

ASA-IM Japan holds the 2nd US-Japan Soy Food Alliance Summit

USSEC/ ASA-IM Japan held the 2nd US-Japan Soy Food Alliance Summit in Tokyo during the week of June 28 with USSEC Chairman Roy Bardole, ASA Board Member Andy Welden, USSEC CEO Miguel Escobar, ASA-IM Japan Country Director Brabant, Asia Subcontinent Regional Director Mit Goblirsch, Dr. Seth Naeve of the University of Minnesota as well as Exporter Representative Alex Stemme and 6 USSEC member suppliers including Knewton Soy Products, Ceres Commodities, The Delong Company, The Scoular Company, SunOpta, and Shillinger Seed all on-hand to participate in this important industry and government meetings. The official meeting was organized under the auspices of the Japanese Ministry of Agriculture, Forestry, and Fisheries and 9 major Japanese Soy Food Associations: Japan Tofu Assn.; Zentoren (National Federation of Tofu Commerce & Industry Trade Assn.); Federation of Japan Natto Manufacturers Cooperatives; Japan Federation of Miso Manufacturers Cooperatives; Japan Soy Sauce Assn.; Japan Vegetable Protein Foods Assn. and Japan Soy Milk Assn.

The Soy food Alliance Meeting provided a forum for both the U. S. and Japanese sides to exchange information, market needs, soybean variety development, challenges and opportunities in support of the long term health and prosperity of the Japanese food soybean market as well as the importance of the U.S.as a supplier to the world's largest food soybean market in general and specifically for the U. S.

The results of the meetings were the expression of a commitment by the U. S. Soybean Industry to supply the Japanese market reinforced by the participation of growers, researchers, and suppliers in this important dialogue. The Japanese Soy Food Industry also expressed a commitment to continuing to seek ways to work with US soybean growers and exporters in sustaining market appropriate supplies based on a long and important U. S. - Japan relationship. Specifically, Japan wants to continue the dialogue with the U. S. industry although perhaps with more individualized association meetings concentrated over the course of a week as the one just held in Tokyo. Possibly ideas discussed but not concluded were possibly the positioning of future Soy Food Alliance Meetings on an emerging issues basis. The concept of new ways to create demand activities cooperatively given traditional soy food consumption continues to face demographic challenges as populations decline and age in Japan.

In addition to the Soy Food Alliance Summit, USSEC/ASA-IM Japan organized a 2010 U.S. Food Soybean Conference in Tokyo and Kyoto with USSEC Chair Bardole giving a Farmer's Perspective Presentation on U.S. non-GMO Soybeans followed by a presentation on the U.S. non-GMO Soybean Pipeline by Dr. Seth Naeve of the University

of Minnesota. Approximately 150 in Tokyo and 50 in Kyoto participated in the seminars. The U. S. Grower Team also visited JOPA, Japan Federation of Miso Manufactures Cooperative, Federation of Japan Natto Manufacturers Cooperatives, Japan Tofu Association, Asahi Foods Processing, Kyoto Yuba Plant and Fuji Oil soy protein operations in Osaka during the week long Food Soybeans Japan activity.



2010 U. S. Food Bean Conference-Tokyo (Kasumigaseki Building, Tokai Club)



2010 U. S. Food Soybean Conference-Kyoto (Kyoto Hotel Granvia)



Akemi Ito, Alex Stemme, Seth Naeve, LaVerne Brabant, Roy Bardole, Andy Welden, Mit Goblirsh, Miguel Escobar, and Masi Tateishi in Kyoto-oldest and most traditional soy food city in Japan.