

CHALLENGE BY JAPAN



**WORLD SPICE CONGRESS
FEB 11, 2012 AT PUNE
BY ALL NIPPON SPICE
ASSOCIATION**



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- KIZUNA : HUMAN BOND or Relationship
- Chinese letter of the year in 2011
- More than 100 countries supported Japan after the earthquake and Tsunami on Mar 11
- More Japanese start to have the sense of global citizen
- Now it is our turn to return the support we received

All Nippon Spice Association

全日本スパイス協会
All Nippon Spice Association



- Arbitrary Group
- Established in 1962
- Consists of 27 leading spice, flavor and seasoning companies in Japan

Japanese Market Situation

- Still suffering from deflation --- CPI dropped 3 years consecutively
- Soaring raw material/production costs but dropping finished goods price
- Splitting consumers market---High end and Low end/shrinking medium class market
- Health/Safety/Ecology conscious but price conscious at the same time ---MOTTAINAI

Challenge for Food Safety

- New Concern---Radioactive contamination on food
- Refining Positive List---From temporary standard to permanent standard
- Introduction of stricter labeling--- Consumers demand for knowing all
- Severe penalty for adulteration
- Low tolerance for contamination/admixture

Challenge for Sustainability

- Compliance/CSR Requirements as well as Economical Requirements
 - Eco-friendly package :
Recycle/Reduce/Reuse
 - Thinner/Lighter/Smaller Package
 - Less CO2
 - Local Products/Local Consumption---
Supporting Domestic Agriculture



Thank you !



All Nippon Spice Association