

DAIEI VISIT
OCTOBER 27, 1994

I AM DELIGHTED TO BE HERE AND I WANT TO THANK YOU, MR. NAKAUCHI, FOR TAKING THE TIME OUT OF YOUR BUSY SCHEDULE TO SHOW ME AROUND DAIEI. I HAVE HEARD MUCH ABOUT WHAT DAIEI IS DOING IN JAPAN. IN FACT, MANY AMERICANS WHO COME IN TO VISIT ME TELL ME THEY SHOP AT THIS STORE. THE PRICES CAN'T BE BEAT AND THE QUALITY IS TOP-NOTCH.

MR. NAKAUCHI AND DAIEI ARE PIONEERS IN JAPAN'S PRICE REVOLUTION. GOVERNMENTS CAN WORK OUT TRADE AGREEMENTS, BUT THAT IS ONLY HALF THE STORY. IT IS BUSINESSES LIKE THIS ONE, AND LEADERS WITH A VISION LIKE MR. NAKAUCHI, WHO CAN TURN OUR AGREEMENTS INTO REAL SUCCESSES. CHAIRMAN NAKAUCHI IS PERSONALLY AND PUBLICLY COMMITTED TO DEREGULATING JAPAN'S MARKETS AND CUTTING PRICES IN HALF.

DAIEI SHATTERED THE HIGH PRICE OF BEER BY IMPORTING BEER AT LOWER PRICES AND OFFERING CONSUMERS A CHANCE TO BUY THE BEST AT BARGAIN PRICES. MR. NAKAUCHI PERSONALLY GOT INVOLVED IN CUTTING THROUGH A WEB OF REGULATIONS TO BRING IN CHEAPER BOTTLED WATER FROM HAWAII.

AND LOOK AT THE RESULTS:

JAPAN IS THE LARGEST AND FASTEST GROWING MARKET FOR AMERICAN AGRICULTURAL PRODUCTS. U.S. FOOD PRODUCTS HAVE BEEN SELLING LIKE CRAZY HERE. SALES OF FRESH AND PROCESSED FOODS ARE BOOMING -- IN THE FIRST SIX MONTHS OF THIS YEAR, BEEF IMPORTS INCREASED 23 PERCENT; BEER IMPORTS NEARLY DOUBLED; AND VEGETABLE IMPORTS ARE UP 29 PERCENT. FOOD IMPORTS ARE AT AN ALL-TIME HIGH. THERE ARE REAL OPPORTUNITIES HERE FOR OUR COMPANIES.

JAPANESE FAMILIES ARE THE REAL WINNERS, THOUGH. THANKS TO OUR MARKET OPENING INITIATIVES, THE PRICE OF AMERICAN BEEF IS WAY DOWN AND THE PRICE OF ORANGE JUICE HAS BEEN CUT IN HALF. SOON WASHINGTON APPLES WILL BE SOLD HERE FOR FAR LESS THAN JAPANESE CONSUMERS HAVE EVER PAID FOR APPLES BEFORE. WHEN AMERICAN RICE WAS FINALLY ALLOWED INTO JAPAN LAST YEAR, IT WAS SO POPULAR IT SOLD OUT IMMEDIATELY.

WHEN WE PUT AMERICAN PRODUCTS ON THE SHELVES AT PLACES LIKE DAIEI, JAPANESE SHOPPERS LET US KNOW WHAT THEY THINK. OUR PRODUCTS SELL OUT -- AND JAPANESE FAMILIES TAKE HOME DELICIOUS FRESH PRODUCTS AT LOW PRICES.

MR. NAKAUCHI, I APPLAUD YOUR EFFORTS, AND DAIEI'S, TO BRING COMPETITIVE FOREIGN PRODUCTS TO THE JAPANESE CONSUMER. MR. NAKAUCHI, PERHAPS YOU MIGHT WISH TO SAY A FEW WORDS.



MINNESOTA HISTORICAL SOCIETY

Copyright in the Walter F. Mondale Papers belongs to the Minnesota Historical Society and its content may not be copied without the copyright holder's express written permission. Users may print, download, link to, or email content, however, for individual use.

To request permission for commercial or educational use, please contact the Minnesota Historical Society.



www.mnhs.org