

(Provisional Translation)
Guidelines for Certification of Japanese Food and Ingredient Supporter Stores
Overseas

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Article 1: Purpose

The number of Japanese restaurants located overseas has drastically increased by approximately 60% from an estimated 55,000 in 2013 to 89,000 by July 2015.

They have become one of the important sources of overseas demand for Japanese suppliers of agricultural, marine and food products.

Therefore, guidelines for the certification of Japanese food and ingredient supporter stores overseas (hereinafter referred to as the “Guidelines”) shall be established so that private entities etc. can voluntarily certify overseas eating and drinking establishments and retail stores as places which support food ingredients produced in Japan by actively using these ingredients in order to expand overseas demand and promote the export of such products.

Article 2: Definition of terms

Terms used in the Guidelines shall have the following meanings:

1. “Food products produced in Japan”
 - Shall be defined as agricultural, marine and processed products which are produced in Japan
2. “Alcoholic beverages produced in Japan”
 - Shall be defined as alcoholic beverages produced in Japan.

Article 3: Requirements for certification of Japanese food and ingredient supporter stores overseas.

The requirements for certification of Japanese food and ingredient supporter stores overseas (hereinafter referred to as the “Supporter Store”) shall be as follows:

1. Cases of eating and drinking establishments

- A. Use of food ingredients, and alcoholic beverages produced in Japan
 - a. Meals using food ingredients produced in Japan shall always be offered.
 - b. Alcoholic beverages produced in Japan shall be offered as a specialty shop.
- B. Display of the fact that food ingredients , and alcoholic beverages produced in Japan are used on the food menu.
 - a. The fact that food ingredients are produced in Japan shall be displayed on the meal menu etc. (e.g. produced in Japan, Wagyu produced in XXX prefecture in Japan, Koshihikari rice produced in Japan etc.).
 - b. The fact that alcoholic beverages are produced in Japan shall be displayed on the drink menu etc. (e.g. Japanese Sake, Japanese Sake (produced in XXX sake brewery in XXX prefecture)).
- C. Promotion efforts to customers
 - a. The appeals and the characteristics of food ingredients, and alcoholic beverages produced in Japan shall be promoted to customers when serving them.

2. Cases of retail stores

- A. Cases of food ingredients produced in Japan
 - a. Sales of food ingredients produced in Japan
 - Food ingredients produced in Japan shall be always sold.
 - b. Displays that indicate food ingredients are produced in Japan.
 - The fact that food products are produced in Japan is displayed on the shelf on which food ingredients produced in Japan are placed (e.g. produced in Japan, produced in XXX prefecture in Japan).
 - c. Promotion efforts to customers
 - The appeals and the characteristics of food ingredients produced in Japan shall be promoted to customers.
- B. Cases of alcoholic beverages produced in Japan
 - a. Sales of alcoholic beverages produced in Japan
 - Alcoholic beverages produced in Japan shall be always sold.
 - b. Display regarding alcoholic beverages produced in Japan.
 - The fact that alcoholic beverages are produced in Japan is displayed on the shelf where alcoholic beverages produced in Japan are displayed (e.g. produced in Japan, produced in XXX prefecture in Japan).
 - c. Promotion efforts to customers
 - The appeals and the characteristics of alcoholic beverages produced in Japan shall be promoted to customers.

Article 4: Bodies responsible for application/management and bodies responsible for certification.

1. Bodies implementing the certification of Supporter Stores.

Private bodies etc. which carry out the operation and management of the Guidelines and have submitted the application to the Ministry of Agriculture, Forestry and Fisheries shall be referred to as the “Application/Management Body”.

The “Application/Management Body” shall certify private bodies etc. that wish to regulate the certification of overseas Supporter Stores, which shall be referred to as the “Certification Body”.

In addition, “Application/Management Body” shall certify Supporter Stores overseas by itself.

2. Certification of Certification Bodies etc.

- A. Private bodies etc. that wish to become a Certification Body shall submit an application form specified by the Application/Management Body. The application form shall be accompanied by a document specifying an outline of a support system to support certified stores (distribution of information regarding food ingredients etc.)
- B. The Application/Management Body shall certify any private bodies as a Certification Body if their applications comply with the provisions of the Guidelines. However, if any defects are identified in the contents of the application form, such defects shall be corrected by the applicant before the certification is granted to the applicant.
- C. The Application/Management shall promptly cancel the certification as a Certification Body in cases where the certification procedures followed by the Certification Body are not in compliance with the Guidelines or are different from the contents of the application.

3. Obligations of Application/Management Body and Certification Bodies

- A. The Application/Management Body and Certification Bodies shall recruit Supporter Stores and issue certification to overseas eating and drinking establishments and retail stores that satisfy the requirements for certification of stores outlined in Article 3 (hereinafter referred to as the “Certification Requirements”).
- B. The term of the said certification shall be two years from the date of the certification. The Application/Management Body and Certification Body shall renew the certification only when it can confirm that a Supporter Store satisfies the Certification Requirements at the time of the expiration of the existing certification.
- C. The Application/Management Body and Certification Body may cancel the

certification to Supporter Stores if it becomes difficult for a certified Supporter Store to continue activities that satisfy the Certification Requirements.

- D. The Certification Body shall provide a list quarterly (April, July, October, January) of certified Supporter Stores (by country and region, by city, name of store) to the Application/Management Body.

Article 5: Logo mark for certified supporter stores

1. The Application/Management Body, the Certification Body and Supporter Stores may use the logo mark separately specified by the Ministry of Agriculture, Forestry and Fisheries for the purpose of familiarizing, certifying and promoting Supporter Stores.

2. The logo mark shall be used in compliance with the terms and conditions of licensing separately specified by the Ministry of Agriculture, Forestry and Fisheries.

Article 6: Other

Any matters not stipulated herein but required for certifying Supporter Stores based on the Guideline may be separately determined by the Application/Management Body.

Guidelines for Certification of Japanese Food and Ingredient Supporter Stores Overseas (Outline) (Provisional Translation)

The guidelines for the certification of Japanese food and ingredient supporter stores overseas shall be established so that private entities etc. can voluntarily certify overseas eating and drinking establishments and retail stores as places which support food ingredients produced in Japan by actively using these ingredients in order to expand overseas demand and promote the export of such products.

Requirements for Certification of Supporter Stores

Item	Requirements for Certification
Overseas eating and drinking establishments	(1) Use of food ingredients, and alcoholic beverages produced in Japan: <ol style="list-style-type: none"> Meals using food ingredients produced in Japan shall always be offered. Alcoholic beverages produced in Japan shall be offered as a specialty shop.
	(2) Display of the fact that food ingredients, and alcoholic beverages produced in Japan are used on the food menu: <ol style="list-style-type: none"> The fact that food ingredients are produced in Japan shall be displayed on the meal menu etc. The fact that alcoholic beverages are produced in Japan shall be displayed on the drink menu etc.
	(3) Promotion efforts to customers: The appeals and the characteristics of food ingredients, and alcoholic beverages produced in Japan shall be promoted to customers when serving them.
Overseas retail stores (Cases of food ingredients produced in Japan)	(1) Sales of food ingredients produced in Japan: Food ingredients produced in Japan shall be always sold. (2) Displays that indicate food ingredients are produced in Japan: The fact that food products are produced in Japan is displayed on the shelf on which food ingredients produced in Japan are placed. (3) Promotion efforts to customers: The appeals and the characteristics of food ingredients produced in Japan shall be promoted to customers.
Overseas retail stores (Cases of alcoholic beverages produced in Japan)	(1) Sales of alcoholic beverages produced in Japan: Alcoholic beverages produced in Japan shall be always sold. (2) Display regarding alcoholic beverages produced in Japan: The fact that alcoholic beverages are produced in Japan is displayed on the shelf where alcoholic beverages produced in Japan are displayed. (3) Promotion efforts to customers: The appeals and the characteristics of alcoholic beverages produced in Japan shall be promoted to customers.

- ◆ Food products produced in Japan: Shall be defined as agricultural, marine and processed products which are produced in Japan.
- ◆ Alcoholic beverages produced in Japan: : Shall be defined as alcoholic beverages produced in Japan.

Certification Scheme for Supporter Stores

Ministry of Agriculture, Forestry and Fisheries

Presentation of the Guidelines

Notification

Application/Management Body (Private Body etc.)

【Operation and management of the certification scheme based on the guideline】

Application

Certification

Guidance/Advance etc.

Report

Certification

Certification Body (Distributors etc.)

Recruitment

Application

• The site inspections etc. shall be implemented to confirm whether applicant stores satisfy the certification requirements.

Certification

Support

• Regularly providing supports such as distribution of information regarding food ingredients etc.

Overseas eating and drinking establishments and retail stores

◆ Japanese food and ingredient supporter stores overseas



• The term of the certification shall be two years.
 • Upon the expiration, the certification shall be renewed after confirming the situation of complying the Guidelines