

All Nippon Spice Association
President
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**ROAD TO WIN
IN JAPANESE SPICE
MARKET**

What is ANSA

- Established in 1962
- 27 Members
- Only one association consists of leading spice companies in Japan
- Private association but good relationship with Ministry of Agriculture, Forestry and Fisheries.

Japan Outlook

- Economic Situation and Political Stability is getting much better than 2012.
- Deflation is over but not yet inflation.
- Disparity is getting wider. Rich does not get richer but poor gets poorer.
- Consumers' mood does not get high. Tight Spending is still remaining.
- Still clean, safe, tasty country.

Issues to overcome for Spice Industry

1. Globalism

- TPP, FTA, ETP
- CODEX

2. Stricter requirements

- New labeling regulation
- Too low tolerance on foreign materials including admixtures
- Full traceability on raw materials
- Stricter agrichemical residue level

Issues to overcome for Spice Industry

3. Rising costs

- Sky rocketing spice prices
- Rapid depreciation of Japanese Yen
- Much more costs on food safety
- Increasing costs on human resources
- Compliance and BCP

4. High hurdle for costs transfer

- Tight spending of consumers
- Strong power of retail sector disregarding cost increase

What consumers want

- Low or Reasonable Price
- Perfectly safe food
- Japanese origin if possible
- Full transparency on product and raw materials
- Good taste(at least not bad taste)
- Good function
- Good package design

How to win in Japan

- To cooperate Japanese customers to overcome issues
 - 1) Safe products
 - 2) Full traceability
 - 3) Reasonable price by cost saving efforts
 - 4) Quick response and Punctuality
 - 5) Japanese language preferable, or at least simple comprehensive English