



By Liam O'Callaghan

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## Japanese retailers embrace US tariff cuts



Prices of US fresh produce in Japan have already dropped with after the implementation of a new FTA

**J**apanese retailers have been quick to make the most of a new Free Trade Agreement (FTA) with the US, reducing prices on US fresh produce.

The two countries agreed to the new trade deal in [October](#) 2019, but the associated changes came into effect on 1 January 2020.

Fresh produce was a major beneficiary of the agreement

with the tariffs for blueberries, cranberries, sweetcorn, broccoli and prunes all eliminated immediately, while fresh cherries and oranges were included in a group of US products that will benefit from staged tariff elimination.

According to a report from the Japan Times, Japanese retailers have already passed on these changes to their consumers, cutting the prices of some fresh produce items.

The report said Ito-Yokado held a six-day sale reducing the price of oranges by 10-20 per cent. Aeon Retail said it plans to hold a sale on kiwifruit among other products while Seijo Ishii, which stocks imported foods, will hold a sale which will include US nuts.