



# REPORT FROM THE TRENCHES OVERSEAS: ROUNDTABLE DISCUSSION WITH FAS OFFICERS

Geoffrey Bogart, *Almond Board of California*

Morgan Perkins, *USDA Foreign Ag Service (Japan)*

Jeanne Bailey, *USDA Foreign Ag Service (India)*

Justina Torry, *USDA Foreign Ag Service (Algeria)*

Bruce Zanin, *USDA Foreign Ag Service (EU)*







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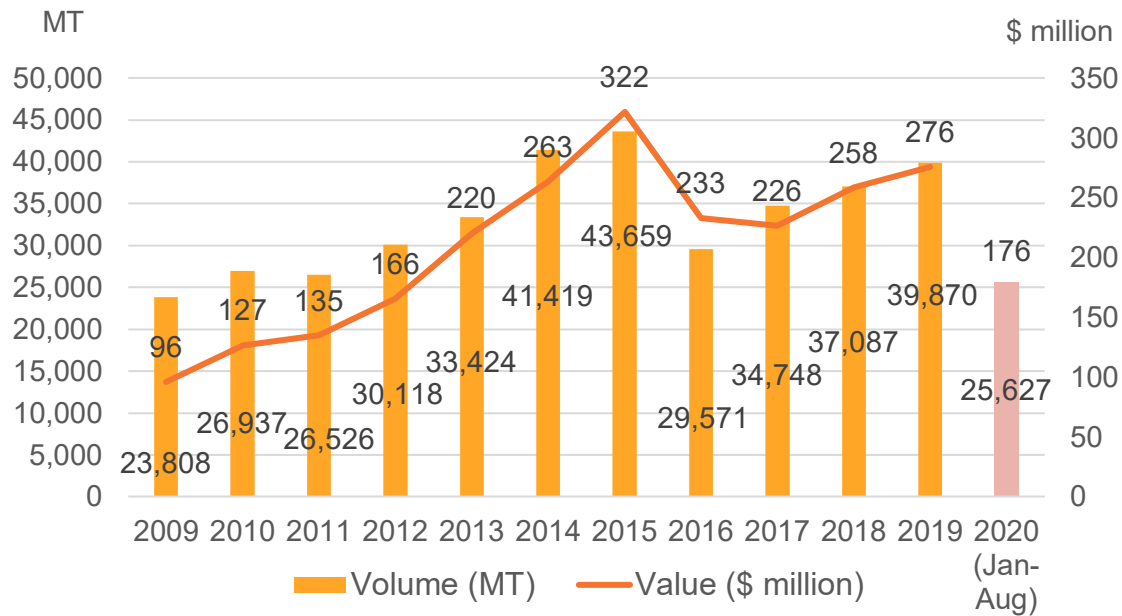
Morgan Perkins, *USDA Foreign Ag Service (Japan)*



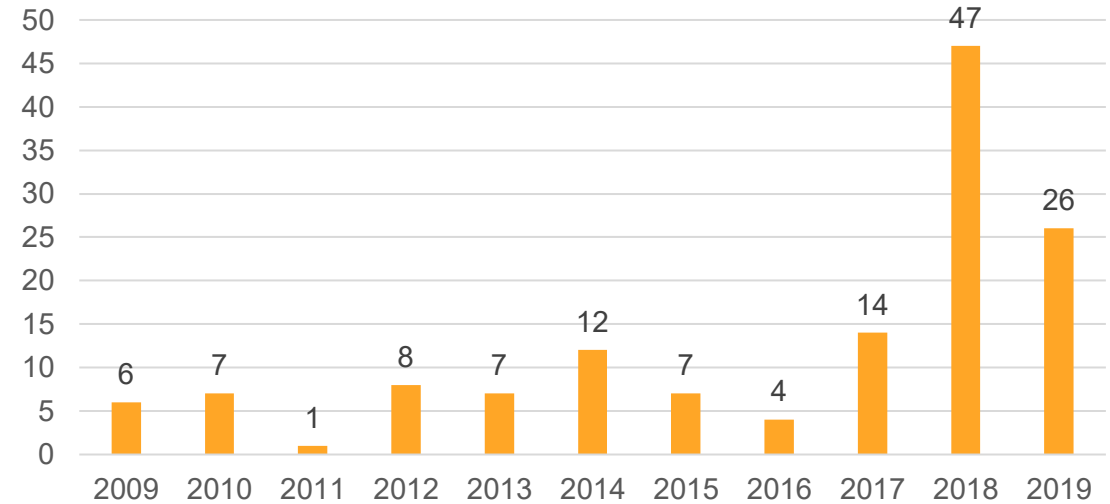


# Overview of U.S. Almond Exports to Japan

## Value and Volume of U.S. Almond Exports to Japan<sup>1</sup>



## Number of Rejected Almond Shipments due to Aflatoxin Test Results



<sup>1</sup> Includes Almonds (fresh or dried/roasted, no sugar) and include the following HS codes: 0802120000, 0802110000, 2008194000  
Source: TDM, USDA



# Current Market Environment and Marketing Activities at USDA Japan

## • Trade Policy

- Under the USJTA, tariffs on almonds (fresh or dried: 2.4%, roasted: 5%) were immediately eliminated.
- Tariffs on almond products will also be eliminated over time.
  - Almond flour (included as part of Flour, meal and powder of fruit and nuts (excl. bananas)): 15.0% dropped to 10.0% in Year 1 and to 7.5% in Year 2, then eliminated in Year 5 (JFY 2023)
  - Almond milk (included as part of non-alcoholic beverage): 9.5% tariff immediately eliminated for non-sugar, while the 13.4% tariff dropped to 6.7% in Year 1 and to 3.3% in Year 2, then eliminated in Year 3 (JFY 2021)

## • Regulatory

- Japan currently tests 100% of almond shipment for aflatoxin, due to Food Safety Act requirements governing products susceptible to aflatoxin contamination.
- This policy has increased uncertainty & cost for shippers; compounded by
  - Concerns over testing methodologies,
  - Lack of remediation opportunities,
- USDA and ABC engaging Japan's MHLW on alternative testing arrangements.

## • Marketing

- ATO produced a series of 8 digital LIVE cooking classes on Instagram to introduce 8 recipes using American nuts including California almonds with the support of 7 Cooperators including Almond Board of California, Blue Diamond Almond Growers, 3 nuts importers and 1 tie-in partner. During the 3 months since the Nuts Day on July 22, we gained almost 250,000 followers and a viewership of over 391,000.
- Blue Diamond also contributed ingredients for our YouTube promotions with cooking professional Koh Kentetsu that racked up nearly 150,000 views on YouTube.





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Thank  
You!

