



For Immediate Release

JAPANESE BUSINESSMAN RECOGNIZED FOR INVALUABLE ROLE IN DEVELOPING CANADA'S SOYBEAN INDUSTRY

GUELPH, ON (April 16, 2010) - A prominent Japanese businessman has recently been bestowed with recognition from Canada for his invaluable role in building strong trade relationships between Japan and Canada.

Mr. Ikuo Fujimori of Takeya Miso Company has been recognized by the Government of Canada for his key role in establishing a significant relationship between the Canadian soybean industry and Japanese soybean manufacturers.

Initiated by the soybean industry, a formal letter of thank you from the Hon. Gerry Ritz, Minister of Agriculture and Agri-Food Canada was presented by Ambassador Jonathan T. Fried at the Canadian Embassy in Tokyo on February 25, 2010.

The letter highlights Fujimori's invaluable role in facilitating technical exchanges between Japanese soyfood manufacturers and Canadian soybean researchers over the past 25 years. Ritz also emphasized Fujimori's role in creating value-added opportunities for Canadian soybean producers.

"Mr. Fujimori is a pioneer for the use of Canadian soybeans in Japan, which has become Canada's largest premium export market," says Jim Gowland, Chairman of the Canadian Soybean Council. "He had the vision to look for non-traditional suppliers, saw the potential for soybean production in southwestern Ontario and invested in a strong partnership with Canada that has contributed to trade with Japan."

Fujimori's work in developing Canadian-Japanese partnerships began in the 1970s as he looked to Canada as a potential supplier of high-quality soybeans. His work continued through the 1980s as he was instrumental in the creation of the first standards for specialty soybeans and the development of Canada's world-renowned identity preservation system.

"Mr. Fujimori's personal investment in fostering a long-term relationship between Canada and Japan has resulted in tremendous opportunities for our two countries," concludes Gowland.

Canadian Soybean Council

The Canadian Soybean Council (CSC) represents the interests of 30,000 soybean growers in Manitoba, Ontario and Quebec. CSC strives to contribute to the profitability of Canadian soybean growers by facilitate effective communication, driving innovation, and identifying opportunities for sustainable growth in all segments of the value chain.

-30-

Contact:

Michelle McMullen, Manager 519-767-2472, mmcmullen@soybean.on.ca
Jim Gowland, Chair 519-357-5555, jim.gowland@wightman.ca

Canadian Soybean Council
100 Stone Road West, Suite 201 Guelph, ON N1G 5L3
519-767-2472 www.soybeancouncil.ca

Recognition Ceremony in Japan



In Photo: Left to Right
Jim Gowland, CSC Chair; Ikuo Fujimori, President, Takeya Foods Company; Jonathan T. Fried, Ambassador of Canada to Japan; Sue Robert, Chair, Canadian Soybean Exporters' Association; Joe Thomson, CSC Director.

Canadian Soybean Council
100 Stone Road West, Suite 201 Guelph, ON N1G 5L3
519-767-2472 www.soybeancouncil.ca