



# Perfect Match

## EU food & drinks: quality assured

When it comes to food and drinks, Japan and the European Union (EU) are the 'Perfect Match'. Both Japan and the EU pride themselves on **quality, authenticity and safety**. They share high standards of food production, strict controls on health, safety and nutrition labelling, and a passion for their national and regional cuisines.

**The quality of EU food and drinks is on a par with the best of Japan. This is why:**

- Europe has an immensely rich and diverse culinary history and heritage. Traditional foods, wines, beers and spirits are made with recipes and techniques that are often centuries old.
- EU produce is farmed and processed to the highest standards to ensure it is **healthy, nutritious and tasty**.
- The EU promotes and protects sustainable and **organic** farming, and labels all organic produce clearly.



 The Perfect Match campaign aims to inspire Japanese chefs and home cooks to create new dishes, swap Japanese ingredients with EU ones, and try some fabulous 'fusions'. For more information on food and drinks from the EU, and the Perfect Match campaign, go to [www.foodmatcheu.jp](http://www.foodmatcheu.jp)

### A rich culinary heritage

Every region in every country of the EU has special ingredients, dishes and products that tell a story about the landscape, its soil, the weather, the people and their history. Cuisine from the EU has developed as a result of the continent's rich cultural diversity.

The EU's **quality labelling** schemes, such as **PDO** (Protected Designation of Origin) and **PGI** (Protected Geographical Indication), protect specific food and drinks and promote traditional production methods.

Over 200 products currently imported to Japan have a quality label, including favourites such as Italian mozzarella, Danish Blue cheese, Bayonne ham and Kalamata olives. These products are guaranteed authentic, high quality and compliant with strict safety standards.

Find out more about the EU's quality labelling schemes at [https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels\\_en](https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels_en).



PDO – Protected Designation of Origin



PGI – Protected Geographical Indication



EUROPEAN UNION

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## Healthy, nutritious and tasty

EU food and drinks are world-famous. There is lots to discover, from fine wines and fiery vodkas, to cheeses of every strength from mild and creamy to salty and blue, plus herby salamis, virgin pressed olive oils, traditionally produced 'bronze die' pasta, and pure, fresh organic butter.

The 2019 Economic Partnership Agreement (EPA) between Japan and the EU opened up the Japanese market to a huge variety of new tastes from all 27 EU countries, in product categories including:

- Cheese and dairy
- Pasta and cereal products
- Olive oil
- Chocolate and confectionery
- Meat and meat products
- Wines, beers and spirits

In all these categories, the highest standards are followed and enshrined in EU law. All new foods and farming techniques are subject to intensive risk assessment and authorisation procedures, foodstuffs are fully traceable from Farm to Fork, and the environment and its soil and water quality are protected.

- The EU bans the use of hormones in beef and has strict rules on processing beef products. Any beef exported from the EU will be hormone-free, and any food or drinks product that does contain GMOs will be clearly labelled
- All food additives including flavourings must be authorised and listed with conditions of use

## EPA

The 2019 Economic Partnership Agreement (EPA) between Japan and the EU made it easier for businesses in Japan to import top-quality food and drinks from the EU. Previously high tariffs on favourite EU products such as cheese, wine, pasta, chocolate and beef have been, or will be, slashed, and red tape has been cut, making it easier and better value to source and consume quality food and drinks from the EU. Find out more at <https://www.eu-japan.eu/ja/tags/epa>

## Organic produce



Organic farmers in the EU promote animal health and help to protect the environment and maintain biodiversity. EU organic farming practices include:

- Crop rotation for an efficient use of resources
- A ban on chemical pesticides and synthetic fertilisers
- A ban on GMOs
- Severe restrictions on antibiotics
- Use of on-site resources for natural fertilisers and animal feed
- Livestock raised in free-range, open-air environments
- Tailored animal husbandry practices

The EU organic logo standardises organic products across the EU. It can only be used on products that contain at least 95% of organic ingredients. There are strict conditions on how they are produced, processed, transported and stored.



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