



## Alberta agri-food products showcased on Cookpad Japan

On November 28, 2017, Japanese bloggers attended a cooking class and seminar at Cookpad Japan to learn more about Canadian agriculture and agri-food products. The event showcased key Alberta products – including pulled pork, sausage and barley soup, honey desserts, and honey wine – to 15 Cookpad “super users” in the Japan market.

Cookpad Japan is the largest recipe-sharing site in Japan. Following the cooking class, [a promotional page](#) was launched to showcase the recipes, blogger feedback and event summary, as well as draw consumers to the “[Alberta Kitchen](#)” page for additional recipes and Alberta products. Since the event, the bloggers have also posted on their individual sites to further highlight Canadian food and ingredients and draw consumers to where these products can be purchased in Japan.

This project was coordinated by Agriculture and Forestry and the Alberta Japan Office, in collaboration with Agriculture and Agri-Food Canada, the Embassy of Canada in Japan, the provinces of British Columbia and Newfoundland and Edmonton Economic Development Corporation.

[Cookpad](#) (English)

### CONTACT

Katie Meredith  
Alberta Agriculture and Forestry  
Email: [Katie.Meredith@gov.ab.ca](mailto:Katie.Meredith@gov.ab.ca)

Mary Beth Takao  
Alberta Economic Development  
Email: [marybeth.takao@alberta.or.jp](mailto:marybeth.takao@alberta.or.jp)

