



## **Fruit and Vegetables to Japan.**

### **Trends and opportunities**

#### **The market**

The Japanese market for fresh fruit and vegetables has traditionally been supplied from local produce, with imports limited to a narrow range of products. However, due to reducing competitiveness in the domestic farm sector and the opening of the import market, Japan has steadily increased import volumes. This is forecast to continue in the years to come as domestic agricultural production falls.

Local supply conditions and fluctuations in the exchange rate influence imports of fresh fruit and vegetables to Japan in any given year.

Imports of bananas, pineapple, papaya, mangoes and avocados have been increasing due to consumer awareness of their health benefits.

The volume and varieties of imported fresh fruit and vegetables have been steadily increasing into Japan, presenting opportunity for Australian exporters. Three factors have influenced prospects:

- ✦ The opportunity to supply out of season produce
- ✦ Improved domestic infrastructure for delivery of imported product
- ✦ Deregulation of Japanese plant quarantine laws is easing restrictions and opening up market to new products

Trends, characteristics, and the latest agricultural census in Japan, are available from [The Ministry of Agriculture, Forestry and Fishery](#).

#### **Opportunities**

Opportunity exists in contract growing, where Japanese exporters supply seeds and growing instructions for a variety of Japanese vegetables that are produced and harvested in Australia before exporting back to Japan. Diversification of distribution channels and importers is also occurring, which provides opportunity for direct importing from big supermarkets.

Australia has a brief window of opportunity for exporting to Japan because of the seasonal difference between the northern and southern hemispheres. Opportunities exist in a range of fresh fruit and vegetables and is aided by the following positive factors:

- ✦ Australia's diverse climate and soil varieties enabling the harvesting of a wide variety of produce and production with low levels of chemical fertilisers.
- ✦ Consumer awareness of Australia's clean environment and low chemical usage adding to Australia's appeal as a supplier of safe foods.

Opportunities exist for a range of produce from Australia including:

#### **Fresh vegetables**

- ✦ onions
- ✦ pumpkins (from Tasmania only)
- ✦ carrots
- ✦ asparagus
- ✦ broccoli
- ✦ mushrooms

#### **Fresh fruits**

- ✦ blueberries
- ✦ mango
- ✦ apples, fuji apples (from Tasmania only)
- ✦ lemons
- ✦ oranges and other easy peel citrus
- ✦ rambutans

### **Competitive environment**

For imported horticultural products, the USA is the traditional market leader but recently China has also become a major supplier, increasing both the range and volume of fresh vegetables imported into Japan.

China is recognised as one of the foremost low-cost suppliers to Japan. Other overseas producers will be challenged to supply high quality fresh fruits and vegetables at low competitive prices

### **More information**

For further information please contact Austrade on 13 28 78 or email [info@austrade.gov.au](mailto:info@austrade.gov.au)

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