

USDA Initiates an Agribusiness Trade Mission to Japan

09 June 2023 | News

Japan has imported at least \$10 billion worth of U.S. food and agriculture products, reaching a record-high \$14.6 billion in 2022.



Japan has imported at least \$10 billion worth of U.S. food and agriculture products, reaching a record-high \$14.6 billion in 2022.

U.S. Department of Agriculture (USDA) Under Secretary for Trade and Foreign Agricultural Affairs Alexis M. Taylor launched an agribusiness trade mission to Japan on 5 June.

The U.S. delegation included representatives from 11 state departments of agriculture, numerous farm organizations, and 40 agribusinesses looking to connect with future business partners in Japan.

“As one of the largest world economies, Japan is one of the top and most reliable trading partners for the United States. Every year over the past two decades, Japan has imported at least \$10 billion worth of U.S. food and agriculture products, reaching a record-high \$14.6 billion in 2022. This shows that there is continuously growing demand for U.S. products in Japan, providing U.S. exporters with a tremendous opportunity to expand their exports,” said Under Secretary Taylor.

“On this agribusiness trade mission, we have many incredible businesses joining this delegation to showcase the strength of U.S. food and agriculture products. Japanese consumers are especially interested in high-quality, health-oriented products, and I am confident that U.S. businesses can meet and exceed these expectations” added Under Secretary Taylor.

USDA helped to facilitate business-to-business meetings for a week between participating small and medium-sized U.S. agribusinesses and Japanese buyers seeking to import American food and farm products. The trade mission itinerary also included meetings with Japanese and local prefecture government officials and industry groups to discuss trade issues and unique opportunities offered by Japanese consumers, retail promotions featuring U.S. products, and visits to Japanese farms and packaging facilities

Image Caption: USDA Under Secretary for Trade and Foreign Agricultural Affairs Alexis Taylor welcomes leaders and officials from the Kansas, Kentucky, Maine, Nebraska, and North Dakota state departments of agriculture to Tokyo for the USDA agribusiness trade mission this week.