



Tastes of Europe, quality guaranteed: European Commissioner's official visit with a business delegation to promote Europe's unique food and beverages in Japan

Brussels/ Tokyo, October 1, 2013:

On the 10th November, the European Commissioner for Agriculture and Rural Development, Dacian Cioloş, will arrive on an official three-day visit to Japan with 35 European business delegates. The attendees represent a variety of high quality, exquisite food and beverage products from all over Europe. This impressive list includes *Jambon de Bayonne* from France, *Madeira* wine from Portugal, *Münchener bier* from Germany, and *West Country Farmhouse Cheddar cheese* from UK. Some of the less known products include *Lokoumi Geroskipou sweet* from Cyprus, *Zatecky Chmel*, a special ingredient to produce beer from the Czech Republic, and *Masticha Chiou*, a gum that comes from mastic tree (used in several products including pastry, health foods, liquors) which is only produced on the Greek Island of Chios.

Composed of 28 Member States, the European Union (EU) is a rich and varied area producing unique quality products linked to their geographical origin, based on traditions and cultural heritage (know-how, taste, etc) that frequently go back centuries, while respecting modern high quality standards and consumer demands. An important element of EU agriculture quality policy is a focus on the preservation and protection of these unique and diverse foods and beverages. *"We now have more than 3.200 registered food, wine and spirits products which have been granted special status as geographical indications (GIs) because they have been produced in a given geographical area using recognised know-how"* explains EU Commissioner Cioloş.

The EU has created quality schemes that identify and protect products of genuine quality and authenticity to help consumers recognise these standards within national and international market places. The quality logo on each of the product packages guarantees that the product is produced according to rigorous specifications and its contents are genuine and not counterfeited.

The aim of this visit is to stimulate interest among Japanese consumers in high quality European products; informing them about a range of sweet and savoury delights. As the EU Commissioner puts it: *"These products are like European gastronomic ambassadors, offering Japanese citizens a taste of some of the finest food and beverages in the world. These specialities should not be limited to a few connoisseurs, but rather available to all. This is why I am visiting Japan and organising several promotion events to offer a taste of Europe."* The promotion events will be organised under the campaign name "Tastes of Europe" – designed with the aim of helping Japanese consumers to recognise the quality labels on their food and encouraging them to experience high quality European products in their daily cuisine.

With the on-going negotiations for a possible future EU-Japan FTA (Free Trade Agreement), this visit will be an opportunity to further this two-way relationship. The EU is already Japan's





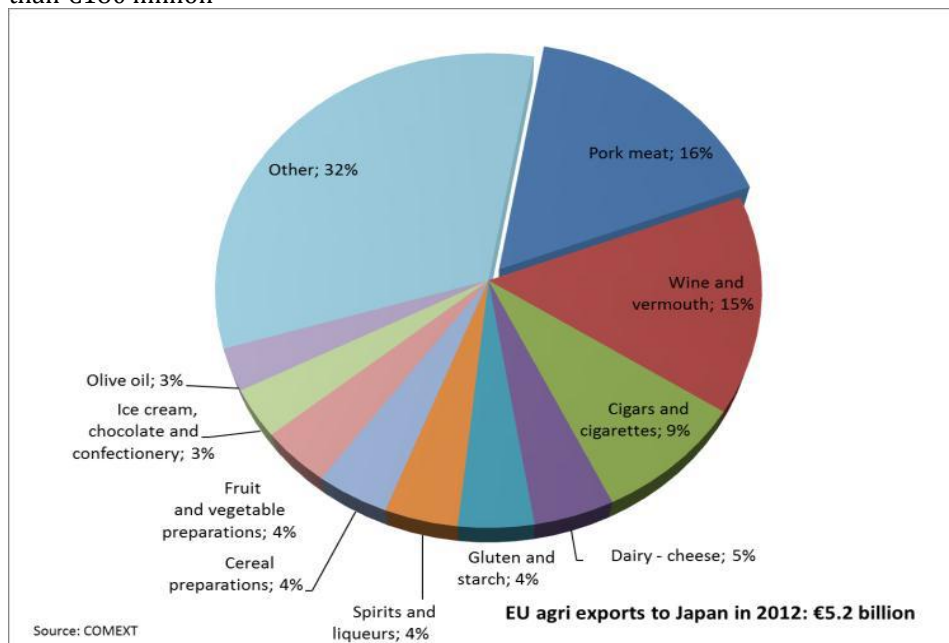
3rd most important trading partner. In Europe, there is a growing interest in Japanese food, and Japanese agricultural exports to Europe is now worth 23 billion Yen / 180 million EURO and is expected to increase in the coming years.

The full programme of the two day visit will be released at a later stage.

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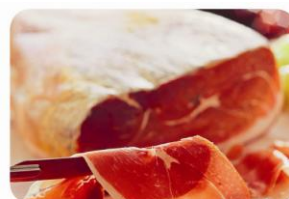
Background information

- **EU-Japan Trade information (data from 2012)^{1,2}**
 - Japan is the 7th trading partner of EU globally and the 2nd in Asia (after China)
 - The EU is the 3rd trading partner of Japan (after China and US)
 - Japan ranks 5th among the main export destinations for EU agricultural products
 - In 2012 the EU sold some €5,2 billion of agricultural products to Japan and imported slightly less than €180 million



¹ From http://trade.ec.europa.eu/doclib/docs/2006/september/tradoc_113403.pdf

² From http://ec.europa.eu/agriculture/trade-analysis/map/2013-1_en.pdf

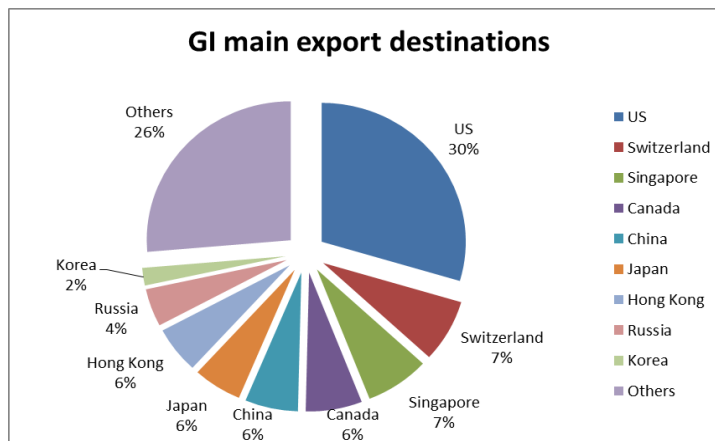




- **EU quality schemes (GIs, organic products):**
 - EU schemes known as PDO (protected designation of origin), PGI (protected geographical indication) and TSG (traditional speciality guaranteed) promote and protect names of quality agricultural products and foodstuffs
 - Geographical indications (GIs) recognised by the PDO and PGI labels on the package identify a product originated/produced in a specific territory, region or country where its quality, reputation or other characteristics are linked to its geographical origin
 - Since July 2010, pre-packaged food produced in the EU that claims to be organic must carry the EU organic logo



- **Sales destination of the GI's:**
 - The total value of GI products exported outside the EU is estimated at € 11,5 billion. This represents 15 % of the total EU food and drinks exports
 - In value, wines account for 47% of exports, spirits for 44% and agricultural products and foodstuffs for 10%



³ From http://ec.europa.eu/agriculture/external-studies/value-gi_en.htm

