

Sugars & Spreads

April 2, 2012

HONEY AND JAM

Honey

Honey production is most active in the subarctic and temperate regions such as the former Soviet Union region (mainly Ukraine, Belarus, and Russia), China, North America, and European countries.

On the other hand, at tropical and subtropical regions, there are many honey producing countries with a wide variety of backgrounds, but there are many technological issues that are



waiting to be resolved. According to Japan Beekeeping Honey Association, the numbers of beekeeping in the world is as follows. China has over 9 million bee colonies, former Soviet Union regions has nearly 9 million bee colonies, United States has over 3 million bee colonies, Mexico has nearly 3 million bee colonies, Brazil has around 2 million bee colonies, and Argentina has around 1.5 million bee colonies. The production volume of honey around the world is estimated to add up to about 1.2 million tons. Of this, China produces over 200,000 tons, former Soviet Union region produces nearly 200,000 tons, and the United States produces about 100,000 tons. These 3 regions account to nearly half of the total production of honey in the world. In this situation, Japan is importing nearly 9 billion yen on money base and 40,000 tons on quantity base every year.

We will be introducing some of the spotlight products on a country basis.

New Zealand

Manuka honey from New Zealand has a rich and creamy texture. It includes plenty of minerals and has a bitter taste that comes from barley sugar. It is effective for your digestive organs, Helicobacter pylori, and for periodontal diseases. It also known as a high quality honey that is antibacterial, bactericidal,



and antiviral. Female users are increasing their numbers because of its power to relieve constipation and power to create smooth and healthy skin. There are few other types.

Italy

Mielizia from Italy's beekeeping cooperative, CONAPI is very popular. Its name comes from the two words "MIELE (honey)" and "DELIZIA (finest taste)". They produce two different types of flavor and taste. One is completely organic using different types of organic flowers. The other is



collected from different honey collecting spots in Italy. The organic honey from acacia is popular for its smooth texture and rich taste. It goes well with plain yogurt or fresh cheese, and it could also be used for confectionary or dressing.

The collecting areas are Piemonte and Lombardia. Since it is certified as EU organic products and the producer (beekeeping farm) or collecting spots are clearly printed, it makes the Japanese consumers feel safe. The content is 400g.

The other type is "Mielizia Chestnut Honey." The color is brown and has a glossy texture. It is rich honey with a bitter flavor that comes from chestnuts that goes well with cheese, panna cotta, and pancakes. It could also be used as a subtle seasoning for different types of dishes and it goes well with pork. The content is 400g. It is certified as EU organic products. There are other types as well.

Switzerland

Nectarflor is a Swiss honey. According to the Swiss food laws and regulations, 100% organic product must be 100% natural, have no additives, and cannot be processed (ex. using heat treatment). Nectarflor qualifies all of this, and it has a fresh, fruity flavor. The container prevents the honey from leaking and its content is 250g. The other is Nectarflor Honey Acacia with content of 250g.



Jam

The import volume of Jam in 2011 increased 8.6% from the previous year. Because of the strong yen, each agency actively lowered the price and increased the sales of jam. Starting with blueberries, the prices for some of the ingredients became more stable and some products dropped the manufacturer's recommended price. The demand for imported jam with fruit pulp is not only increasing at high-class food specialty stores or department stores, but also at general volume sellers. This indicates an increase in chances of starting new businesses. There are worries for an increase in price for sugar, fruits, containers, and ingredients, but it is a stable market with hope.



2011 Import Volume of Jam

Unit: kg

Country Name	Citrus				Non-citrus Jam		Total	Year-to-year comparison (%)
	Jam		Marmalade		Sweetened	Sugar-free		
	Sweetened	Sugar-free	Sweetened	Sugar-free				
China			99,105	65,353	2,847,795	312,604	3,324,857	108.0
Korea			2,951,153	46,198	210,727	1,621	3,209,699	130.9
Egypt			421,493		1,754,017		2,175,510	91.7
France	4,883	726	190,776	55,821	976,419	632,573	1,861,198	102.5
England	540		134,878		257,193	2,703	395,314	116.9
Thailand			46,514		217,810		264,324	97.1
Denmark			32,244		205,585		237,829	110.2
United States			200	17,018	30,427	68,004	115,649	112.1
Switzerland			7,943		77,834	10,409	96,186	130.8
Sweden			7,745		85,872		93,617	66.6
Germany	368		3,369		82,187	2,427	88,371	113.7
Belgium	1,040		3,434		64,309	300	69,083	107.9
Italy	150	280	13,706	717	23,702	9,085	47,640	120.5
Austria			3,024		34,147	300	37,471	210.5
Australia			3,933		27,335		31,268	79.8
Bulgaria					15,910	14,185	30,095	226.0
Turkey			1,458		27,935		29,393	104.5
Spain			5,297		21,006		26,303	101.8
Canada			6,692		14,599		21,291	188.4
Taiwan					19,100		19,100	106.1
Netherlands			7,969		6,286		14,255	100.8
Others	500		405		18,420		19,325	69.9
Total	7,501	1,006	3,941,338	185,107	7,002,705	1,054,211	12,191,868	
Year-to-year comparison (%)	198.3	254.0	132.2	85.5	103.9	98.9	108.6	

Source: Ministry of Finance "In port Customs Statistics" *The import volume of fruits jelly is included in marmalade