

ASA-IM JAPAN PARTICIPATES IN GLOBAL SOY SAUCE DAY

ASA-IM Japan Country Director LaVerne Brabant and Food Marketing Manager Masi Tateishi participated in “Soy Sauce Day” organized by the Japan Soy Sauce Association which is comprised of more than 1,600 soy sauce makers in Japan including the three largest of Kikkoman, Yamasa and Higashimaru. More than 350 trade representatives and government officials participated in the afternoon seminar and working social event including officials from MAFF and FAS Tokyo as well as the founder and current president of Kikkoman.

“Soy Sauce Day which falls on October 1st was created back in 1998 by Japan’s Soy Sauce Industry to increase awareness and demand for soy sauce use. Japan utilizes approximately 200,000 Metric Tons of Soybean Meal and Whole Food Grade Soybeans in the manufacture of soy sauce with some 80% of the total sourced from the United States. This is the first time ASA-IM Japan has been invited to participate in this important industry event in support of the Japanese and global soy sauce industry. The founder of Kikkoman gave remarks stressing the importance of sustaining soy sauce consumption.

Participants were provided soy sauce samples, brochures including an English version of the publication “Japan Soy Sauce Facts” which ASA-IM developed in 2008 to support the consumption of soy sauce in overseas markets.



Photo: ↑ Mr. Kaneko, Executive Director, Japan Soy Sauce Assoc.; L. Brabant, ASA-IM Japan CD, Mr. Hamaguchi, Chairman of the Japan Soy Sauce Assoc. and /President of Yamasa.
↓ Mr. Mogi, founder of Kikkoman with ASA-IM Japan CD Brabant

