

Production and Consumption of Wine in Japan

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History of wine making in Japan

Meiji Government encouraged the wine production as a part of the Industry development policy

In 1874 Mita breeding station was established. introduced vines from Europe and the USA , distributed them to many regions in Japan

In 1884 infected by phylloxera

Meanwhile, the wine was not consumed. Many wineries stopped their business

Placing sweetened wine on the market and the expansion of its consumption

During the war, the tartaric acid was needed for radiodetector. The wine making survived.

Start of consumption of real wine in late 1960's

Due to the higher standard of living and the change of dietary pattern, the consumption of real wine started in Japan, Triggered by Tokyo Olympic Games of 1964 and by Osaka International Exhibition of 1970.

Evolution of wine supply and consumption in Japan

KHL

	1979	1989	1994	2004	2007	2008
Domestically Produced wine	360	700	640	800	810	830
Imported wine	120	670	820	1,610	1,570	1,630
Total supply	480	1,370	1,480	2,410	2,380	2,460
Consumption/ adult (HL/year)	6	15	15	23	23	24

Wine production and consumption in Japan

2008

	Volume of wine	Type of wine	Share	Producers
Domestically produced wine	Wine produced by Japanese grapes 250 KHL (150 KHL produced by grapes grown by farmers)	High quality wine	% 10.1	Large and small wineries
Domestically produced wine	Wine produced of imported materials 580 KHL	Ordinary wine	23.6	Mainly large wineries
Imported wine	1,630 KHL	High quality and ordinary wine	66.3	Large and small importers
Total	2,460 KHL		100.	

Concentration of wine production

(domestically produced wine)

Monthly report of statistics of liquors and foods

	1997 %	1998	1999	2000
Mercian	26.0	25.6	23.2	29.0
Suntory	23.7	22.2	21.5	26.3
Sapporo	9.3	10.2	8.5	9.5
Manns	8.4	9.9	8.5	9.5
Sainte neige		4.6	4.4	5.3
Others		27.5	23.9	20.4

Improvement of quality of Japanese wine

Efforts to make good wine under the conditions of Japan

- **Recognition of need of European varieties (vitis vinifera) to produce good wine.**

 - Introduction of vitis vinifera and trial of cultivation by large wineries

 - Transfer of technology and know-how to small wineries

 - Selection of suitable land, soil improvement (deacidification, drainage)、

 - Cultivation methods and management (trellis training- espalier training, pruning)

 - Prevention of adverse effect of rain (rain cut, multi)

- **Identification that some varieties are possible to cultivate, to produce good wine.**

 - Well adapted : Merlot , Cabernet sauvignon, Petit verdot, Chardonnay

 - Still difficult : Pinot noir, Rhine reisling

Improvement of quality of Japanese wine Its character attributed to origin

Formation of the notion of appellation d'origine

- Consumers appreciate quality and originality of Japanese wine
- As far as pursuing high quality, character attributed to the region has been observed

Combination of names of origin and grapes in labelling

- Conjunction of the notion developed in Europe and the notion developed in the new world
- Example:
Kikyogahara Merlot, Hokusin Chardonnay, Higashiyama Cabernet sauvignon

Revitalization of regional wineries

- Revitalization of older regional wineries and new comers (vignerons) in regions , who are eager to produce high quality Japan's wine
- In large wineries, strengthening of high quality wine by 100 % of grapes in Japan
Total number of wineries: 247 in 2010

Possibility of export of high quality Japan's wine

Main regions in East of Japan

	Regions	Main grape varieties
Nagan o	<ul style="list-style-type: none"> · Shiojiri · Hokusin · Toshin · Matsumoto, Azumino 	Merlot, Niagara, Concord Chardonnay, Cabernet sauvignon, Merlot Chardonnay, Cabernet sauvignon, Merlot, Zenkoji Cabernet sauvignon, Merlot, Chardonnay, Niagara, Concord, Kerner
Yaman ashi	<ul style="list-style-type: none"> · Katunuma, Enzan · Koufu, Kai · Hokuto 	Kosyu , Cabernet sauvignon, Muscat bailey A Petit verdot Kosyu , Merlot, Chardonnay, Muscat bailey A, Kosyu , Chardonnay, Cabernet sauvignon
Niigata	<ul style="list-style-type: none"> · Iwanohara 	Muscat bailey A
Yamag ata	<ul style="list-style-type: none"> · Kamino yama, Zao 	Cabernet sauvignon, Merlot, Chardonnay, Black queen, Pinot noir, Muscat bailey A
Hokkai do	<ul style="list-style-type: none"> · Yoichi · Otaru · Tokachi 	Muller thurgau, Kerner, Zweigeltrebe, Baccus, Delaware Kiyomi, Yamasati, Kiyomai , Zweigeltrebe,

Appreciation of Japanese traditional grape varieties

Kosyu *Vitis vinifera*

Traveled the silk road from Caucasus to China, then to Japan (about 1000 years ago)

Since around 17th century, commercial production as table grape in Yamanashi.

In 2010, registered in the OIV grape variety list

Zenkoji Origin in north China

Wild species 17 species

Muscut bailey A Hybrid between *vitis vinifera* and *labrusca*

Zenbei Kawakami developed this variety in 1927

Well adapted to Japanese environment

Kosyu variety (*Vitis vinifera*)

Transferred to Japan around one thousand years ago



Koshu variety and Koshu wine (white)

Characteristics of grape:

Late maturing, skin colour; pink or subtle purple, Resistant to diseases, tolerant to humidity

Quality improvement of wine:

Late 19th century, wine making started.

For recent 30 years, efforts of improvement of cultivation and vinification (barrel maturation, surlie, etc), supported by Pr Dubourdieu and others

Characteristics of wine:

Fresh and fine, delicate structure, slightly astringent and bitter, citrus flavour

Goes well with Japanese cuisine (no damage to the fragile taste of Japanese cuisine).

Koshu variety and Koshu wine (continued)

Export:

In 2004, export started to the USA and Europe after trial export

In 2010, export promotion in the UK

Others:

Appropriate labelling as quality wine in the EU market is being studied

Problems concerning wine in Japan

(1) High cost of growing grapes in Japan

High cost of growing grapes in Japan

Cost of production of grapes in Japan is comparatively high
Japanese grapes are in a severe competition with imported juice
Share of wine produced of Japanese grapes is only 10%

Retrograde development of supply of grapes by farmers

Farmers are facing setbacks in production of grapes
Wineries tend to prefer to own their proper vineyards
Due to the limitation of Agricultural Land Law, it is still difficult

Wine produced of Japanese grapes should be high quality

Further efforts for high quality wine are needed, while we can now expect to produce high quality Japanese wine

Supply of grapes by farmers

Retrograde development of supply by farmers

Faltering agriculture
lower price of grapes
(Competition with imported juice)

	2001	02	03	04	05	07	08
Hokkaido	2390 tons	2326	2200	2252	2403	2282	2373
Yamanashi	4040 tons	4190	3897	3481	2788	3826	3154
Nagano	3922 tons	2512	3555	2690	4204	4350	4481
Japan total	20184 tons	16509	16779	15360	15002	15838	14865

Survey of particular fruits by MAFF in 2007

Increase of production in winery 's farming land

Intention of growing good grapes for wine

The production in winery's land is estimated to be 10,000 tons in 2008

Problems concerning wine in Japan (continued)

(2) Institutional problems

Liquor tax law regulates the wine only for the purpose of imposition of tax.

- Any specific legal definition of wine does not exist (Fruits liquor)

The system of GI does not function well. There is not any registration of GI for wine at the moment.

- Japanese high quality wine is regarded as ordinary wine in overseas market (in particular ,in European market, not allowed to label origin).

No legal standards for labelling

(Voluntary standards by some groups of the industry exist)

Conclusion

Wine consumption has been well integrated in dietary habit.

Imported wine and materials meet dominantly the consumption of wine, and this trend will not change.

Quality of Japanese wine has been improved remarkably in recent years and its character is attributed to regions.

Under the intensified globalization, Japanese wine should be of high quality.

Introduction of wine law including the GI system and labeling standard is needed.