

# Success Stories: Japan



## Japanese Youth Discover Healthy and Hip Soyfoods

Commodity Exported: Identity Preserve (IP) Food Grade Soybeans  
Country: Japan  
Funding Source: FAS/USB  
Program year in which success was achieved: 2004-2008  
Export Volume: 420,000-440,000 Metric Tons

The Japanese market for IP food grade soybeans is the largest in the world with the United States currently enjoying a 53% market share of total Japanese food soybean imports. ASA-IM Japan has worked to develop new markets for innovative soyfoods in Japan in addition to traditional soyfoods such as tofu, miso, natto and soy sauce. Due to ASA-IM's consistent dissemination of market, technical and research findings related to health, nutritional and economic benefits of human soy consumption, major food and pharmaceutical companies developed new soy-based food products for Japan's youth. In 2006, the first soy energy fruit bar produced with soy flour and dried fruit successfully entered the Japanese market. Sales exceeded \$55 million in the first year, tripled the following year and were \$222 million in 2008. The industry average for new to market snack products is \$20 million in Japan; the sales success of the product is unprecedented, particularly for a product primarily made of soy.

ASA-IM supports projects of this nature as they reposition soy in Japan as a modern food. Modernizing the images of soyfood is critical in sustaining this market as younger consumers eschew traditional soyfoods in favor of trendier options. ASA-IM Japan continues to work with Japanese soyfood manufacturers who have an interest in expanding use of soy in innovative healthful products.

*Below: This Bento Box, served at popular restaurant Good Henry Seven features a variety of creative soyfoods.*



*The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service.*