



# Quality issues and marine foods trade - JCCU experience

Presentation for  
INTERNATIONAL CAPACITY DEVELOPMENT PROGRAM (ICDP)  
ON “**AQUACULTURE AND VALUE CHAINS**”

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CO-OPTRADE JAPAN LTD.  
(Overseas Division of JCCU)

# JCCU Sales – FY2019

**JCCU :**

**JAPANESE CONSUMERS' CO-OPERATIVE UNION**

**Main business :**

**Retail Sales with total amount of USD 3538.**

**Most of products are procured via domestic venders / producers.**

**Direct Import: JCCU directly purchase from overseas producers / factories.**

# JCCU Sales – FY2019

	JPY. M	USD. M
<b>Total sales</b>	<b>382,087</b>	<b>3,538</b>
<b>Direct import</b>	<b>10,011</b>	<b>93</b>
<b>Marine products</b>	<b>4,542</b>	<b>42</b>

# Popular Items

東南アジア CO-OP サクッとプリプリえびフライ  
(第2位)



【商品特徴】  
ブラックタイガーえびの食感と旨みにこだわった冷凍のえびフライです。

【組合員の“よかった”の声】

- ・エビがプリプリとふっくらして旨味が感じられておいしかったです。衣もサクサクとした食感が良かったです。
- ・そんじょそらの冷凍食品のエビフライとは全く違います。海老好きにはたまらないプリプリ食感！

中国 CO-OP 半透明ごみ袋 45 L  
(第3位)



【商品特徴】  
フィルム層を薄くしても十分な強度を備えた半透明ごみ袋です。箱入りで取り出しやすさを追求しました。

【組合員の“よかった”の声】

- ・とても使いやすいので娘に買ってあげたい。次回いつ宅配のチラシに載りますか？
- ・このごみ袋が使いやすくて大変よいのよ。
- ・今まで知り合いに頼んでましたが、直接買いたい。

# Popular Items

タイ

CO-OP 照焼きチキンステーキ

(第5位)



**【商品特徴】**  
やわらかな若鶏のもも肉を使用した夕食向けの照焼きチキンステーキです。レンジで簡単調理。

**【組合員の“よかった”の声】**

- ・照り焼きの味が本当に美味しくて、ジューシーです。レンジでチンするだけで、メインの料理ができてしまうので、時間がないとき助かります。
- ・ふっくらジューシーで、鶏の旨みもしっかり感じてパサパサしていませんでした。

イタリア

CO-OP 手包みピッツア

(第16位)

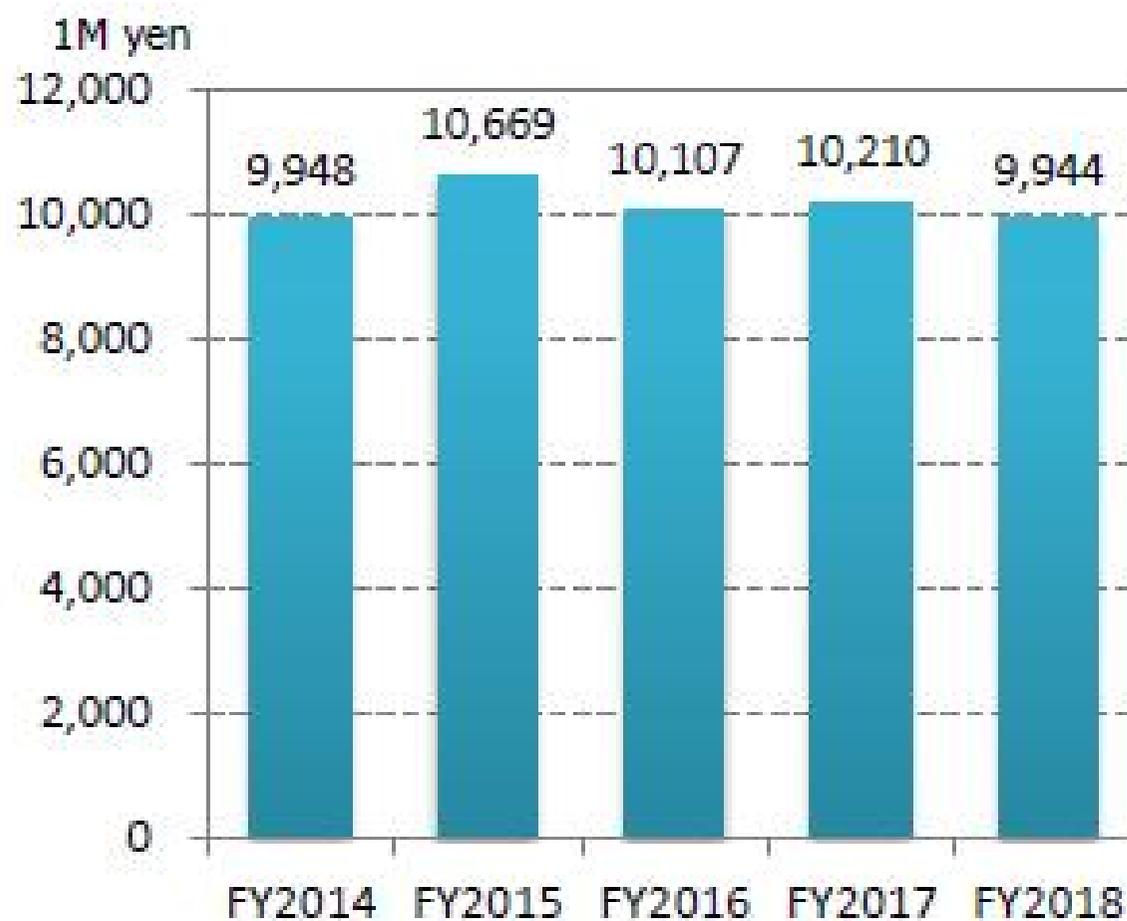


**【商品特徴】**  
イタリア産トマトの酸味と、4種チーズのコクと旨みを感じられる本場イタリアで焼き上げたピッツアです。

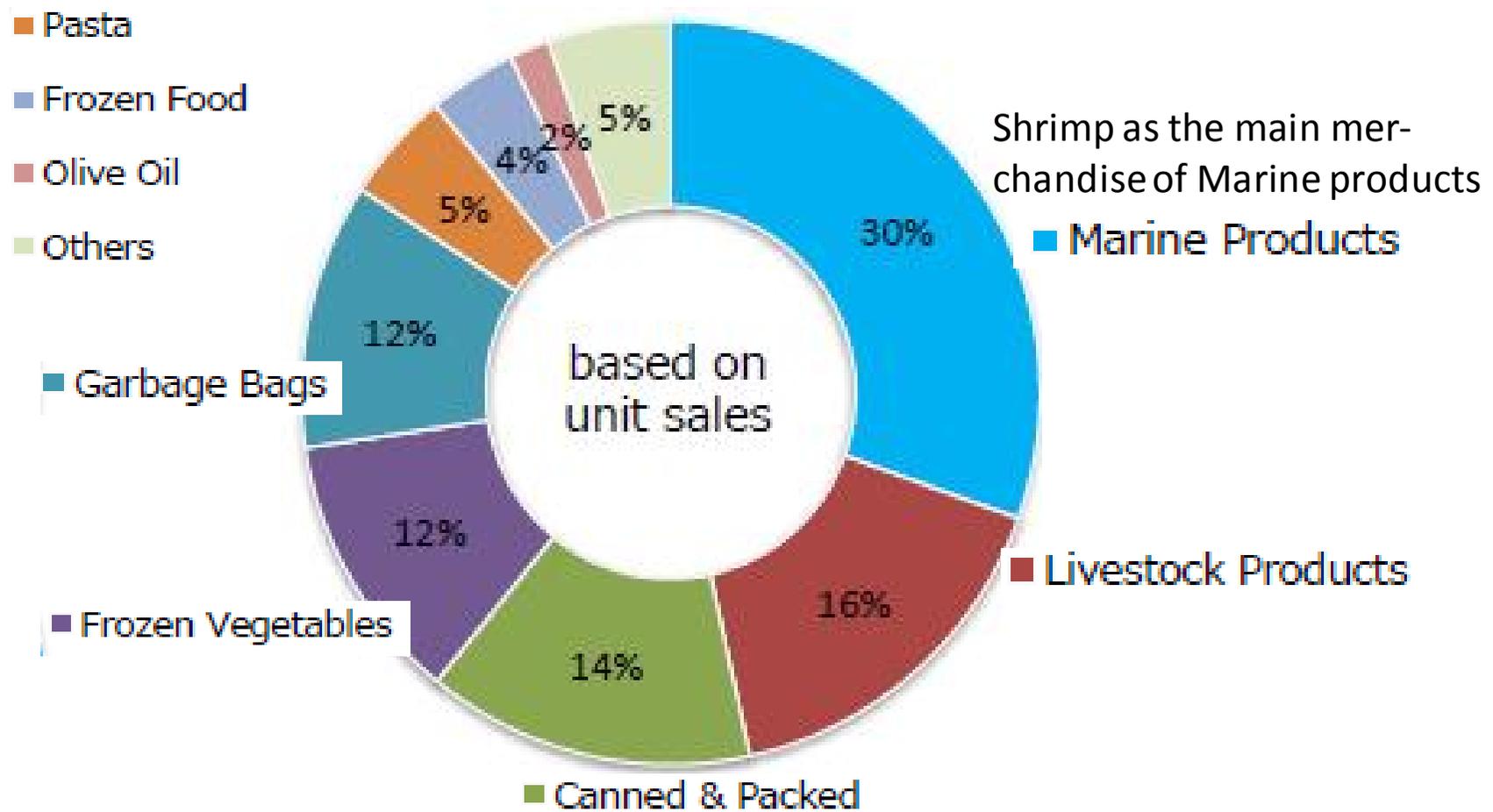
**【組合員の“よかった”の声】**

- ・冷凍なのに、すごく本格的でびっくりしました！モチモチ生地がたまりません。トマトのフレッシュな香り残っていて、他の冷凍ピザとは全然違います。
- ・生地もトマトソースもチーズもパーフェクト！しかも低カロリー！市販のピザではNo.1です。

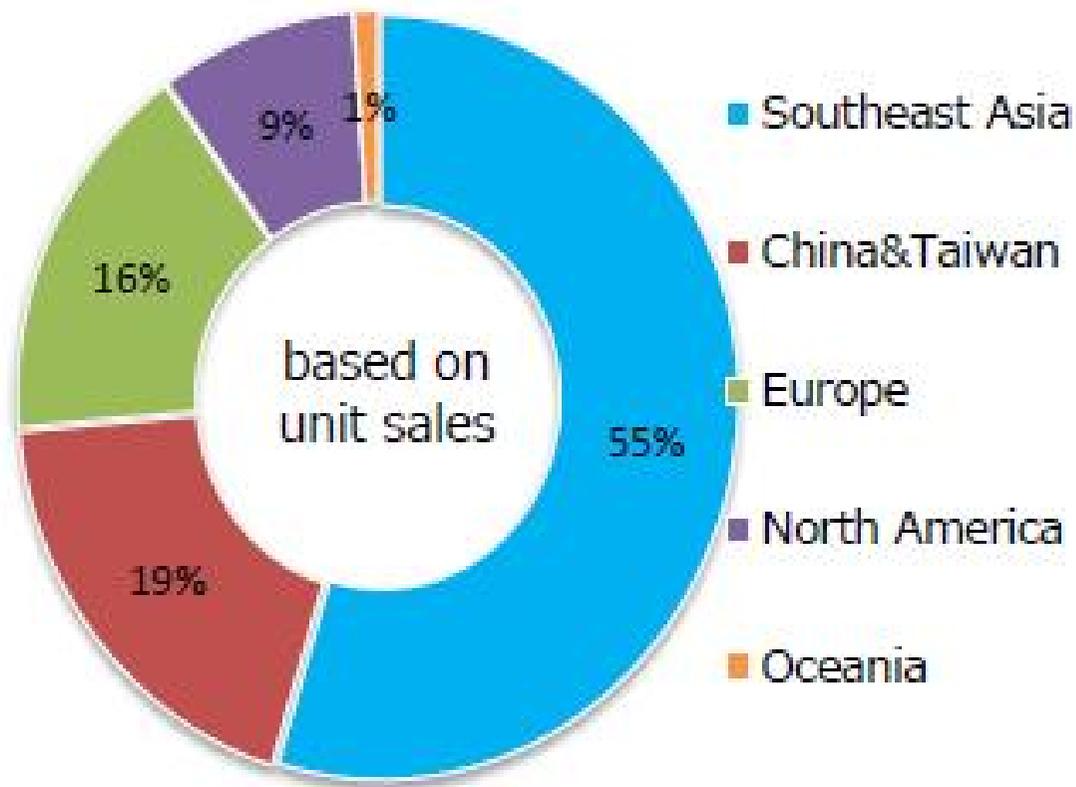
# Sales Trend



# Percentage by Product Category

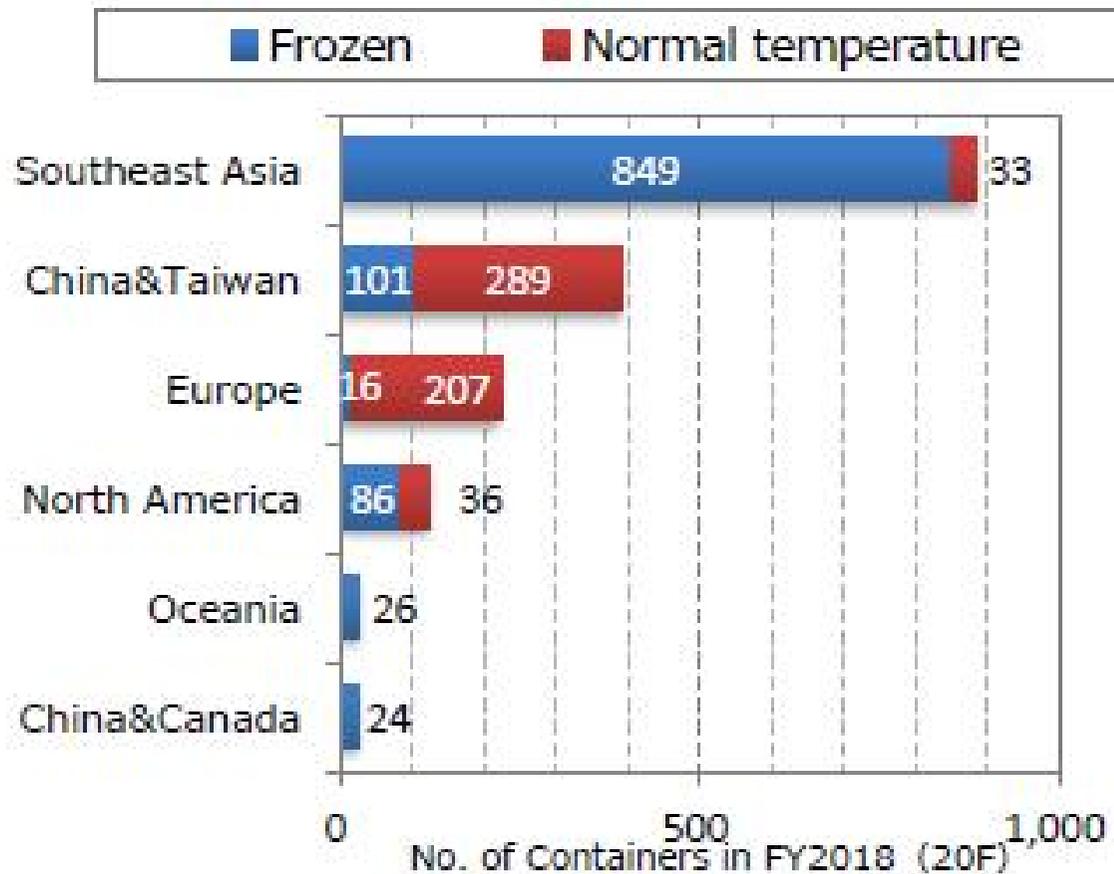


# Percentage by Region



Over a half of the amount is from SEA

# Amount by No. of Containers



**1667 TEUs** (Twenty-foot Equivalent Unit)

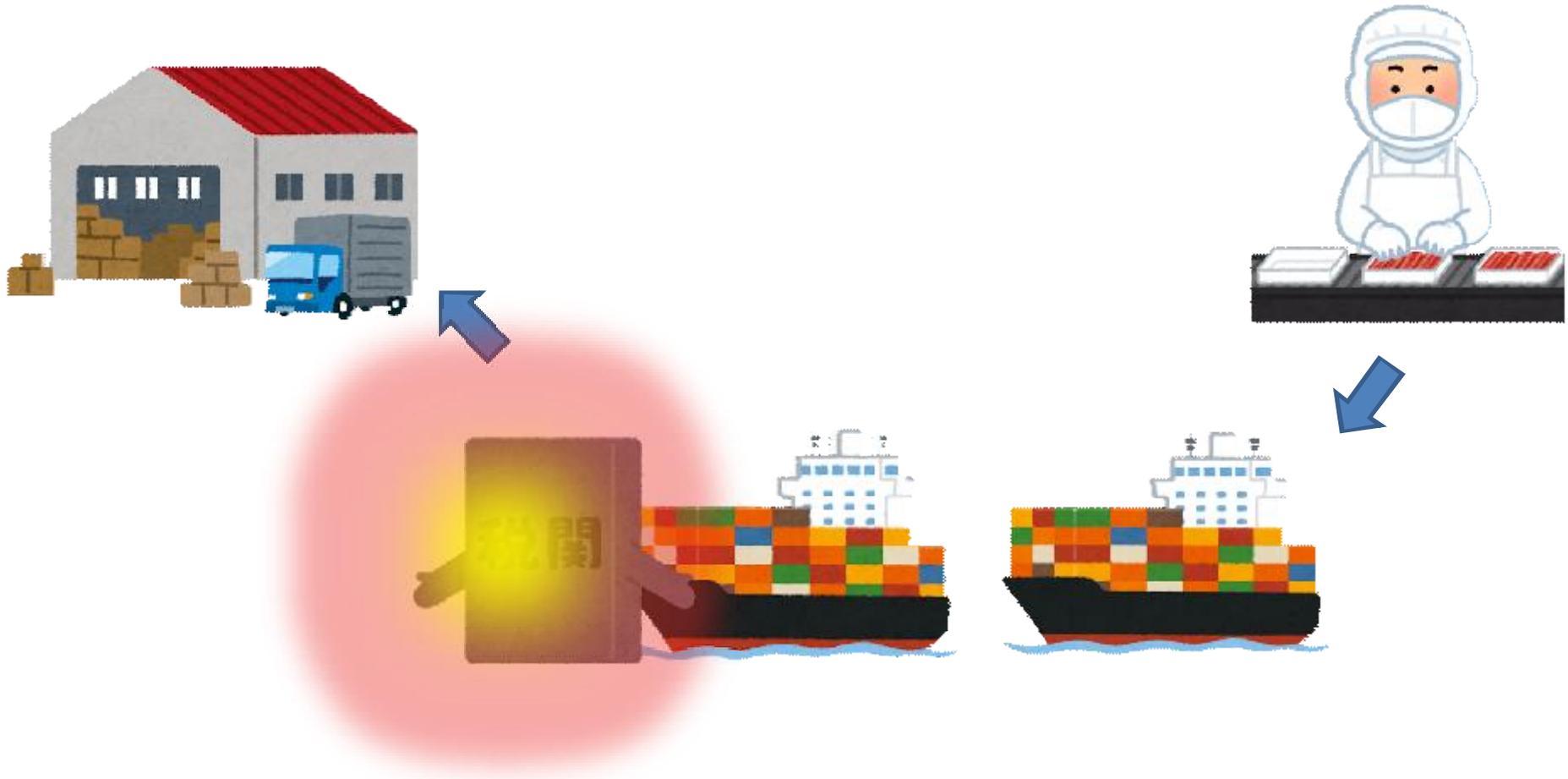
**70 % Reefer**

## **Production – Shipment – Import**

**Now we will see how the products are shipped and imported to Japan.**

**And what are the things we have to know and do.**

# Production – Shipment – Import



## Custom Clearance Required



**Violation cases:** Violation of the Food Sanitation Act

[https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/kenkou\\_iryuu/shokuhin/yunyu\\_kanshi/index\\_00017.html](https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/kenkou_iryuu/shokuhin/yunyu_kanshi/index_00017.html)

# Violation cases



ITEM	EXPORTING COUNTRY	NAME OF MANUFACTURERS	SHIPPER	ARTICLE	CONTENTS OF VIOLATION	QUARANTINE STATION	NAME OF IMPORTERS	CAUSE OF VIOLATION	DISPOSAL OF THE CARGO	REMARKS	Public
FROZEN RAW HEADLESS SHELL-ON VANNAMEI WHITE SHRIMPS	India	[Redacted]	[Redacted]	Art 11(1)	violation of compositional standard (furazolidone 0.005 ppm detection)	osaka	[Redacted]		we directed abandonment or return of the cargo (the whole quantity is kept)	ordered inspection	12)
Frozen food served after heating (other than those heated immediately before freezing) : FROZEN FDC FROZEN VANNAMEI WHITE SHRIMP	Vietnam		Art.11(2)	violation of compositional standard (live bacteria count $3.6 \times 10^4$ /g)	osaka	we directed abandonment or return of the cargo (the whole quantity is kept)		independence inspection	12)		
Butter bean	Myanmar		[Redacted]	Art.11(2)	cyanide 310 ppmg detection	kobe		we directed abandonment or return of the cargo (the whole quantity is kept)	ordered inspection	12)	
Frozen food served after heating (other than those heated immediately before freezing) : EB KARAGE	Philippines		Art 11(1)	violation of standard of use (benzoic acid 0.92 g/kg detection, use of hemin acid in other than target food)	tokyo	we directed abandonment or return of the cargo (the whole quantity is kept)		independence inspection	3)		
Frozen food served after heating (other than those heated immediately before freezing) : BREADED SEAFOOD SKILWHLER SEI	Vietnam		Art.11(2)	violation of compositional standard (E.coli positive)	tokyo	we directed abandonment or return of the cargo (the whole quantity is kept)		monitoring inspection	4)		
Peanuts	U.S.A.		[Redacted]	Art6(1)	afatoxin (mycotoxin) 23 ug/kg (B1:20.3 B2:3.0) detected	kobe		we directed abandonment or return of the cargo (the whole quantity is kept)	ordered inspection	6/	
Frozen food served without heating: FROZEN MANGO DICE CUT	Thailand		Art.13(2)	violation of compositional standard (coliform bacteria positive)	tokyo	we directed abandonment or return of the cargo (the whole quantity is kept)		independence inspection	6/		
Frozen food served after heating (other than those heated immediately before freezing) : FROZEN BREADED CRAB CLAW	Vietnam		Art.13(2)	violation of compositional standard (E.coli positive)	osaka	we directed abandonment or return of the cargo (the whole quantity is kept)		independence inspection	6/		
Frozen food served after heating (other than those heated immediately before freezing) : FROZEN BREADED SURIMI SCALLOP	Vietnam	Art.13(2)	violation of compositional standard (E.coli positive)	osaka	we directed abandonment or return of the cargo (the whole quantity is kept)	independence inspection	6/				

[https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/kenkou\\_iryuu/shokuhin/yunyu\\_kanshi/index\\_00017.html](https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/kenkou_iryuu/shokuhin/yunyu_kanshi/index_00017.html)

## **Mandatory Inspection upon Importing**

**Depending on the product type, government agencies (Custom & Quarantines) require various types of inspections.**

**To further ensure the safety and quality, JCCU voluntarily conducts their own analysis and testing.**

# Mandatory Inspection upon Importing

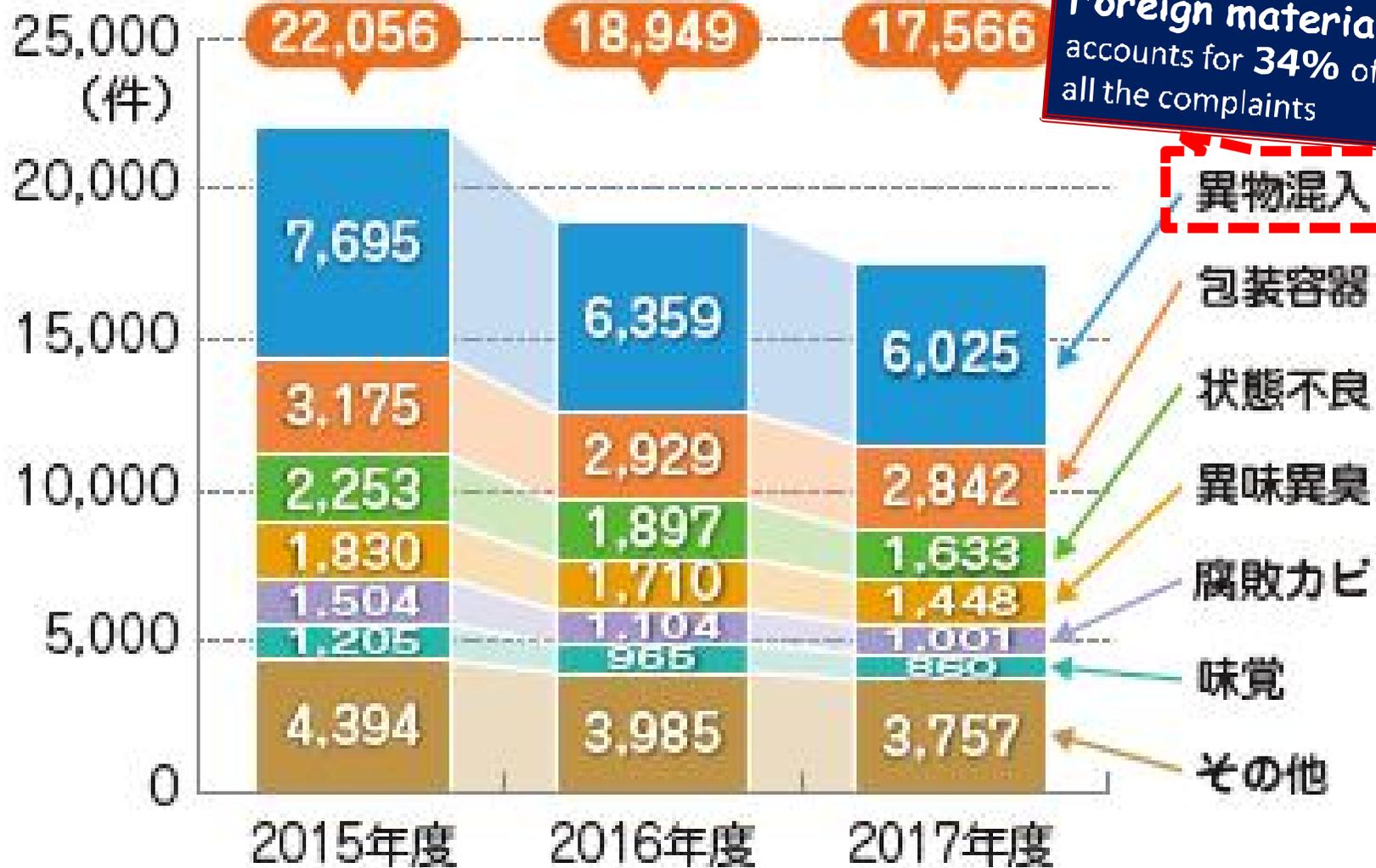
Type of Inspection	Legal Requirements and Description
Ordered Inspection	A type of inspection required by the Ministry of Health, Labour and Welfare under the Food Sanitation Act to frequent violators. It is required in order to receive a permission to import certain products, and the inspection criteria are consistent. The timing of the inspection can be estimated beforehand.
Performance-based Inspection	A voluntary inspection by importers instructed by the Ministry of Health, Labour and Welfare under the Food Sanitation Act as a part of hygiene management. Products that are deemed to have undergone a certain degree or type of processing will be required to pass this inspection. The timing of the inspection can be estimated beforehand.
Monitoring Inspection	A type of inspection required by the Ministry of Health, Labour and Welfare under the Food Sanitation Act, based on annual terms. Shipments are selected at random within an annual term to be required to receive an additional inspection, and the timing cannot be estimated beforehand, but can be postponed to the next shipment if requested.
Animal Quarantine	A type of inspection required by the Ministry of Agriculture under the Infectious Livestock Disease Prevention Act, in order to prevent an introduction of infectious diseases among livestock. Required upon arriving at the destination country.
Phytosanitary Quarantine	A type of inspection required by the Ministry of Agriculture under Phytosanitary Quarantine Laws, in order to prevent invasive species of pests from entering the country. Required upon arriving at the destination country, with the exception of products categorized as "Phytosanitary Quarantine Not Required."
JCCU Internal Inspection	Inspections conducted voluntarily by JCCU based on the records of products imported in the past, and not required by government agencies.

# Mandatory Inspection upon Importing

Type of Inspection	Effects on Customs Clearance	Commonly-subjected Products	Frequency	Inspection Time	Responsibility of Fees	Number of Cases※
Ordered Inspection	cannot clear the customs without passing	Shrimp Products from Vietnam 	Often (Every Container)	Short (1~2 days)	Importer	73
Performance-based Inspection	cannot clear the customs without passing	All Processed Products 	Seldom (Once a Year)	Short (2~3 days)	Importer	105
Monitoring Inspection	can clear the customs before the inspection results become available. However, may be subjected to a recall or other corrective actions if a violation is found after customs clearance.	All Products 	Undetermined	Long (1~2 weeks)	Customs	94
Animal Quarantine	cannot clear the customs without passing	Poultry Products 	Often (Every Container)	Short (1 day)	Importer	186
Phytosanitary Quarantine	cannot clear the customs without passing	Frozen Vegetable Products 	Often (Every Container)	Short (1 day)	Importer	16
JCCU Internal Inspection	does not affect customs clearance (Performed after customs clearance)	Certain Agricultural or Marine Products (Shrimp, Capelin, Vermicelli, Etc.) 	Often (1 product from each container)	Long (1 week)	Importer	111
Total Number of Cases						585

※Number of Cases means that total inspections received for CO-OP Products.

# Complaints Received



# 微生物 microorganism

- TPC / APC
- E-Coli.
- Coliform
- Staphylococcus aureus
- Vibrio parahaemolyticus
- Salmonella
- Vibrio cholerae
- and more....

## Visit & Check process and products

- Besides all these checks and tests done by both government agencies and JCCU central lab, JCCU/CTJ staff constantly visit factories /manufacturers.

## Visit & Check process and products

- Ensure the products & its raw materials / ingredients, as well as its packaging materials are conform to the specifications, the standards required under the Japanese laws and regulations, and the standards set by JCCU.

# CO-OPTRADE JAPAN LTD. Overseas Representatives





# SDGs



# MSC



骨取りさばのみぞれ煮

**Mackerel Fillet with grated radish**



骨取りさばの味噌煮

**Mackerel Fillet in miso (soybean paste)**



無着色たらこ

**Salted cod roe**



フィッシュソーセージ

**Fish surimi sausage**



# ASC



Breaded shrimps



Peeled shrimps for Tempura



Smoked salmon





**Thank you**  
**for**  
**your attention.**