

## **ASA-IM JAPAN LEADS JAPANESE TOFU BEAN BUYERS TO USA**

During August 30-September 5, a Japanese Tofu Soybean Team traveled to the United States organized by ASA-IM Japan and accompanied by the Food Marketing Manager to participate in the Midwest Shipper Association Specialty Grain's Conference; meet with suppliers in Minnesota, South and North Dakota and to gain a better understanding of the US supply situation. The visit also provided opportunities for the Japanese as well as US soybean trade to improve their understanding of U.S. soybean production and Japanese quality requirements and IP handling systems. During the week-long visit team members met with farmers, processors and other food value chain players. By identifying and bringing in the U.S.'s top food grade soybean buyers from Japan, the activity reinforced the U. S. commitment to the Japanese market as well as familiarized buyers with the U. S. soybean situation including production, variety testing, shipping, etc. The visit also reinforced the message that while Japan attempts to diversify supply sources, the U. S. remains a predominant, reliable and sustainable supplier of food soybeans with a market share of 51% of the total imported food bean market in Japan.

September 2, 209 Japanese Tofu Makers participated in the Midwest Shippers Assn. Specialty Grain Conference with Team Leader Mr. Iwao Miura of Shikoku Kakoki providing a Japanese Tofu Industry presentation conveying the Industry's needs. It was an excellent opportunity for both American and Japanese Food Bean Industries to further reinforce long-term supply-procurement of non-GMO Food Beans from the USA.

**Photo: ↓ Japanese Tofu Trade Team tours Soybean Variety Testing Plots**

Tofu Bean buyers toured the University of Minnesota Southwest Reach & Outreach Center located in Lamberton Minnesota August 31, 2009 to learn about new Non-GMO soybean varieties.

