



An introduction to the EU-Japan Economic Partnership Agreement

Agriculture

Japan is the fourth biggest market for EU agricultural exports. EU agricultural exports to Japan are worth more than 20 times those of Japan to the EU. But European firms face lots of trade barriers when exporting to Japan.

Under the EU-Japan Economic Partnership Agreement, EU farming communities and producers of food and drink will gain easier access to the Japanese market and more opportunities to sell their produce to Japan's 127 million consumers.

European produce – a Japanese favourite

Japanese consumers like high quality European products such as wines, cheese, chocolate, pork and pasta. But Japan imposes high tariffs on imports of these and other European food and drink products:

- 30-40% on cheese
- 38.5% on beef
- 15% on wine
- Up to 24% on pasta
- Up to 30% on chocolate

The EU-Japan Economic Partnership Agreement will see Japan eliminating duties on more than 90% of EU agricultural exports from day one. This will make European products more affordable and even more attractive to Japanese consumers.

The EU also wants to tackle other trade barriers such as Japan's unclear rules and regulations so it will be easier for European producers to export their produce to Japan.

Some products are too sensitive for Japan to remove duties completely. In these cases, the EU-Japan Economic Partnership Agreement will increase duty-free quotas or reduce duties for EU produce.

With lower tariffs, less red tape and higher quotas it will be easier for Europe's farmers and producers to export and take advantage of new market opportunities.

Good news for Europe's producers of distinctive regional food and drink products

The EU is a big producer of distinctive regional food and drink products such as Roquefort cheese, Balsamic vinegar from Modena, Spanish Manchego cheese and Irish whiskey.

Many of these distinctive products are high value items and their production often brings broader economic benefits to the communities where they are produced.



These products enjoy a special status known as a '*Geographical Indication*', which lets consumers know that they are the genuine article. It also allows European producers to earn a premium for the quality of their produce.

Japan would recognise more than 200 European Geographical Indications chosen by EU Member States for their actual or potential export value in the Japanese market. Only products with this status would be allowed to be sold in Japan under the corresponding name.



This would make it illegal to sell imitation produce – for example cheese labelled as Roquefort but which is not made in Roquefort.

This will:

- fully recognise products like Chablis, Chianti, Tiroler Speck or Jambon de Bayonne on the Japanese market
- help European producers and exporters develop their marketing in Japan
- reassure Japanese consumers that they are buying the genuine European product.

How will European farmers benefit?

The EU-Japan Economic Partnership Agreement:

- will remove immediately tariffs on wine
- will slash Japanese tariffs on EU exports of pork – the EU's most important agricultural export to Japan by value
- cut Japanese tariffs on beef
- open up Japan's market for European cheeses
- increase Japanese quotas for EU exports of malt, potato starch, skimmed milk powder, butter and whey.

The EU-Japan Economic Partnership Agreement will open up trade in processed foods such as pasta, chocolates, confectionary and biscuits. EU exports of such products to Japan are worth half a billion euro a year.

How will the agreement affect consumers?

As with all the EU's trade agreements, the agreement with Japan will not affect European product safety standards, including standards for food and agricultural products.

Like the EU, Japan has very strict product standards, including for food and agricultural products. Indeed, the EU and Japan have the highest consumer protection standards in the world. The agreement will reinforce these standards.

EU-JAPAN



In many areas Japanese standards are stricter than international ones, so European consumers can be sure that food and drink products from Japan are subject to rigorous requirements.

All food imports entering the EU, including those from Japan, have to comply with EU food safety standards and EU laws. The EU-Japan Economic Partnership Agreement will not change this.

Hormone-treated beef and GMOs

The EU-Japan Economic Partnership Agreement will not change EU rules on hormone-treated beef or GMOs. Japanese consumers also share the same concerns about GMOs as their European counterparts. Like the EU, Japan has strict laws on GMOs.

Although the EU allows beef imports from Japan, Japan, like the EU, bans the use of hormones in beef. Even for processed beef products from Japan that use imported beef, Japan – like Europe – has strict rules on processing.