



FABEX

The Japan Food Journal

Nissayoku

PRESS RELEASE

March 22, 2024

FABEX 2024

The Future development of side dishes

Searching for new food product development ideas

Presenting Japanese Deli foods to the world

Product development solutions including the delicatessen and ready-meal market

Following the coronavirus pandemic, global food development has gained a new impetus and renewed focus on:

- Take out products (take out ready meals & desserts)
- Packaged Food (including ready-to-eat meals, and take-home dishes, etc.)
- Packaging for handmade side dishes, (including food containers sold as products)

The main trend for food manufacturers for the convenience market is ingredient and recipe development.

New packaged foods are a result of the evolution of food science, packaging materials, packaging formats, and shelf life and distribution styles. With this, many grocery stores have also evolved to become a "third place" away from home or work. There are built in spaces, both private and social, coffee bars, outdoor seating to relax and ambience focused upscale retail formats. All with a welcoming, comfortable and informal atmosphere.

New products are also attracting significant media attention with their promotion aimed at demonstrating deliciousness, appearance, and convenience.

In terms of the global food ingredients market for processed foods, importers continue to seek new supply solutions to concerns about healthy ingredients and rising prices because of changes in the global economy, natural disasters, and conflicts between and within countries. The key to success is to look to the near future and create technological innovations and ideas for longer lasting products that are more resilient to short lasting fads and development trends.

The food industry's product development strategy now incorporates cutting-edge technologies such as artificial intelligence (AI), augmented reality (AR), and virtual reality (VR), all of which will have a major impact. From the kitchen and retail in-store to the wider food production chain, these three technologies are poised to take center stage in the industry.

Typical examples of this are; restaurants using augmented reality to calculate the calories for each menu item ordered and convey this information to the diner, chefs using VR for training staff and food brands using chat bots to receive and send real time messages to consumers. Such previously imagined worlds are now becoming reality at considerable speed and those that do not try to understand and apply these advances will be rapidly left behind in innovation, productive efficiency and ultimately brand value.

The future of food will continue to include the health oriented image of Japanese food such as sushi and rice balls which has spread rapidly and powerfully around the world with the development of Japanese side dishes. When you step into a food court in Asia, America, or Europe, your eyes are immediately drawn to the sight of authentic ethnic flavors imported from Japan.

Japanese food has a distant past, when Europeans first traveled to Asian countries during the Age of Discovery in the 16th century, and over time, we have arrived at the modern Japanese food that aligns with the well-known health benefitting Mediterranean diet.

The solutions for food developers searching for the “essence of food” and “the latest innovations” are on offer at Japan industry exhibitions. In Japan, more than 30 exhibitions are held every month, including the world famous events. For those involved in product development, it is important to understand the balance between the benefits and drawbacks in the age of instant information brought about by the IT revolution. These exhibitions are an essential source of credible and cutting edge trends and information.

FABEX has shown a leading role with prepared foods and ready meals for over 27 years. It developed from a basic commercial food trade show to a major exhibition that solves problems and provides answers in the unique ready-to-eat meal industry, food ingredients, food preparation, processing machinery, and packaging container sectors.

Thanks to the strong support and expertise provided by The Japan Food Journal, it spans a wide range of product types including desserts, sweets, and bakery exhibits featuring confectionery, bread, drinks and beverages, and in recent years has encouraged participation from all over the world. Its impact on transforming food in homes and daily prepared foods is considerable, not only within Japan but all over the world.

Despite the contradictions and contrasts faced by the global food industry economy FABEX is for everyone. The wide variety of programs provides points of interest across a broad array of interests. Seminars and exhibits include gourmet programs aimed at general consumers, cooking researchers, gourmet commentators, food developers and stylists. It portrays the true nature of the Japanese market and the attendant processed food industry that strives for deliciousness in the world of daily food and the gourmet diet. The purpose is to constantly challenge ourselves to develop new flavors and recipes.

FABEX is an ideal knowledge transfer and ideas mixing bowl that includes many specialist seminars and presentations that include introductions to new materials and information that is so rarely available in one place. We also provide strong support solutions for all personnel across job function ranges, from preparation and Bento Grand Prix award winning events to sales.

We hope that you will receive both personal and corporate inspiration from your attendance at FABEX and that it will open up the future development of fantastic new Japanese flavored side dishes and brands with global appeal and reach.

The FABEX exhibition marks the beginning of the journey towards the next hit product development and delicious new flavors.

Leading Trade Paper in Japanese Food Industry



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The Japan Food Journal is the source for the latest news on new products, industry and regulatory announcements, events and Japan food company news. It covers a broad range of categories including the milk and dairy products, spices and condiments, flour, confectionery, oils, frozen foods, canned and bottled foods, alcohol beverages, processed agricultural and marine products, food distribution, restaurant trade, home-meal replacements such as bento boxes and deli foods, ingredients, machinery and materials.

Japan Food Journal journalists and media specialists are widely regarded for their deep and insightful knowledge of the Japan food industry and its participants. It is the principal organizer and promoter for FABEX. For more information visit:

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FABEX Event Concept

FABEX Hosts More than 53,000 Attendees and 560 Exhibiting Brands Showcasing Prepared Foods and Ready to Eat Product Innovations at the Forefront of Enriching people lives and Indicating the Future of Convenient food.

How can science and innovation strengthen and make sustainable the world's food system?

Current global food systems, from production to consumption are inherently complex and require coordinated efforts at so many levels, not only within countries but across national boundaries as well. Unfortunately the global food system in its current structure is not sustainable with one in nine people around the world affected by hunger. While the world produces enough on a global basis, serious inequities exist in location appropriate production and affordable distribution to geographic areas with food shortages. Due to the current global industrial food structures, abundance and hunger are unevenly distributed.

People in developed countries typically enjoy access to a rich and varied diet in their daily lives. This is not the case with less developed countries and this disparity has worsened due to the coronavirus pandemic.

Currently the world's food system is unable to prevent widespread malnutrition. Yet paradoxically it enables widespread over consumption of calorie rich but nutrient deficient foods, resulting in increasing rates of obesity and its accompanying declining health outcomes. Very often the productive forces behind this dilemma also create significant adverse environmental effects. The current food system, in its broadest sense, is believed to account for around a third of global greenhouse gas emissions for the period 1990 to 2015. These issues are all compounded with rapidly rising costs and prices, natural disasters and trade and armed conflicts such as the Russia v Ukraine war.

Despite the gloom of this situation, widespread optimism exists, of which FABEX is part, that science and innovation can provide solutions.

©The first step to scientific innovation

UN Secretary-General António Guterres convened the Food Systems Summit in 2021 to encourage stakeholders to work together to bring concrete, positive change to the world's food systems.

This summit focused on efforts to achieve the United Nations Sustainable Development Goals (SDGs) related to food systems, particularly Goal 2 (Zero Hunger). An independent scientific group was established before the summit to provide input from the global scientific community and the information generated was used to recommend seven transforming innovation priorities. Three are directly related to food science and technology.

©Innovation in food science and technology

Innovations in food science and technology are seen as beneficial in addressing many challenges in the food system.

Food processing technologies have made it possible to preserve nutrients and improve the sensory quality, safety, and shelf life of foods. Food fortification (the process of adding micronutrients to foods) should help meet specific nutritional needs to reduce malnutrition. An example of this is Japanese rice fortified by adding vitamins when cooking. (See House Wellness Foods; <https://www.house-wf.co.jp/products/detail.php?cd=088008>)

1) Avoidance of Food waste

Millions of tons of food are wasted every year all around the world. Therefore significant benefits can be gained if this is reduced and people encouraged to eat lower carbon footprint diets. This might seem challenging to achieve but a range of measures exist, from the simple such as increasing consumer awareness to the more complex, such as advanced processing technologies. These measures can be applied for both immediate and longer term effect particularly for major staple foods such as wheat and rice.

2) Food diversification

Progress in food diversification efforts including growing less common seeds, grains and locally adapted foods (such as millet and baobab) which contain important and diverse nutrient ranges. These often unseen and underutilized crops, eaten in minor or developing countries, are more appropriate for sustainable localized cropping resilience. Other sustainable alternatives can include lesser known marine-derived foods and alternative protein sources such as edible insects.

3) Sustainable food processing:

Food processing food methods such as fermentation have been shown to enhance the health benefits (such as nutrient density and bioavailability) of some foods and there is solid and strong scientific evidence that the active ingredients in functional foods (foods that provide health benefits beyond their nutritional value) can assist in preventing diseases such as hypertension and type 2 diabetes. This preventive and proactive approach to health has only recently gained the focus it deserves.

◎The effective implementation required for success.

The main challenge now is to implement these recommendations efficiently, especially in the areas most affected by food insecurity.

Food system policy efforts are mainly undertaken at the national and global level, while community-level engagement can help to increase the likelihood that the impacts will be sustainable locally. Local involvement also helps to collect and put into practice traditional knowledge and cultural beliefs that influence innovation. This requires a comprehensive approach in the collection of scientific data through science and social connectivity. Data sharing in scientific journals also needs to be expanded to include unconventional methods and results, particularly those of regional importance. Such interventions need to be consumer focused and new innovations should be driven as much by public participation and opinion as industry or funding priorities.

Food is an emotive subject and engaging the public in discussions about food systems affecting them can help reduce misinformation and promote acceptance of innovation. In Japan, the government is following this public participation approach and is in the process of implementing the concept. Avenues are open for participation by neo government food related organizations and the general public in the form of “Public Comments” and various other forms of engagement.

At the same time, political will to promote innovation oriented food systems regionally and globally is growing.

Industry needs to prioritize innovation to sustainably produce food that is directly in the public interest, while at the same time increasing fiscal investment. The UN Food Systems Summit Science Group suggested that governments around the world should spend at least 1% of their agricultural GDP on food systems science and innovation.

This support should be extended to the creation of SMEs and niche markets for non-conventional foods, particularly in rural areas and low and middle income countries.

Finally, the complexity of today's food system requires cooperation across different scientific disciplines and fields regarding the development and implementation of solutions. Academic and research institutions therefore need to update their policies to adequately reward such collaborative approaches, which are more likely to provide solutions than the status quo.

The FABEX 2024 food event will provide support, development ideas and new information for the food industry. It is a meeting place for those striving for innovative ideas, collaboration partnerships and a platform to raise awareness of current trends and sustainability aspirations for the global food industry in the near future.

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