

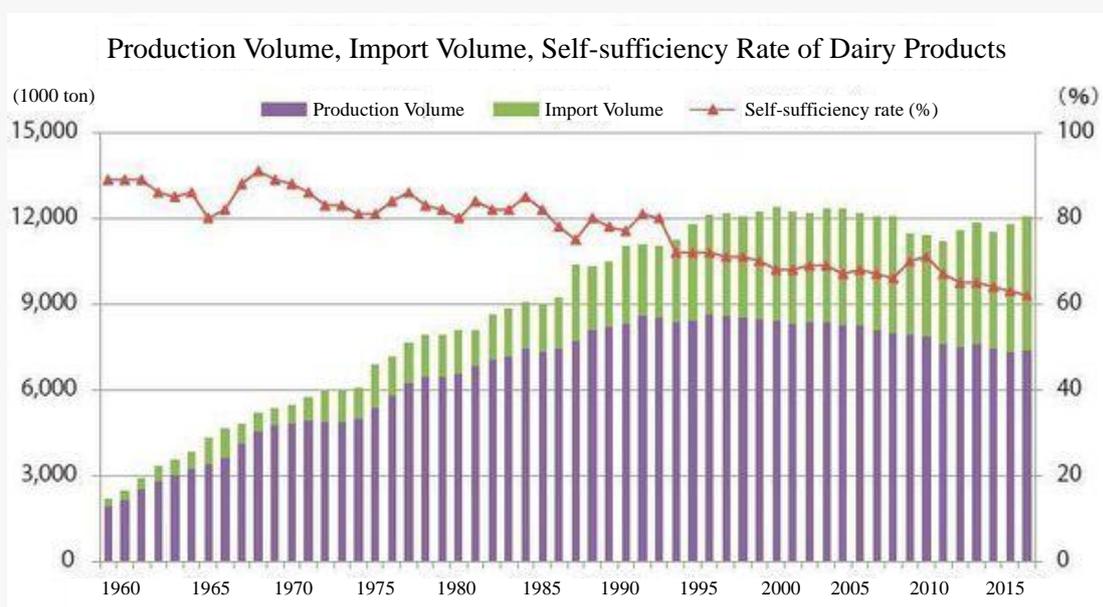
## Dairy, Eggs, & Egg Products

October 6, 2017

~ Total cheese consumption in FY2016 rise to 321,519 tons, a new record.~

### Milk and Dairy Products

Japan's self-sufficiency rate for milk and dairy products in FY2016 stood at 62% (based on equivalent fresh milk volume), the same as the preceding year. Specifically, domestic production volume was 73.46 Mtons (down 0.8% on the preceding year), import volume was 45.54 Mtons (down 1.7%), and volume for domestic consumption was 119.04 Mtons (up 0.1%).



Sources: Ministry of Agriculture, Forestry and Fisheries

### Butter and cheese

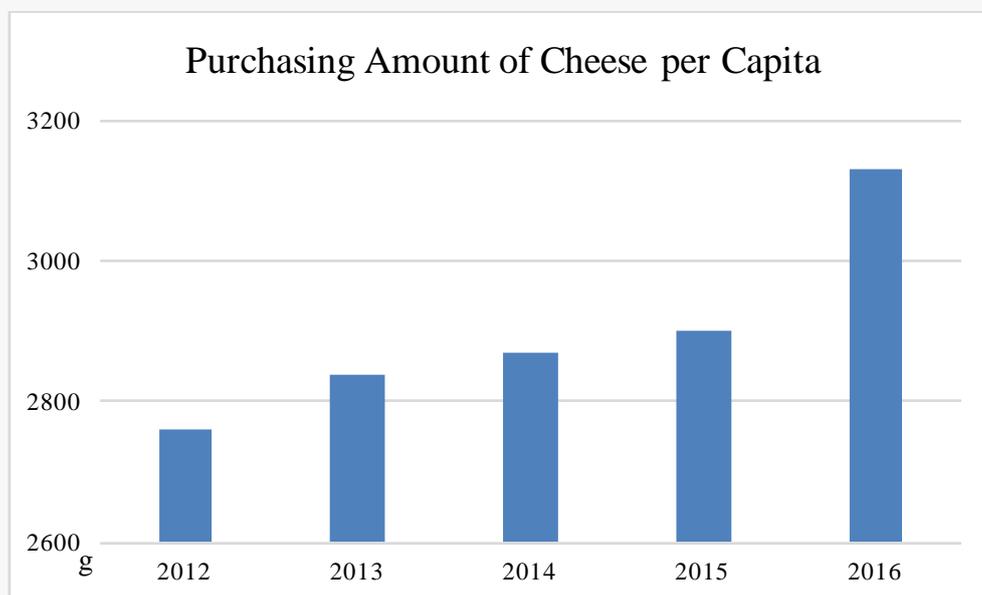
The average amount of butter purchased in 2016 (January to December) by all households of 2 or more people nationwide was 474g (up 3.3%). The equivalent amount of cheese was 3,106g (up 7.1%), surpassing 3kg. The background to continuing good sales includes consumers becoming accustomed to these products, in aspects such as ways to eat cheese, increasing variety of products centered on processed cheese, and broadening options for consumers.

		2012		2013		2014		2015		2016	
		Quantity	Amount								
Butter	TPP	7,806	2,058	3,640	1,531	10,295	4,445	9,595	3,886	6,587	2,386
	Australia	1,946	531	392	198	647	345	445	218	457	183
	New Zealand	4,876	1,247	3,018	1,244	8,320	3,647	9,088	3,633	6,119	2,195
	USA	983	280	230	89	1,328	6,932	62	35	11	8
	EU	3,029	1,002	741	634	3,866	2,281	3,631	1,996	5,915	2,493
	Netherland	2,837	809	474	305	2,971	1,530	1,802	854	3,249	1,217
	Germany	48	48	4	53	637	432	1,328	711	1,808	737
	France	134	138	249	262	218	285	438	392	799	506
	Belgium	3	1	1	1	26	18	26	14	28	12
	England	1	1	5	4	3	5	26	15	2	2
	Others	1	1	4	3	28	15	687	266	358	158
Total		10,836	3,060	4,386	2,168	14,189	6,741	13,913	6,147	12,860	5,037

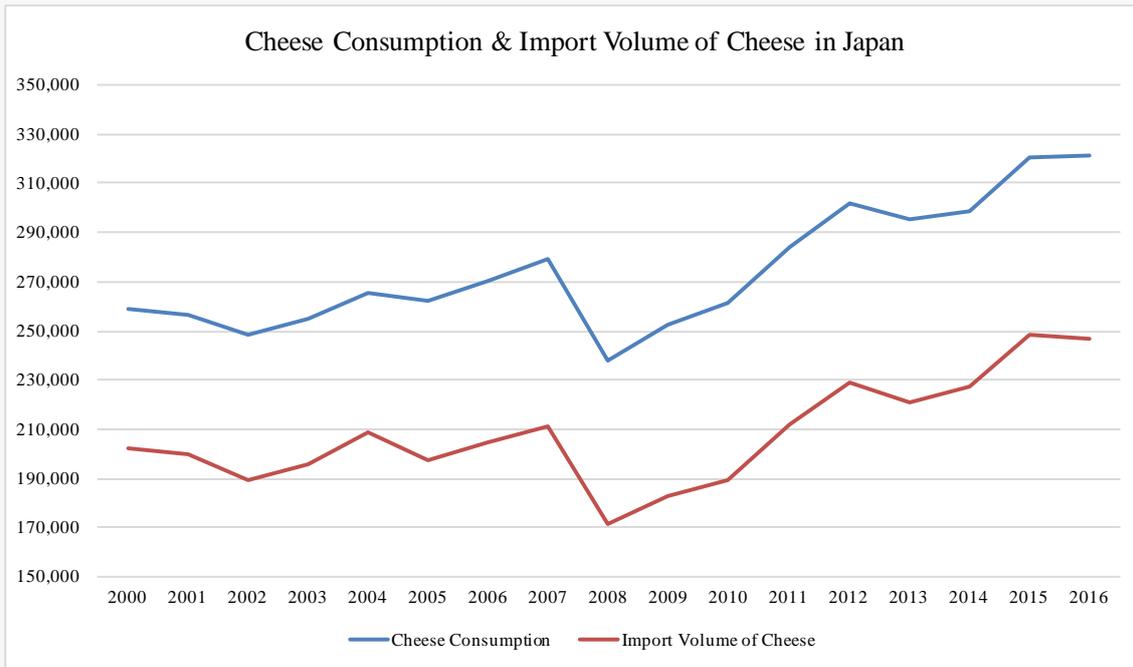
Sources: Ministry of Agriculture, Forestry and Fisheries

Total cheese consumption in FY2016 rose to 321,519 tons, which means it has more than doubled in the last 25 years. Growth in the cheese market for home consumption is being driven by “the health functions of cheese”, according to expert sources.

The total quantity of imported natural cheese dropped slightly in FY2016, but that followed two consecutive years of growth in 2014-2015. Quantities were 227,656 tons in FY2014 (up 3.1% on the preceding year) and 248,054 tons in FY2015 (up 9.0%). The total quantity of imported processed cheese was 8,232 tons in FY2015 (down 3.1%) and 9,127 tons in FY2016 (up 10.9%).



Sources: Ministry of Agriculture, Forestry and Fisheries “Milk and Dairy Statistics”



Sources: Ministry of Agriculture, Forestry and Fisheries, Agricultural Production Bureau, Milk and Dairy Products Division

According to “Order Cheese”, one of Japan’s largest cheese importing sites, the popularity ranking in the first half of 2017 was as follows:

1st	Goat cheese
2nd	Mimolette, matured for 18 months
3rd	Mixed cheese for pizza
4th	Roquefort AOP
5th	Brie Extra
6th	Mozzarella Vaca
7th	Parmesano Reggiano DOP, matured for at least 36 months
8th	Conte AOP
9th	Forest Smoked Cheese
10th	Gorgonzola Dolce



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