

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 produced in Japan: Meals using food ingredients produced in Japan shall always be offered.
	(2) Display of the fact that food ingredients produced in Japan are used on the food menu: The fact that food ingredients are produced in Japan shall be displayed on the meal menu etc. In addition, the fact that alcoholic beverages are produced in Japan shall be displayed if alcoholic beverages produced in Japan are on the drink menu.
	(3) Promotion efforts to customers: The appeals and the characteristics of food ingredients produced in Japan (including alcoholic beverages if they are sold in a store) 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 and whose raw materials, which determine the characteristics of such products, 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 Body (Distributors etc.)

Recruitment

Application

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

Certification

• 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

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**

