

Industry coment

Industry figures have their say on the importance of JAS certification and the Japanese export market.



Quentin Kennedy, owner, Kialla Pure Foods

Unfortunately the certification world is becoming increasingly complex with individual countries developing differing standards and controls – the pessimists amongst us would say that this is another method of limiting imports – the optimists would say that it provides opportunities to those of us prepared to meet the standard. The Japanese market, prior to the implementation of JAS was littered with a plethora of dubious organic products, the market for which dropped considerably after the regulation's introduction. JAS therefore allowed Australian producers to be more competitive and compete on a similar level as everyone else – which was ultimately good for our industry.



Hydeya Kojima, director, Oakey Holdings Pty Ltd

Oakey Holdings was the first company to get JAS certification in Australia in 2004. Our JAS system can trace individual cattle from each package of meat using the bar-code ID on the surface of pack or carton labels. Most other JAS systems are only able to identify 20 cattle from one piece of meat, which meets JAS minimum requirements. The Japanese market is a large, consistent and mature one which is ready to pay a premium for safer products. The Japanese government re-banned US beef because of only one incident with one US packer. We can easily understand the importance of safety to the Japanese consumer from this point.

I believe the JAS system has contributed a lot to securing the safety of meats so each consumer can trace each individual production history using our web site.

Japanese domestic beef can be traced using the ID number on the meat from supermarkets under the traceability law.



Charlie Ball, owner, Ball Noodles

JAS is the critical first step for exporting organic product to Japan. Companies will not accept anything less and may require more. JAS is a highly respected mark and as such attracts a higher premium when negotiations are carried out well.

Con Stamos, owner Strictly Organic Meat

Trade with Japan for organic meat can only boom. The Japanese recognise the value and integrity in Australia's organic farming systems. There is a big future for producers supplying Japanese buyers willing to pay a premium price for a top quality meat.

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