

Notes on the Foreign Agricultural Service's Overseas Promotional Work:

1) Overview:

- a) Who we are:
 - i) Foreign Agricultural Service (FAS): Agricultural Trade Offices (ATOs) and Offices of Agricultural Affairs (OAAs).
 - ii) The Cooperator and State and Regional Trade Group community.
- b) Resources
 - i) Overseas network.
 - (1) FAS's overseas network. *See link.*
https://apps.fas.usda.gov/overseas_post_directory/
 - (2) Cooperators active in Japan. *See link.*
<http://www.myfood.jp/link.html>
 - ii) Financial resources (government).
 - iii) Financial resources (non-governmental).

2) What we do:

- a) Educating exporters (& importers).
 - i) Getting companies ready to export.
 - ii) Educating them on requirements of export markets. *See link.*
<http://www.usdajapan.org/dl/>
 - iii) Business counseling by marketing specialists.
- b) Facilitating Business-to-Business engagement.
 - i) Trade Shows. *See Attachment 1- List of Trade Shows for Japan.*
 - ii) Reverse Trade Missions/U.S. trade Shows. *See Attachment 2- List of Trade Shows in the U.S.*
 - iii) Matchmaking.
 - iv) Custom business-focused events.
- c) Consumer facing promotions.
 - i) ATOs seek to create umbrella opportunities. *See link.*
<https://www.instagram.com/tv/CDNOndNAUHn/?igshid=1mfc1jww5iqe0>
 - ii) Most visible effort; ROI most difficult to assess.

3) Additional Considerations:

- a) The value of private sector involvement.
- b) The challenge of motivating companies to export.

Attachment 1: List of Japan Trade Shows in which FAS organizes U.S. representation

- Supermarket Trade Show
- FOODEX Japan
- The Patisserie & Bakery Show
- Japan International Seafood Show
- IFFT Interior Lifestyle Living
- FABEX/Kansai
- Various Regional Proprietary Trade Shows hosted by large distributors.
- ATO-organized New Product Showcase for new-to-market U.S. exporters.



Above: The 2018 FOODEX Japan USA Pavilion

Below: Exhibitors and buyers at an ATO-hosted New Products Trade Showcase in June 2019.



#Supermarket Trade Show Japan 2018 features a USA Pavilion with 25 booths featuring everything from #produce to #cheese & #meat, #bagels and #beverages... #SMTS #USAPEEC @USMEF @RealCalifMilk @FoodExports



Attachment 2: List of Trade Shows in the U.S.

2020 U.S. Food and Agriculture Trade Shows

Dates	Event	City	State
January 6-7	Southern Nursery Association Conference	Baltimore	Maryland
January 8-10	Mid-Atlantic Nursery Trade Show	Baltimore	Maryland
January 15-17	Gulf States Horticultural Expo	Mobile	Alabama
January 19-21	The Winter Fancy Food Show	San Francisco	California
January 21-23	International Builders' Show - National Association of Home Builders	Las Vegas	Nevada
January 28-30	International Production and Processing Expo	Atlanta	Georgia
February 26-28	Global Pet Expo	Orlando	Florida
February 28 - March 1	National Fiery Foods & BBQ Show	Albuquerque	New Mexico
March 3-7 (Canceled)	Natural Products Expo West	Anaheim	California
March 8-10	International Restaurant & Foodservice Show of New York	New York	New York
March 15-17 (Postponed) <i>New Dates September 22-24</i>	Seafood Expo North America	Boston	Massachusetts
March 22-24 (Postponed) <i>New Dates March 28-30, 2021</i>	SNAXPO	Charlotte	North Carolina
March 24-26 (Postponed) <i>New Dates March 30 - April 1, 2021</i>	International Mass Timber Conference	Portland	Oregon
March 25-27 (Postponed) <i>New Dates March 10-12, 2021</i>	World Floral Expo	New York	New York
March 30 - April 1 (Postponed)	Night Club & Bar Trade Show	Las Vegas	Nevada

<i>New Dates October 20-21</i>			
March 30 - April 2 (Canceled)	Duty Free & Travel Retail Summit of the Americas	Orlando	Florida
April 20-22 (Canceled)	Brew Expo America	San Antonio	Texas
April 21-22 (Canceled)	SupplySide East	Secaucus	New Jersey
April 23-26 (Canceled)	Specialty Coffee Expo	Portland	Oregon
April 27-29 (Postponed) <i>New Dates August 19-21</i>	Petfood Forum	Kansas City	Missouri
May 16-19 (Canceled)	National Restaurant Association Show	Chicago	Illinois
May 19-21 (Canceled)	Sweets & Snacks Expo - National Confectioners Association	Chicago	Illinois
May 31 - June 2 (Canceled)	International Dairy-Deli-Bake Seminar & Expo	Indianapolis	Indiana
June 3-5 (Canceled)	World Pork Expo - National Pork Producers Council	Des Moines	Iowa
June 9-11 (Postponed) <i>New Dates September 15-17</i>	International Floriculture Expo	Miami	Florida
June 16-19 (Reformatted) Virtual Trade Show, June 15-19	United Fresh Convention and Expo	San Diego	California
June 16-19 (Postponed) <i>New Dates August 17-20</i>	Southern Association of Wholesale Distributors Annual Meeting	Panama City	Florida
June 28-30 (Canceled)	The Summer Fancy Food Show	New York	New York
July 12-15 (Reformatted) Virtual Trade Show, July 13-15, 2020	IFT Food Expo	Chicago	Illinois
August 9-11 (Canceled)	Western Foodservice & Hospitality Expo	Anaheim	California
August 13-15 (Canceled)	Nursery & Landscape Expo 2020	San Antonio	Texas

September 23-26 (Reformatted) Virtual Trade Show, August 2020	Natural Products Expo East	Philadelphia	Pennsylvania
September 23-26 (Reformatted) Virtual Trade Show, August 2020	All Things Organic Conference (co-located with Natural Products East)	Philadelphia	Pennsylvania
September 25-26 (Postponed) <i>New Dates TBD</i>	The World of the Latino Cuisine: Food Products and Beverage Trade Show	Secaucus	New Jersey
September 29 - October 3 (Canceled)	World Dairy Expo	Madison	Wisconsin
October 11-14 (Canceled)	NACS Show - National Association of Convenience Stores	Las Vegas	Nevada
October 15-17 (Reformatted) Virtual Trade Show, October 13-15	PMA Fresh Summit Convention and Expo	Dallas	Texas
October 17-20 (Reformatted) Virtual Trade Show	Food & Nutrition Conference & Expo	Indianapolis	Indiana
October 20-22 (Canceled)	IFSA Expo - International Flight Services Association	San Diego	California
November 2-3 (Reformatted) Virtual Trade Show	Americas Food & Beverage Show	Miami	Florida
November 10-11	Kosherfest	Secaucus	New Jersey
November 15-17 (Reformatted) Virtual Trade Show, February 1-5, 2021	Private Label Trade Show - Private Label Manufacturers Association	Chicago	Illinois

Note: The U.S. Department of Agriculture (USDA) cannot guarantee the accuracy of the information supplied about these trade shows. Nor does the listing of these trade shows constitute a warranty or endorsement by USDA. For more information, contact Anne Almond, (202) 690-2853.



USDAJapan
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ATO Tokyo took importers to the Winter
#FancyFoodShow and gave a retail tour at the Ferry
Building Market in San Francisco. This year's theme was,
"This is What Tomorrow Tastes Like!" #vinaigrettes
#crackers #jerkies #confectionaries #cheeses #teas
#soups #sauces and more!



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