

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary - Public

Date: 11/7/2018

GAIN Report Number: JA8095

Japan

Post: Tokyo

Japan Introduces a New JAS Logo for Differentiated Products

Report Categories:

Special Certification - Organic/Kosher/Halal
Wood Products

Approved By:

Jess K. Paulson

Prepared By:

Daisuke Sasatani

Report Highlights:

On October 19, 2018, the Japan Ministry of Agriculture, Forestry and Fisheries (MAFF) selected a new design for the Japanese Agricultural Standard (JAS) logo for value-added products. The organic JAS logo will remain unchanged except for the addition of “Organic” to the top of the current logo. The general JAS logo for standardization purposes will not change, however, language describing the contents specifications may be added to the top of the logo.

Keyword: JA8095, forest products

General Information:

On October 19, 2018, the Japan Ministry of Agriculture, Forestry and Fisheries (MAFF) selected a new Japanese Agricultural Standard (JAS) logo for value-added products, replacing three logos with a single design.

Previously, MAFF maintained five different JAS logos to differentiate 1) General JAS for the standardization of products, 2) organic production, 3) products with distinguishable qualities or features (such as aged ham, aged sausage, aged bacon, locally bred free-range chicken, and hand-stretched dried noodle), 4) production method information, and 5) distribution conditions (such as temperature control).

The new logo combines ③, ④, and ⑤ into a single new logo that depicts Mt. Fuji and a setting sun. This new logo can be applied to JAS-certified value-added products with distinguishable specifications. The logo includes a location at the base of Mt. Fuji to indicate which specification applies, such as “sustainable aquaculture”, “locally bred free-range chicken”, or “distribution under a fixed temperature control”.

The organic JAS logo ② will add the term “Organic” to the top of the existing logo. Japan established JAS standards for organic plants and organic processed foods derived from plants in 2000. And while Japan established JAS standards for organic processed foods of animal origin and organic feeds organic livestock products in 2005, those standards are currently voluntary. Japan has proposed to make the animal organic standard mandatory in 2020.

The General JAS logo ① will remain unchanged, though MAFF may add terms to the top of the logo that depict contents specifications, such as “Quality Assurance.” General JAS standards apply to food and forest products¹ that satisfy the quality specifications. The objective of the General JAS logo is to assure that products contain the characteristics expected of consumers.

The JAS System

The JAS system was established by “The Law Concerning Standardization, etc. of Agricultural and Forestry Products” (JAS Law) ([Law No.175, 1950](#)) for food and forest products to specify product specifications to meet the minimum expectations for Japanese consumers. JAS-certification is voluntary and certified products may display a label. JAS labels achieve two objectives: standardization and differentiation. For example, the general JAS label indicates standardization, whereas the organic JAS label indicates a differentiation from other, similar products.

[MAFF amended the JAS Law](#) on June 16, 2017, which entered into force on April 1, 2018. The amendment allows the display of JAS labels for production, handling, and testing methods. The original JAS focused on the quality and features of products. The revision now allows private interests to propose new JAS standards.

¹ Reporting on recent revisions to JAS forest products are available in [JA7131](#) and [JA8028](#).

Figure: Proposed New JAS Logo

