

森松水産より

エアメール

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Air Mail from Setouchi

We deliver seasonal seafoods from the bounty of the sea all over Japan

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“Fish Pen Conveyer Lift”

In addition to the Automatic Fish Carrying Waterway which we introduced in the last month's newsletter, another new device is brought in to Morimatsu Suisan Reito Co., Ltd.

The new face is called a “Fish Pen Conveyer Lift”! Up till now, Yellowtails and amberjacks were carried in by the conveyer belt which was rested at a slant between the barge and the port. However, during the bad weather, the conveyer was often shaken and spilled the fish. Furthermore, the conveyer sometimes collided with the loading track resulting a malfunction or damage. A tidal fashion also affected the performance of the conveyer. When the sea level changed, the slope of the conveyer became too sharp and the human power had to be used. The Newly introduced conveyer lift is an innovative device which can solve the aforementioned problems. It has a sensor-equipped gondola which moves back and forth between the fixed slider and the barge.

We will explain the performance of the “Fish Pen Conveyer Lift” on the next page. →



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Fish Pen Conveyer Lift



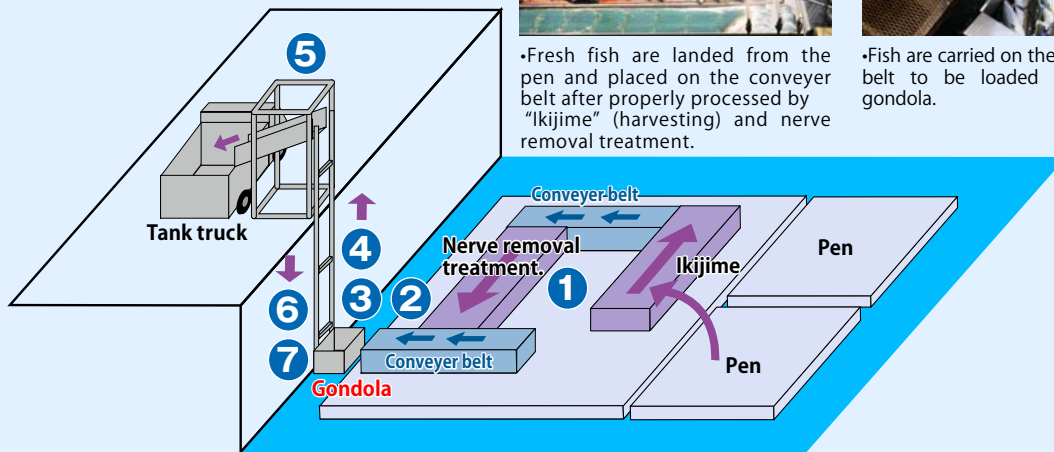
•Fresh fish are landed from the pen and placed on the conveyer belt after properly processed by "Ikijime" (harvesting) and nerve removal treatment.



•Fish are carried on the conveyer belt to be loaded onto the gondola.



•When the gondola is filled with fish, the divider automatically rises and the loading temporarily stops. The gondola is capable of loading approximately 100 fish.



•The gondola goes up along the fixed rails from the barge to the level of a slider.



•When the gondola reaches to the top, the hatch opens and fish are sent down to the slider. At the end of the slider, a truck is waiting for the fish to carry them to the factory.



•The empty gondola comes down to the barge. The sensor attached to the gondola senses the level of the barge that changes according to the weather and a tidal fashion then the gondola stops at an adequate position.



•The divider automatically descends and fresh fish are loaded to the gondola. The gondola's movement, going up and down, only takes one minute!

Beside this "Fish Pen Conveyer Lift", the use of another interesting device, a fish sucking hose, was also discussed. However, because of the lower cost and efficiency, the gondola lift was adopted. Along with the ever progressing devices, we, the employees also strive harder to offer the best products and service possible for customer satisfaction.

FHC China 2009



From November 18th to 20th, 2009, FHC CHINA 2009 was held at Shanghai New International Exhibition Center. Ms. Zhang and Ms. Li from Morimatsu Shanghai Office, Mr. Aoki, Manager of Matsuyama restaurant, "Sushi Suigun", and Ms. Kawamata from the Head Office attended the exhibition.

The FHC is the biggest food and beverage exhibition/business meeting held in China, and this year, the event featured exhibits by 825 enterprises and organizations from 60 countries in the world. From Japan, 16 companies participated and 5 of them including Morimatsu were fishery or marine products processing companies. The exhibit had many visitors from all over the world, especially from inland China. The announcement made on the second day about the number of attendance to the exhibition reported that the Chinese visitors had greatly increased compared to the previous year, and on the contrary, the visitors from abroad had decreased. This might have reflected the worldwide recession and the China power that ignored the depression.

Due to the similar appearance of Asian people, Chinese visitors frequently talked to me in Chinese language although I could not speak a word. I was so nervous during three days of the exhibition, but I was often helped by two employees of Shanghai Morimatsu and Mr. Aoki who spoke fluent Chinese. Once I tried to speak "Ni hao" to a customer who was actually Japanese, and both of us did not realize the nationality of each other for a while.



At the briefing of our company, tasting of hand-rolled sushi made by Mr. Aoki attracted so many visitors. In Japan, “hamachi” (yellowtail) is a very popular sushi item. However in China, hamachi is not well known and visitors often asked “What kind of fish is this?” Even though we told them its Chinese name, “Su yu”, some people wondered “Su yu? What’s Su yu?” According to Ms. Zhang, “kanpachi” (amberjack) is farmed in China and widely distributed to the market. Therefore, kanpachi is more popular than hamachi as a sushi topping. Low-cost Chinese kanpachi seems to be a tough competitor to our hamachi.

Furthermore, “All-you-can-eat rolled sushi” is currently on trends in China, thus the cost of sushi toppings are inevitably held low. We are confident that our products are “Reliable, safe and delicious”. However, the cost is comparatively higher than the Chinese products. Balancing these factors seems to be a difficult issue in the Chinese market. Nevertheless, as we got to know the Chinese people who tasted our hamachi and said “Delicious!”, we wanted them, more than ever, to know and eat our exquisite and safe hamachi. Thanks to Ms. Zhang, Ms. Li and Mr. Aoki who took a great trouble in assisting me who had a very little knowledge about China. It was certainly a very good opportunity to see the Chinese market. These three days inspired me for further study and effort!



🍴 This month's recommended recipe! 🍴

Oyster hot pot with Miso (serves 1)

Ingredients:

- 3 shucked oysters ● 1 naga-negi onion ● 1/2 broiled tofu(bean curd)
- 1/2 pack of shimeji mushroom ● 3 Japanese honeysuckle ● 2 leaves of Chinese cabbage ● 50g Awase-miso (See Point 2) ● 300cc stock*

Directions:

- 1 Clean the oysters with salt water and paper-dry well.
- 2 Cut in one-bite size the broiled tofu, naga-negi onion, shimeji mushroom, Chinese cabbage.
- 3 Apply the miso around the inner edge of an earthenware pot.
- 4 Put into the pot 1, 2 and pour over the stock.
- 5 Cook over low heat at the table. When it comes to simmer, put Japanese honeysuckle at last.

One-point advice:

- 1 You can clean the oysters easily in grated daikon, giant white radish(extra).
 - 2 20g White miso, 20g Red miso, cooking sake, sake and sugar
 - 3 If you like, it would be great to add some ginger juice and/or soft-boiled egg.
- * Stock(Dashi) is made from kombu kelp and dried fish flakes (katsuobushi).



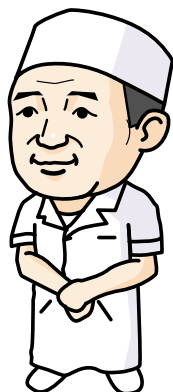
キトリ線 ✂

【This month's recipe】

Mr. NIIDA



Main Restaurant, Sushi Suigun



☆ Profile ☆

Name: NIIDA, Masayoshi

Masayoshi Manager of Main Restaurant, Sushi Suigun

Hobbies: Skiing, Playing golf, Playing soccer, Cinemas
Enjoys mah-jongg with my two sons lately.

Restaurant's special:

Maguro and local fish. I'd recommend the fish for your sushi and sashimi in the aquarium of the restaurant. Season's special is good as well in which our sushi cook shows his techniques everywhere. As winter has come, oyster-dish has an extraordinary variety such as hot-pot, fried, simmered with oyster sauce.

Happy Wedding



TORII, Mio (Maiden name: Hijikata)

Our Mio-san, Sapporo staff, had a wedding party on September 26th in Sapporo Garden Pales Hotel.

Mr. Satoshi, Ms. Yuko, and four staffs attended to celebrate.

Mio san's comment:

Thank you very much for giving us happiest time.

We will make a happy family with full of smile and appreciation.



Boys, be ambitious.(Dr.Clerk)

Boys, be ambitious, not for money,
not for selfish accomplishment,
not for that evanescent thing which men call fame.

Be ambitious for attainment of all that a man ought to be.

Clark, William Smith

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② Please tell us about what you would like to read in this newsletter.

③ Please give us your comments on this newsletter.

④ Please forward to us any opinion and request to our company.

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