



Message from Ambassador of Japan to Jamaica



His Excellency Yasuhiro ATSUMI

The year 2024 marks the 60th anniversary of the establishment of diplomatic relations between Japan and Jamaica and the 30th anniversary since the initiation of Japan-CARICOM level discussions.

Especially today January 9, 2024 is indeed an important milestone as we take time out to recognize the premium product “Coffee” under the flagship brand of Jamaica Blue Mountain Coffee which is being celebrated under the theme “Brewed Perfection”. Jamaica Blue Mountain Coffee is said to be ‘the king of coffee’, and in Japan, it is the coffee to consume as a reward on special occasions.

Coffee was introduced to Japan in the 17th Century and the coffee consumption by Japanese has increased significantly ever since the first shipment of coffee was exported from Jamaica to Japan in 1953. Thereafter, a larger shipment of Coffee left the port of Kingston to Japan on January 9, 1967 and still continues up to present.

Either through public or private sector partnership, our friendship has deepened and widened. The foundation of this friendship has its roots not only in the trading of Blue Mountain Coffee but also in human exchange and economic cooperation over the past 60 years.

Indeed, we proudly celebrate the 60th anniversary of the Japan-Jamaica diplomatic relations with the significant development of the Blue Mountain Coffee sector in Jamaica through our Official Development Assistance such as soft loans and grant aid scheme. Our Embassy collaborated with JACRA to construct a Blue Mountain Coffee Nursery, supported by the Ueshima Coffee Company, through our Embassy’s Human Security Grassroots Programme (GGP). In October 2019, distribution of 50 thousand *Arabica Typica Seedlings* and starter kits and resources

began. In addition, over 200 coffee farmers received support to improve their plant density and production processes.

Some members of the All Japan Coffee Roasters Association (AJCRA) visited Jamaica and were hosted by the Jamaica Coffee Exporters Association (JCEA) during the AJCRA's February 2020, three-day Economic Mission and Coffee Study Tour to Jamaica. Every year since then, members of the JCEA have visited Japan at the invitation of the AJCRA.

The Japanese public and private sectors' interests either through visits or long term investments are pivotal to creating market-oriented changes that offer direct opportunities to promote the Jamaica Blue Mountain Coffee brand locally and internationally.

As Ambassador of Japan to Jamaica, and also as a great coffee lover, I would like to further strengthen the coffee partnership between Japan and Jamaica. Today, January 9, 2024, I am pleased to highlight this premium brand to a wider global audience of coffee connoisseurs. Why don't we try a cup of Blue Mountain Coffee today January 9th, thinking about the good relationship between Japan and Jamaica over the past 60 years?

Happy 6th Anniversary of the Blue Mountain Coffee Day and best wishes to you all for a successful 2024 year ahead!.

END.