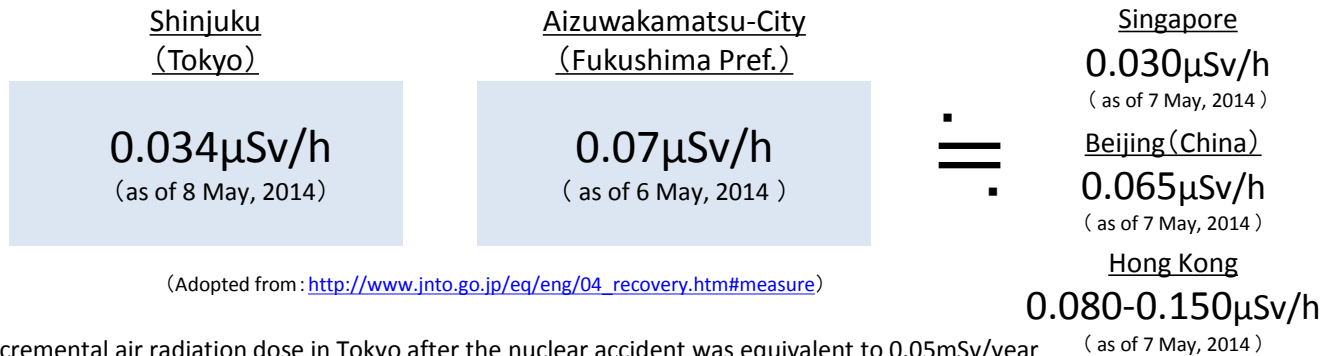


Japan and Japanese Food are Safe : 3 Important Facts

FACT 1 Air radiation dose in Japan is in the harmless range

Atmospheric radiation level in Japan is equivalent to those in other major cities in the world.



(Adopted from : http://www.jnto.go.jp/eq/eng/04_recovery.htm#measure)

※Incremental air radiation dose in Tokyo after the nuclear accident was equivalent to 0.05mSv/year (less than radiation dose from an air travel between Tokyo and New York [0.20mSv])

FACT 2 Strict control ensures safety of Japanese Food

Food safety is secured by (1) setting internationally proper limits, (2) rigorous inspections, and (3) prompt restrictions of food distribution.

Limits on radioactive cesium
(Date of enforcement: April 1, 2012)

| Food Category | Limits (Bq/kg) |
|----------------|----------------|
| Drinking water | 10 |
| Milk | 50 |
| General Foods | 100 |
| Infant Foods | 50 |

The limits are based on more conservative assumption than CODEX.

- So far, Over 700,000 monitoring tests were implemented. (21million tests of all rice bags were also implemented.)
- Percentage of samples exceeded the limits are constantly decreasing to 0.3% (2013 Apr. ~ 2014 Feb.) (most of the excesses were Wild Mushrooms and Meats of wild birds and animals. The number of excesses in farm goods for sale is extremely small.)
- Distribution of food failing the limits would be immediately restricted, denying them entry into overseas markets such as Taiwan, as well as the Japanese market.

FACT 3 Many Countries have lifted the restrictions

13 countries including Canada, Mexico, New Zealand and Australia have lifted the import restrictions on Japanese products so far.

Many other countries have eased the restrictions; narrowed the range of regulated areas, or introduced restrictions only on specific items.

Country that lifted restriction

