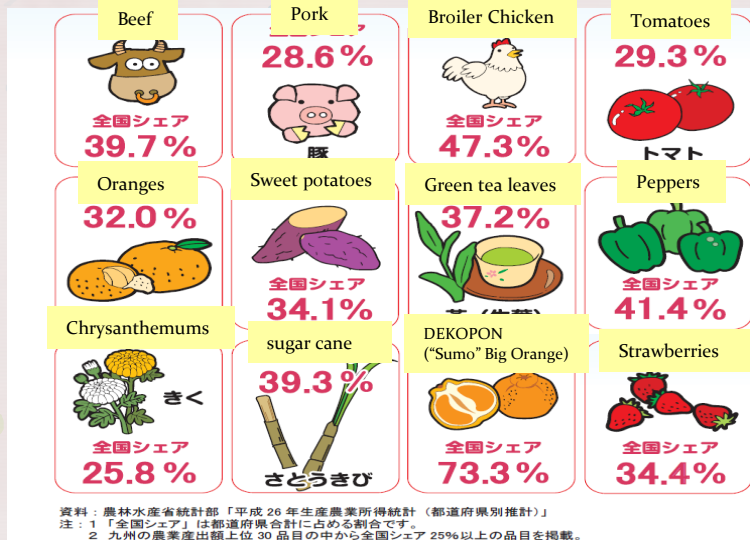


## Agricultural Products

★%: market share in Japan

Source: Kyushu Agricultural Administration Office



- Kyushu is endowed with a warm, mild climate well suited to agriculture and livestock.

## Shochu and Sake

Source: Kyushu Travel Net



- Kyushu is a large production center for Distilled spirits such as Shochu.
- Shochu is made from various raw materials namely barley, rice and potato.
- Barley 「Iki Shochu」, Rice 「Kuma Shochu」, Potato 「Satsuma Shochu」, all of these are WTO designated, internationally known brands.
- Sake is also produced from north to central Kyushu.

## Livestock and Fishery Products



Source: Kyushu Travel Net



- Cattle breeding in Kyushu totals 883,700 head (35.6% of market share nationwide)
- Kyushu also ranks top in fish catch for sardine, mackerel, and horse mackerel. (Source: The Kyushu Agricultural Administration Office.)

## Processed food



Source: Kyushu Travel Net



- A variety of processed foods are also made from agricultural and livestock products and clear natural water;
  - Sweet & well-seasoned soy sauce, bean paste.
  - Well-seasoned pork bone broth noodle soup.
  - Traditional sweets are also made of foodstuffs from Kyushu.

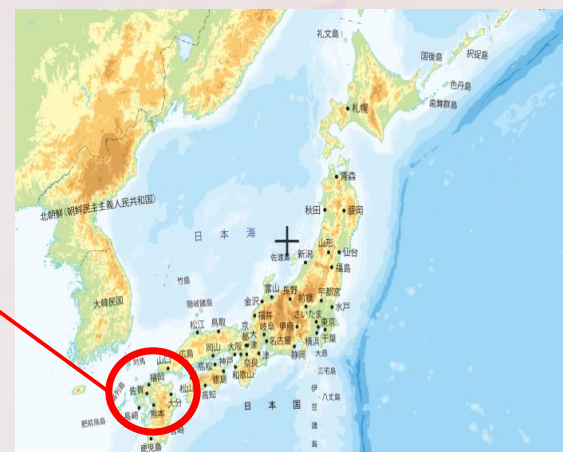
## Kyushu Info

- Favorably located close to East Asia in southwest Japan, the prospects are good for the opening of burgeoning markets and the escalation of exports.
- Production of foodstuffs and total amount of agricultural product yield is 20% of national output, valued at approximately 16.302 Billion USD.
- This business meeting will be held in Fukuoka City, the gateway city to Kyushu.

Source: Kyushu Travel Net



Source: Geospatial Information Authority of Japan



Food Expo Kyushu and Business meeting held in Fukuoka City last year.



**An unique opportunity to discover the bountiful array of Kyushu products awaits you. We look forward to your participation!**

## Data

- Area : 44,513 sq.km (About the same as Switzerland).
- Population : 14,460,000(11.4% of national total)
- GRP : Approx. 476.9 Billion USD (on par with GDP in Norway, and about 9.4% of the national total in Japan).

## Food producers from both inside and outside Kyushu will meet up!

- Food and associated product makers and other groups that wish to bring their products to new markets are scheduled to attend.
- There were 37 companies attending the business meeting in Fukuoka City last year, presenting, exchanging and offering product samples, with a keen interest in expanding their export horizons.
- 「Food Expo Kyushu 2017」 is the quintessential international food business exposition in Kyushu. Last year about 152 local producers and makers ran a booth at this event, and more than 4,000 business transactions took place. This year as well, almost the same number local producers are scheduled to participate.

## Reference Link

Kyushu Travel Net (Japanese, English, Korean, Chinese)

<http://www.welcomekyushu.jp/>

(Featuring Kyushu's culinary delights, culture, history, and wildlife ).