



# **CODEX Update & Natto Export Opportunity/Challenges**



**Nov 11 2022**

**Federation of  
Japan NATTO Manufacturers  
Cooperative Society**



# Presenter

## Kentaro Hasegawa

Executive Managing Director

NATTO-REN

- 30 years ago Naval Aviator, Ensign
- 2016 Promoted to Lieutenant junior grade (reserve)
- 2021 Promoted to Lieutenant (reserve)



Google 翻訳

テキスト | ドキュメント

英語 | 中国語(簡体) | 日本語

# Google

こんにちは

hello の定義

名詞

① an utterance of "hello"; a greeting.  
"she was getting polite nods and hellos from people"

「hello」の翻訳

名詞

今日は hello, good day

頻度



DeepL

テキスト | .docx & .pptx | 保存済み

DeepL Proを試してみる | ログイン

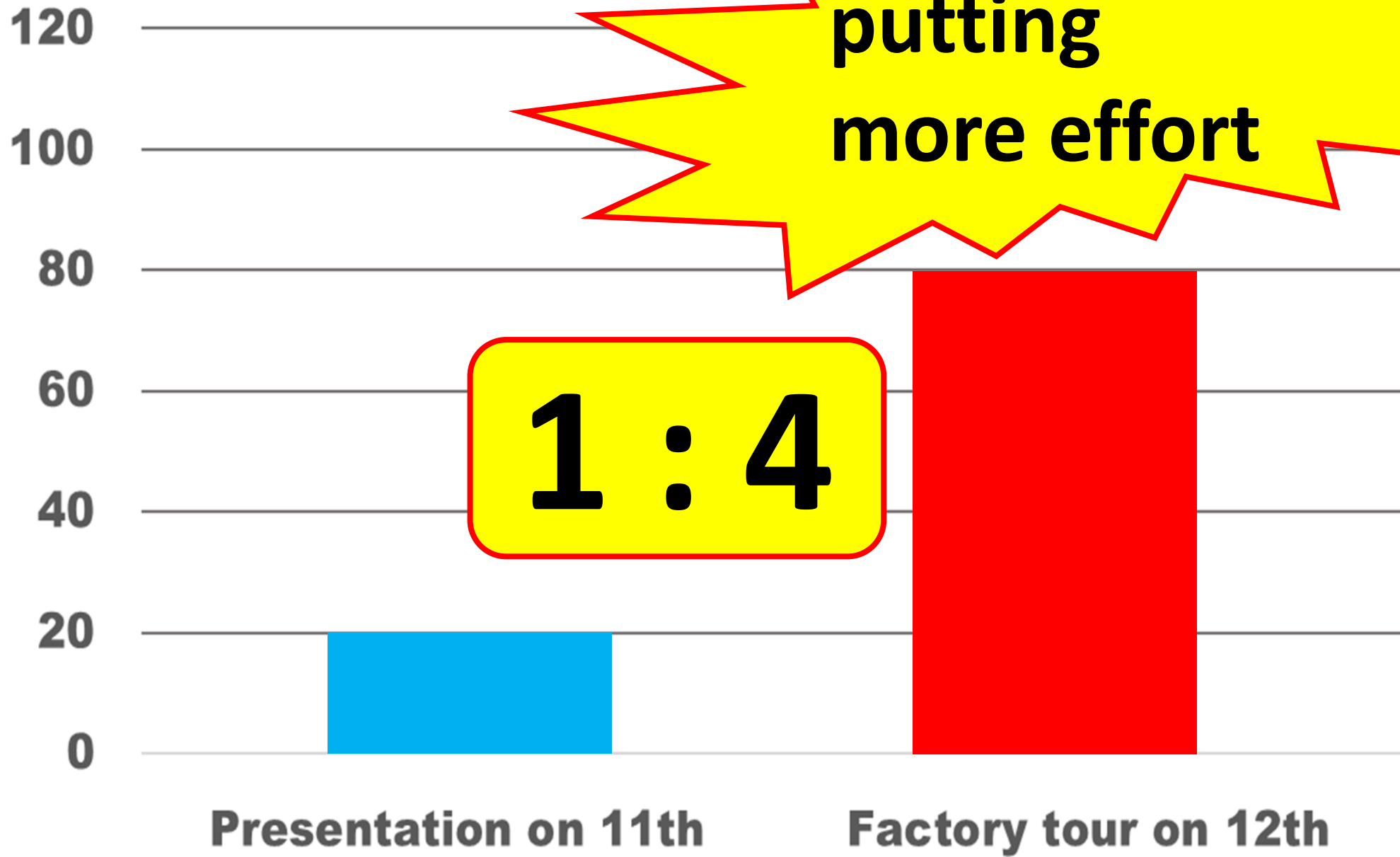
英語 | 日本語

Thank you.

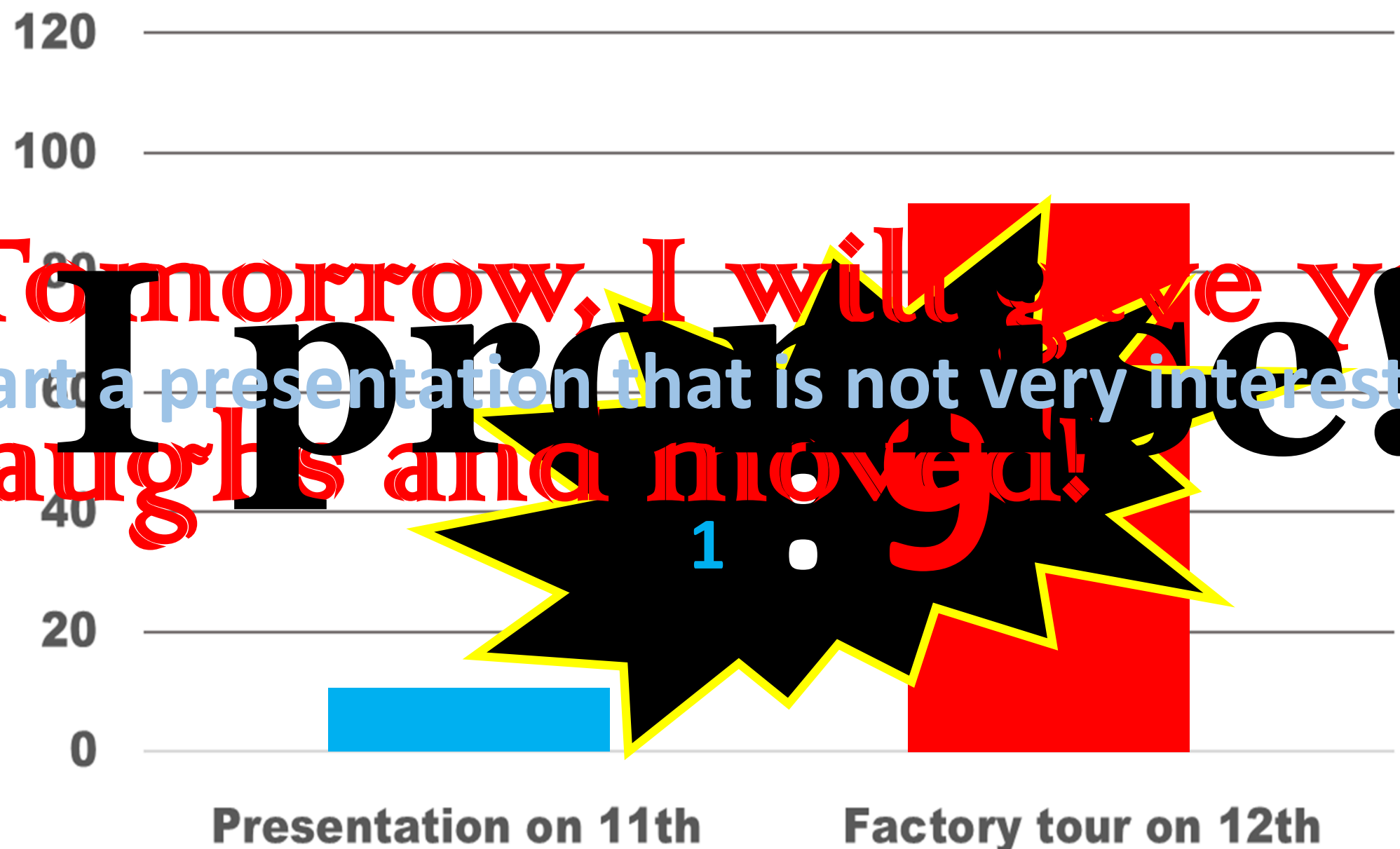
ありがとうございます。



# Percentage of Effort



# Percentage of effort



Tomorrow, I will give you  
 Start a presentation that is not very interesting.  
**Tip** Pro tip!  
 Laughs and moves!  
 1

# Codex progress overview

## コーデックスの進捗状況の概要

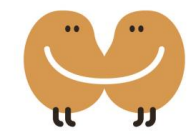
- Sep. 2016 – Proposed at CCASIA20, postponed
- Sep. 2019 – Proposed at CCASIA21
- Dec. 2020 - Posted 1<sup>st</sup> draft to EWG.
- Jun. 2021 - Posted 2<sup>nd</sup> draft to EWG.
- Nov. 2021 - Posted 3<sup>rd</sup> draft to EWG.
- Feb. 2022 - EWG report and draft standard submitted to CCASIA22

- 2016年9月 - CCASIA20で提案、延期される。
- 2019年9月 - CCASIA21で提案。
- 2020年12月 - EWGに1stドラフトの投稿。
- 2021年6月 - EWGに2ndドラフトの投稿。

**Date to be  
determined**

- 2021年11月 - EWGに3rdドラフトを投稿。
- 2022年2月 - EWG報告書と規格案をCCASIA22に提出

# Codex progress overview



納豆連

全国納豆協同組合連合会



## Committee

Discussion paper

Project document

Endorsement

## Commission (adoption)

Sep. 2016  
20<sup>th</sup>. CCASIA

Sep. 2019  
21<sup>st</sup>. CCASIA

Dec. 2020  
1<sup>st</sup>. draft

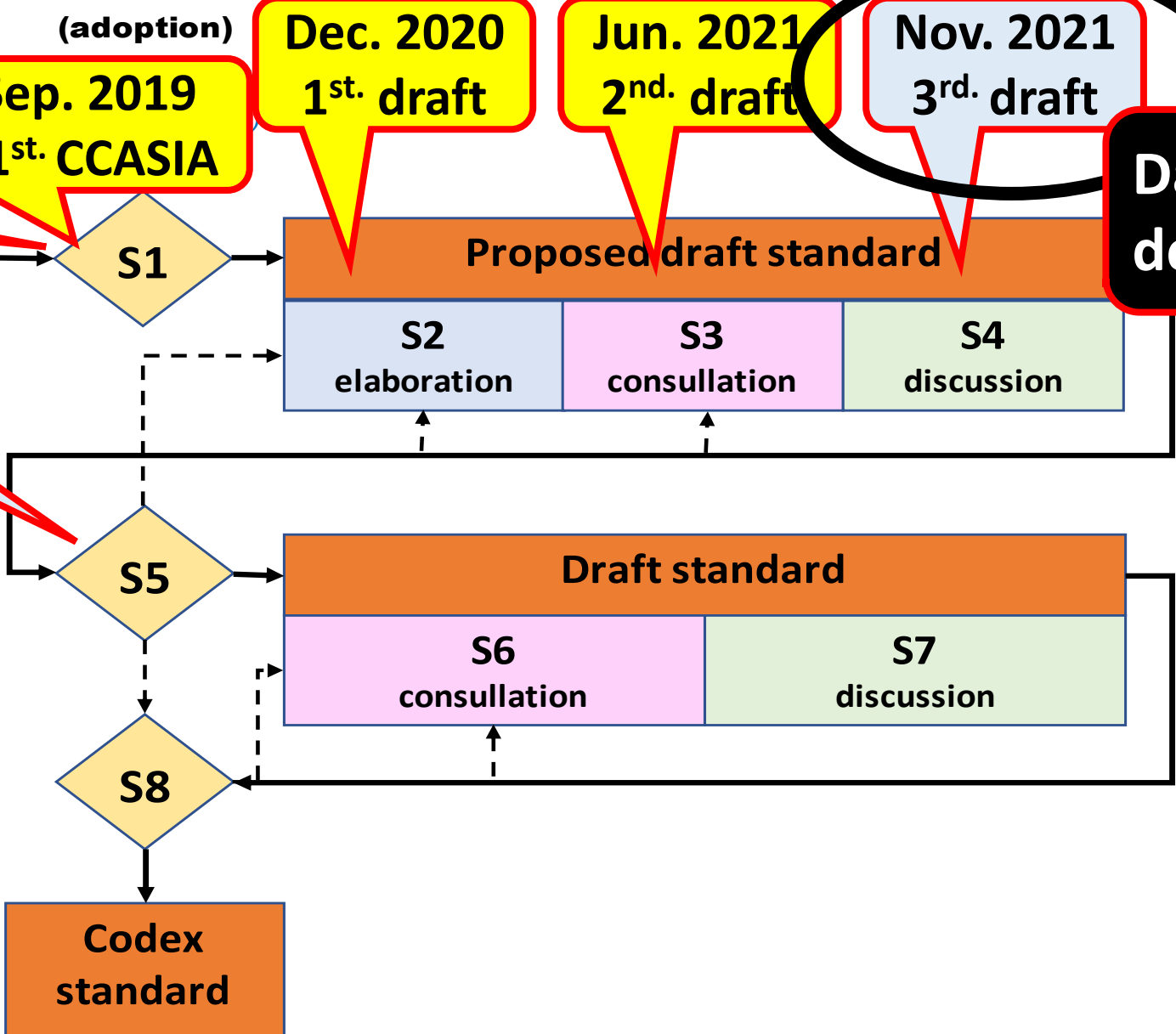
Jun. 2021  
2<sup>nd</sup>. draft

Nov. 2021  
3<sup>rd</sup>. draft

Date to be determined

Feb. 2022  
22<sup>nd</sup>. CCASIA

Date to be determined



# Codex progress overview

## コーデックスの進捗状況の概要

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- **2022年11月 - EWGに3rdドラフトを投稿。**
- **2022年10月 - EWG報告書と規格案をCCASIA22に提出**





納豆連  
全国納豆協同組合連合会

# CODEX ALIMENTARIUS

## INTERNATIONAL FOOD STANDARDS

العربية 中文 English Français Русский Español



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codexalimentarius > Meetings > meeting-detail



**CCASIA22** | **FAO/WHO Coordinating Committee for Asia**  
12/10/2022 - 18/10/2022 | Virtual.

### 6 October 2022, 9:00 – 12:00 hours CEST: vWG on the Regional standard for Soybean Products Fermented with *Bacillus* Species.

Wednesday 12 October 2022.

The session will be conducted in English and Chinese. The working documents will be issued in English and Chinese.

In preparation for CCASIA22 there will be virtual meetings of the working groups (vWG) on the standards under development as follows:

- 23 September 2022, 9:00 – 12:00 hours CEST: vWG on the Regional standard for Quick Frozen Dumpling.
- 5 October 2022, 9:00 – 12:00 hours CEST: vWG on the Regional standard for Cooked Rice Wrapped in Plant Leaves.
- 6 October 2022, 9:00 – 12:00 hours CEST: vWG on the Regional standard for Soybean Products Fermented with *Bacillus* Species.

**TIMETABLE**

Day	Time	Topic
Wednesday	12 Oct	<ul style="list-style-type: none"> <li>Opening</li> <li>Approval of the agenda</li> <li>Business session: 9:30-11:30 am (break 10:00-10:30 am)</li> <li>Food safety and quality for culture in the region</li> <li>Technical and/or general issues derived from the previous sessions</li> <li>Public session: Topical Codex Alimentarius Commission activities in Asia</li> </ul>
Thursday	13 Oct	<ul style="list-style-type: none"> <li>Interim session in the region</li> <li>Working in the preparator of the Codex Alimentarius Plan</li> <li>Proposed draft regional standard for soybean products fermented with <i>Bacillus</i> species</li> </ul>
Friday	14 Oct	<ul style="list-style-type: none"> <li>Finalization of the regional standard for soybean products fermented with <i>Bacillus</i> species</li> <li>Finalization of the regional standard for quick frozen dumpling</li> </ul>
Monday	17 Oct	<ul style="list-style-type: none"> <li>Finalization of the regional standard for quick frozen dumpling</li> <li>Finalization of the regional standard for soybean products fermented with <i>Bacillus</i> species</li> </ul>

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INTERNATIONAL FOOD STANDARDS



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PROPOSED ~~PROPOSED~~ ~~STANDARDS~~ ~~FOR~~ ~~SOYBEAN~~

PRODUCT

BACILLUS

43. Japan, as Chair

introduced the

item. He recalled

a group of commodities with similar traits to ensure an inclusive approach before being approved as

new work. He further recalled three rounds of consultations had been undertaken within the EWG

followed by a VWG prior to CCASIA22 organized to address outstanding issues and sta

the issues had been resolved.

CRD2.

**most of the issues  
had been  
resolved.**

p (VWG),

commodity i.e. Natto to

most of

part of the VWG together with the updated text was presented in

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## PROPOSED DRAFT REGIONAL STANDARD FOR SOYBEAN PRODUCTS FERMENTED WITH BACILLUS SPECIES (Agenda Item 7)<sup>14</sup>

44. CCASIA22 agreed to consider CRD2 as the basis for discussion of this item.



# Conclusion

## **CCASIA22 agreed to forward:**

- i. the proposed draft standard for soybean products fermented with *Bacillus* species to CAC46 for adoption at Step 5/8 (Appendix VI); and
- ii. the provisions on food additives, food labelling, and methods of analysis and sampling to CCFA, CCFL and Codex Committee on Methods of Analysis and sampling (CCMAS) for endorsement respectively.

# Codex progress overview



## Committee

Discussion paper

document

## Commission

(adoption)

Sep. 2019  
20th. CCASIA

Sep. 2019  
21st. CCASIA

Dec. 2020  
1st. draft

Jun. 2021  
2nd. draft

Jun. 2022  
3rd. draft

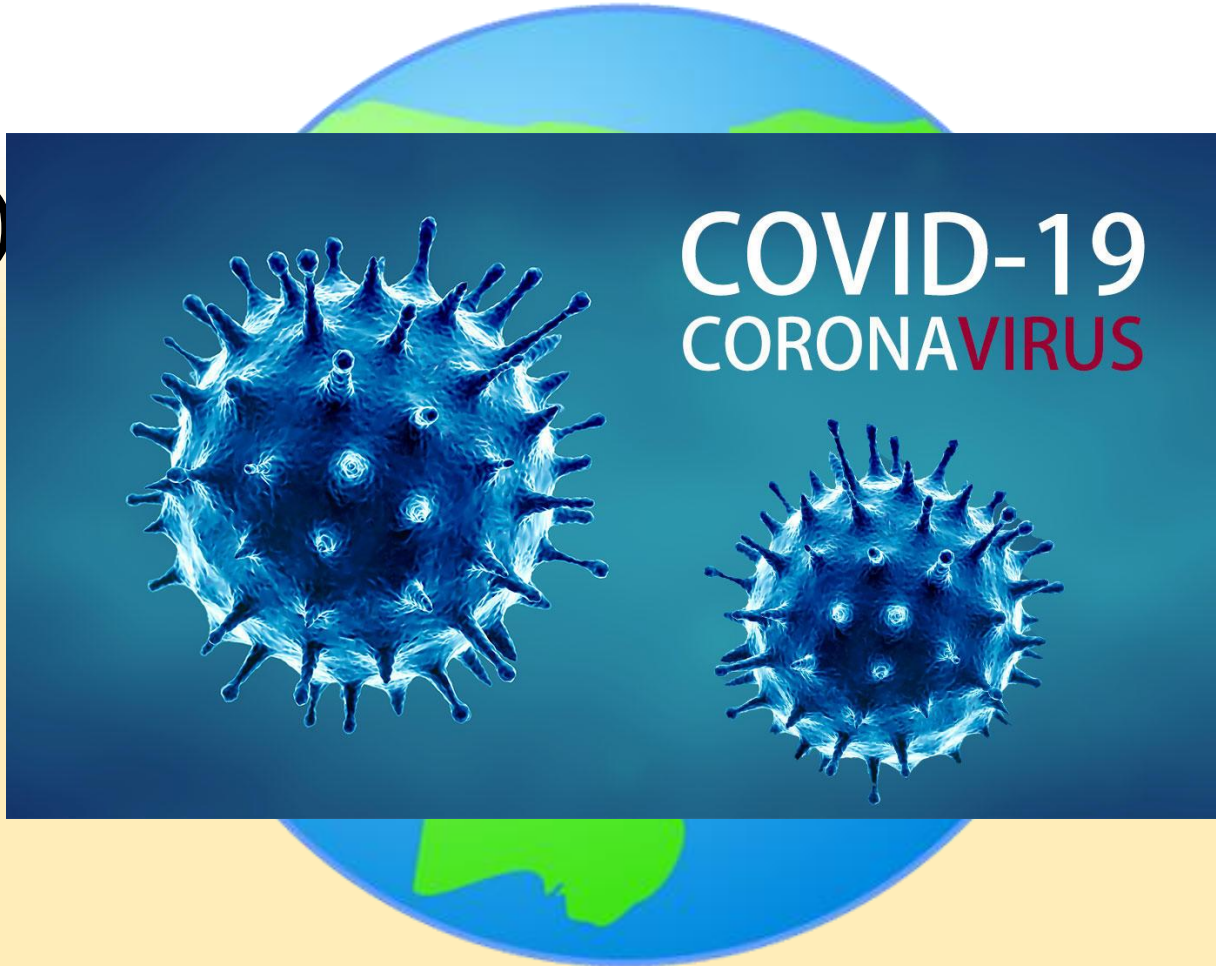
Oct. 2022  
22nd. CCASIA  
vWG

**Codex  
60th Anniversary  
General Meeting**

Code  
standa

ATTN  
all certified  
**CODEX standard!**

# A world attacked by a virus



*Griffin* (Eng.)



*Griffon* (Fre.)

*Cerberus*





# Japanese Government's Export Expansion Strategy



**Currently, the Japanese government is trying to expand food exports.**

Fermented soybeans

**【NATTO】 has become one of the products of that export expansion.**

# Implementation Schedule

	2022				2023		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Website development (English, Chinese)	Natto information organization, translation, material photography, interviewing, etc.		HP construction work		Video Uploading		
Overseas Version Natto Video Production	Translation work (English and Chinese)		Editing and message insertion				
Promotional Materials Data production	Design layout work, creation of data for pamphlets and panels					Dissemination of information to members of the Natto Federation	
SNS measures	Collection of photos and videos of natto cooking, translation of recipes, and preparation for distribution		Instagram Campaign and TikTok Campaign by Nebaru-kun				
Target Countries Market Research	Internet survey preparation, survey design, and question setting by target country				Field inspection and report writing		

**Working on**

**Open to the public**

**Open to the public**





# Japanese Government's Export Expansion Strategy



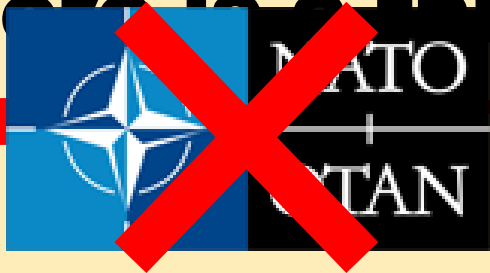
Currently, the Japanese government is trying to expand



**is not NATO!**

【NATO】  
export expansion

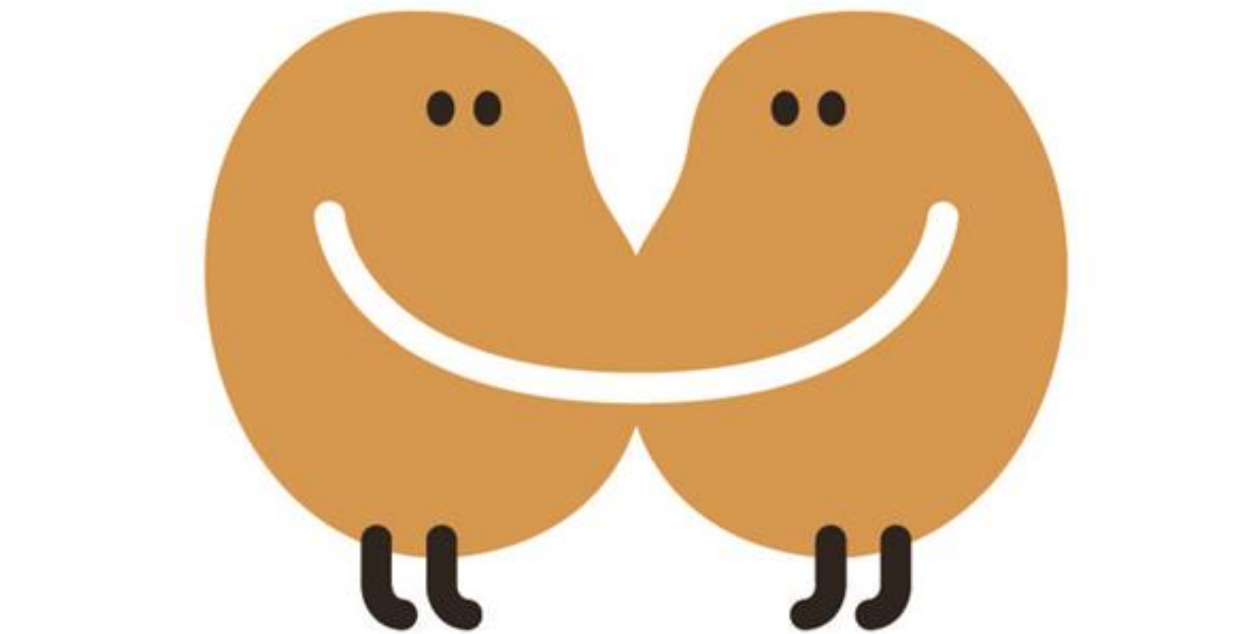
There is nothing that **must be taken into**  
**consideration** when exporting **NATTO.**



NORTH ATLANTIC TREATY ORGANIZATION

to th

orld!



ポリアミンが若さを造る

納豆連

Music : Assistant police officer, ZENIGATA



# NATTO

# is going global!



*Pteranodon*



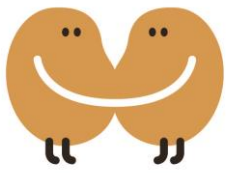
# NATTO

is going global!



?





ポリアミンが若さをつくる

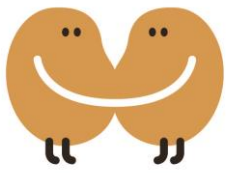
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全国納豆協同組合連合会

# For sustainable relationship



We can create the future we want. **Certainly!**



和食の味が若さを保つ

**納豆連**

全国納豆協同組合連合会



**NATTO**

**SAVE THE EARTH**



# 2022 NATTO SUMMIT

NOV 10-12, 2022 | TOKYO, JAPAN



# Thank

# you For Sustainable

# See you tomorrow! Partnership

# tomorrow!

Ken-ichi Hasegawa  
Executive Managing Director,  
**NATTO-REN**



納豆の味が広がる

# 納豆連

全国納豆協同組合連合会

