ASA-IM JAPAN PARTICIPATES IN SOY PROTEIN TECHNICAL SEMINAR

ASA-IM Japan Country Director Brabant and Food Marketing Manager Tateishi participated in a Japan Vegetable Protein Food Association Technical Seminar for 65 of the Association's member companies including: ADM, DuPont, Fuji Oil, Nisshin OilliO and Showa Sangyo. Nisshin Oillio opened the session focused on an the important and expanding food for seniors market which is growing more than 20% a year given changing demographics and Japan's aging population.

The two part sessions included presentations by the President of ADM Far East on the World and US Grain Supply & Demand and the Secretary General of the Japan Care Food Association on the Current-Future Care Food Market in Japan.

Japan entered an aging society era beginning in 2007 where more than 20% of the total population is over 65. The aging rate is the highest of anywhere in the world with Food for Seniors a growing focus of food companies as key value added market in general and soy protein utilization in particular. A wide range of soy applications offers not only health and nutritional benefits but ease of consumption or convenience. While this market segment is not a current ASA-IM Japan focus it could be an important driver for the Japanese Food Industry faced with both a shrinking as well as aging population…