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Agricultural Situation

Launch of "myfood" Website (www.myfood.jp)

2005

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Report Highlights:

MyFood Japan, a web portal designed to showcase US food quality, culture, and safety, made its debut May 16th. The portal, found at www.myfood.jp, is the public face of the Food Information Center, which is a GBI program representing the approximately 40 cooperators active in Japan. The GBI program is managed by the California Ag Export Council (CAEC).

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MyFood Japan, a web portal designed to showcase US food quality, culture, and safety, made its debut May 16th. A copy of the press release and the home page are provided below. The portal, found at www.myfood.jp, is the public face of the Food Information Center, which is a GBI program representing the approximately 40 cooperators active in Japan. The GBI program is managed by the California Ag Export Council (CAEC).

In addition to the web portal, the Food Information Center also includes two other bodies including a press club as well as subject specific spokespersons. The press club will host semi-monthly meetings for journalists specializing in food, nutrition and cultural activities. The spokespersons will participate in the web portal as well as be available to support ongoing Cooperator activities. In addition to an overall spokesperson, experts are chosen based on their ability to moderate and add content to specific areas of the website including nutrition, fun/culture, and science/food forum. A press event to formally present all three parts of the Food Information Center is scheduled for early June.



FOR IMMEDIATE RELEASE

May 16, 2005

American Food Information Site to Open
May 16 Launch of “myfood” Website (www.myfood.jp)
Dr. Yukio Hattori and other well-known culinary researchers to act as spokespeople

Today, May 16, 2005, the myfood Management Office (Azabu Juban, Minato-ku, Tokyo; Representative: Daniel O'Brien) announced the launch of its “myfood” website. The aim of the site is to provide information on American agricultural products, food products and beverages in a “timely,” “accurate” and “fun” manner. A Japanese-language “Food Forum” site has been launched simultaneously to provide more detailed information and information emanating from the United States that is otherwise difficult to obtain in Japan.

“myfood” website: <http://www.myfood.jp>
Food Forum site <http://www.foodforum.jp>

The “myfood” website is aimed at the average consumer and provides information divided into a number of categories. These include not only recipes, restaurants and events, but also information on the nutritional value and health and beauty benefits of food. Also included is a diverse range of information on agricultural products, foods and beverages produced in the United States, such as statistical information and the latest news from food-producing regions. The aim of the “myfood” site is to serve as the most reliable Japanese source of information for those wishing to learn more about American food.

The “Food Forum” site is aimed at media representatives and those who seek more detailed information and expert knowledge on American food. It is a members-based site requiring simple user registration. In addition to providing technical data and opinions and analyses of experts, it serves as a Japanese-language source of information issued by the U.S. government and related organizations.

In conjunction with the launch of the website, myfood Management Office is pleased to announce the appointment of Dr. Yukio Hattori, M.D. and Chairman and Principal of Hattori Nutrition College, as an adviser. Dr. Hattori is joined by two spokespeople who are also well known in their respective areas of expertise. They are Ms. Hiromi Akahori, a chief dietician, food expert and Assistant Principal of Akahori Cooking School, who will be in charge of the “myfood Lesson” page, and Ms. Carlee Saijo, a celebrity and culinary researcher who will be in charge of the “myfood Fun” page. These spokespeople will provide input and analysis from a position of “neutral impartiality,” as well as information from their specialist areas.

myfood Management Office

The myfood Management Office has been established within Upstream Asia (Japan) to handle various programs designed to deepen the understanding and knowledge of Japanese people concerning imported food products. It is operated in conjunction with the various agricultural product export promotion associations located across the United States and associated organizations, including the California Agricultural Export Council and the Agriculture Department of the U.S. Embassy in Japan.

