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LADIES AND GENTLEMEN: Pres. - Jetro

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JAPAN CoC

WELCOME TO THE UNITED STATES FOOD FESTIVAL '78. THIS EVENT IS PART OF THE CONTINUING EFFORT OF U.S. AGRICULTURE, AGRIBUSINESS, AND THE U.S. GOVERNMENT TO MAINTAIN AND FURTHER DEVELOP OUR TRADITIONAL TRADE RELATIONSHIPS WITH JAPAN.

THE UNITED STATES IS THE WORLD'S LEADING FOOD SUPPLIER AND WE ARE DETERMINED TO MAINTAIN OUR IMAGE OF SUPPLY DEPENDABILITY BUILT ON DECADES OF PERFORMANCE. WE NATURALLY REALIZE THE IMPORTANCE OF SUPPLY DEPENDABILITY TO JAPAN WHICH IMPORTS ROUGHLY ONE-HALF OF ITS FOOD NEEDS. THE UNITED STATES, ON THE OTHER HAND, NORMALLY SUPPLIES A THIRD OF JAPAN'S FOOD IMPORTS MAKING ~~THIS~~ ^{IT} OUR LARGEST CUSTOMER WITH SHIPMENTS TOTALING \$3.9 BILLION IN 1977. OBVIOUSLY, WE ARE DEPENDENT TO A DEGREE ON EACH OTHER, YOU AS THE BUYER, WE AS THE SELLER. ACTIONS BY ONE NATURALLY AFFECT THE OTHER.

SPECIFICALLY, THIS SHOW IS DESIGNED TO KEEP THE JAPANESE TRADE AND ULTIMATELY THE CONSUMER ABREAST OF THE WIDE RANGE OF HIGH QUALITY FRESH AND PROCESSED FOODS, AVAILABLE IN THE U.S. ON A CONTINUING BASIS. THE CONSUMER-READY ITEMS BEING EXHIBITED HERE ACCOUNT FOR ROUGHLY 10% OF THE TOTAL U.S. AGRICULTURAL SHIPMENTS TO JAPAN, AND WE KNOW THE POTENTIAL IS MUCH GREATER. THE SHOW IS ONE LOGICAL FOLLOW-UP TO THE STRAUSS/USHIBA COMMUNIQUE OF JANUARY 13 WHICH RECOGNIZED THE NEED FOR IMPROVED TRADING POSSIBILITIES FOR SUCH ITEMS AS ARE ON DISPLAY HERE TODAY, AND PROVIDES AN OPPORTUNITY FOR YOU, AS CUSTOMERS OR POTENTIAL CUSTOMERS, TO DISCUSS WITH THE EXHIBITORS AND SELLERS HERE ON-THE-SPOT IDEAS AND SUGGESTIONS YOU MAY HAVE THAT MIGHT FACILITATE TRADE TO OUR MUTUAL BENEFIT. WE ARE CONFIDENT THAT BOTH THE AMERICAN EXHIBITORS AND THE JAPANESE TRADE WILL FIND THIS EXHIBIT MEANINGFUL AND PROFITABLE.

Opening Remarks by Ambassador Mansfield at the United States Food Festival '78, Tokyo, Japan, 3:00 P.M., March 6, 1978.