration with the Japan Institute of Baking and other market players to establish a Japanese Baking Industry network and awareness-sales of U.S. soy based ingredient products for commercial use. The recent and possible future activities could create a new growth market for U.S. soy based ingredient products which is additional to traditional soy markets.



Photo: ↑ ASA-IM & JIB Soy Ingredient Bakery Use Seminar @ JIB
↓ FAS Tokyo and USSEC Staff, Interpreter, USSEC Member Speaker

