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SPECIFIC ISSUES OF INTEREST TO THE CCB:

USTR Requests Comments on Barriers to Trade for 2024 National Trade Estimate Report

- On September 11, the Office of the U.S. Trade Representative (USTR) published a [Federal Register notice](#) requesting comments identifying significant foreign barriers to U.S. exports, including agricultural commodity exports, for the *2024 National Trade Estimate Report*.
- The annual report is used to facilitate U.S. negotiations to reduce trade barriers and enforce U.S. trade laws and agreements.
- Comments are due by October 23, 2023, and can be submitted through the Notice page at [regulations.gov](https://www.regulations.gov).

USDA Publishes Report on Japanese Fresh Fruit Market

- On September 12, the USDA's Foreign Agricultural Service (FAS) published the [Fresh Fruit Market Update 2023](#) for Japan.
- In 2022, Japan was the world's sixth largest fresh fruit importer, and the U.S. was the fifth largest supplier to Japan with \$228 million of fresh fruit exports. Declining domestic production has led Japan to become more dependent on imported fruit, with this trend forecast to continue as the farming population ages and acreage under farming declines.
- In 2021, Japan produced 2.89 million metric tons (MMT) of fresh fruit, 20% less than ten years prior. Acreage declined by 15% between 2010 and 2020.
- Imports were one-third of total domestic supply in 2022 at 1.63 MMT. Bananas comprised nearly two-thirds of this volume, followed by pineapples and kiwi at 11% and 7%. The primary fruit supplier was the Philippines with 60% import market share, followed by Mexico, New Zealand, and Ecuador, which each had an import market share of approximately 7%. The U.S. market share was 5%. Since gaining market access, the U.S. has become the leading supplier of lemons in addition to being the primary supplier of cherries.
- In 2023, the retail market began to return to normal after the covid pandemic, with in-store sampling and consumers resuming purchase of individual fruit, though prepackaged product still remains popular. Similarly, the restaurant and hotel sectors have also begun to rebound with the resumption of in-person activities.

South Korea Publishes Fruit Packaging Guidelines

- On August 28, South Korea's Ministry of Environment [published "Produce Packaging Guidelines"](#) (in Korean, linked document converted from .hwp to .doc by BCI).
- The guidelines present fruit packaging options for packaged and bulk sale, and for transport compliant with existing regulations and standards in the field of sustainable packaging. They also reference the method of separating and disposing of each packaging material.

A REPORT FOR THE CALIFORNIA CHERRY BOARD

Bryant Christie Inc. – Seattle
1418 Third Avenue, Suite 300
Seattle, WA 98101
Phone: (206) 292-6340 Fax: (206) 292-6341

Bryant Christie Inc. – Sacramento
2005 "I" Street, Suite 200
Sacramento, CA 95811
Phone: (916) 492-7062 Fax: (916) 492-7061

General Issues of Interest to the CCB:

APHIS Publishes Dates for Upcoming U.S.-Kenya Plant Bilateral

- The U.S. Department of Agriculture (USDA) Animal and Plant Health Inspection Service (APHIS) updated its Plant Health Technical Bilateral Meetings [webpage](#).
- The date of the U.S.-Kenya Plant Health Bilateral Meeting has been tentatively scheduled for October 24, 2023, in Kenya. Contact Mohamed Sedegui for details, mohamed.sedegui@usda.gov.