

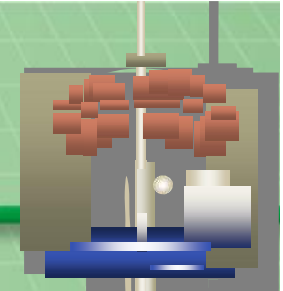


***Quality Requisites of
Japanese Honey Market
(Growing Market for High-
Quality Honey in Japan)***

**Presented by Kato Brothers Honey Co., Ltd.
and KATAOKA & Co., Ltd.**

Apimondia 2011, Buenos Aires, Argentina

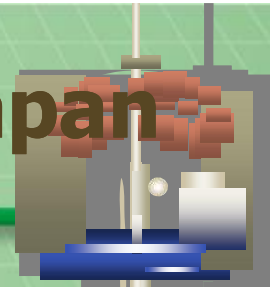
Honey Market in JAPAN



Year	2006	2007	2008	2009	2010	Unit
Import	40,072	37,877	41,684	36,919	39,950	MT
Export	95	324	96	47	33	MT
Domestic Produce	2,814 (7.0%)	2,815 (7.4%)	2,838 (6.8%)	2,656 (7.2%)	-	MT
Total Supply	42,791	40,368	44,426	39,528	-	MT
Per Capita	0.335	0.316	0.348	0.310	-	KG

- ◆ Japan's self-sufficiency ratio is 7% only.
- ◆ The ratio of consumer/industrial usage of honey is almost 50/50 in Japan.

Top 5 Honey Exporting Countries to Japan



Year	2006	2007	2008	2009	2010
Total	40,072	37,877	41,684	36,919	39,950
China	36,443	34,030	35,278	29,593	32,386
	90.9%	89.8%	84.6%	80.2%	81.1%
Argentina	2,058	1,606	2,243	2,142	3,105
	5.1%	4.2%	5.4%	5.8%	7.8%
Canada	339	367	1,337	1,610	2,005
	0.8%	1.0%	3.2%	4.4%	5.0%
New Zealand	254	238	396	553	639
	0.6%	0.6%	1.0%	1.5%	1.6%
Hungary	185	233	435	475	568
	0.5%	0.6%	1.0%	1.3%	1.4%

Unit: MT

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Reason why Chinese honey keeps top share in Japan

- ◆ **Similar Floral Origin to Japanese Light-Colored (5~25mm) Honey**
 - * like Acacia, Milkvetch, and Rapeseed
- ◆ **Price-Competitiveness**

→ **For such reasons as above,
Chinese honey has kept top share
in Japan for the past 40 years.**



Definition of Natural Honey in Japan

- ◆ **Moisture Content: 20% max (for foreign origin)
23% max (for domestic honey)**
- ◆ **Glucose and Fructose Content: Total 60% min**
- ◆ **Sucrose Content: 5% max**
- ◆ **Ash (Electrical conductivity): 0.8ms/cm max**
- ◆ **HMF: 5.9 mg/100g max**
- ◆ **Starch Dextrin: Negative**
(From the definition of "National Honey Fair Trade Conference" in JAPAN)
- ◆ **C13 (SCIRA): Negative**



Antibiotic / Pesticide residue standards for Honey

- 1) Substances that are stipulated "NOT DETECTED" (15)
 - ex) Chloramphenicol: 0.5 ppb max
 - ex) Nitrofurans(AOZ, AHD, AMOZ): 1.0 ppb max (each)
 - ex) Coumaphos: 10 ppb max
- 2) Substances with MRLs (64)
 - ex) Tetracycline/Oxytetracycline/Chlortetracycline:
300 ppb max (as total)
- 3) Substances without MRLs (720)
 - ex) Streptomycin/Tylosin/Quinolones/Sulfonamides:
10 ppb max (each)

◆ **Thank you for your attention!**