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The number of yellowtails we harvested at the year end.

Generally, December is filled with fun and joyous events such as Christmas, New Year's Eve and New Year's Day. As far as Morimatsu Suisan is concerned, it is the beginning of the busiest year-end days. Not mention the busy office, filed workers are also overwhelmed by so many yellowtails and they keep working through the hours that could be alerted by the Labor Standards Bureau.

The number of yellowtails we harvested at the year-end of 2009 was,	
On December 28:	Approximately 8,000
29:	Approx. 13,000
30:	Approx. 10,000
31:	Approx. 6,000



We received orders for more than 10,000 yellowtails two days in a row. We were so grateful for so many orders but at the same time, we were too busy we could almost cry. The above picture shows the sorting site where so many baskets were carried in and the workers hardly walk through. (The time was after midnight)



RUMI JAPAN
Morimatsu Suisan Reito Co., Ltd.
5-2-20 Tenpozan-cho, Imabari, Ehime
Prefecture, Japan 794-0032
TEL:81-898-33-1774 FAX:81-898-31-6527



URL: <http://www.rumijapan.co.jp/>



This is the automatic fish carrying waterway which was introduced in our November Newsletter. It is supposed to be “automatic” but when so many yellowtails are carried in, the device sometimes stops and we have to operate it manually.

Where would so many hamachis (yellowtails) go and how would they be eaten?

This question occurred to me when I saw such a large amount of hamachi. I was also reassured that Japanese are great hamachi lovers.

As our president said, “This is the busiest year-end”, the shipping volume exceeded the expected load every day. During such busyness, the president and the field workers concentrated on the work without a break. Even for urgent additional orders, the staff showed up for work during cold weather. Some of them harvested yellowtails in the pens. Some carefully packed the products considering customer convenience. Others continued monotonous assembly-line operation for hours and hours. I was impressed by their working attitude and smiles.

By witnessing this year-end dedication, I was assured of Morimatsu’s further growth and also found the coming year’s assignment. Based on the experience that the office and the field got over the hard time together, Morimatsu Suisan will move toward dramatic progress.

Exhibition Notice (Osaka)

7th Japan International Seafood Show in Osaka

Time & Date: 10:00~17:00
 (Closed at 16:00 on the last day)
 Tuesday, February 16, 2010 ~
 Wednesday, February 17, 2010

Place: ATC Hall in the Asia Pacific Trade Center/**Booth No. S-180**

Web site:
<http://www.exhibitiontech.com/seafood/>



This 7th Exhibition is not only expected as a business negotiation opportunity but also to contribute to the development of Seafood manufacturers.

From the Participant:

Please stop by at our company booth. We will be waiting for you with our specialty; yellowtail sashimi and Sea Bream Rice. We are looking forward to seeing you.



節分 Setsubun (the day before the beginning of spring)



When you hear the word “Setsubun”, many of you may think of “Mamemaki” (bean-throwing ceremony) at first. So do I. In this newsletter, however, I’d rather talk about an issue on fish. Is there a fish which is related to Setsubun? Oh, there is one. Don’t you decorate your front door with something which is speared by a twig? Yes, a sardine. The custom “to decorate the front door with a grilled sardine head which is speared by a twig of holly tree” came from beliefs that the thorn of a holly tree pricks the eyes of a demon thus preventing the demon from entering the house, and the tremendous amount of smoke and a smell generated by grilling the sardine will drive away evil spirits, therefore, the demon will not come nearby. Well, if I were a demon, I will certainly be attracted to the house by an appetizing smell. Meanwhile, another legend says that the spicy savor of grilling a sardine attracts demon and spears its eyes with the thorn of a holly tree when the demon comes to the house. For Setsubun this year, how about grilling delicious sardines to dine with your family and let’s pray for everyone’s health throughout the year.



in our daily life HACCP Vaccine

Hello, everyone. Winter is here and the temperature is getting cold each day. Many of you may have caught cold already. Ever since the outbreak of the new influenza in Japan, we have been hearing the word “Vaccine” on the news almost every day. Starting from this month, I would like to talk about vaccine in this HACCP column.

Of course, it is about vaccine for fishery purpose. To prevent diseases of aquaculture fish, administration of vaccine is widely accepted at present. The following three are the most popular delivery methods for fish vaccines.

Oral:

Vaccine is mixed with food and given to fish. Vaccine can be given to a great amount of fish at a time. It is very convenient, but the negative part is that the same amount of food cannot be given to each fish equally, and that the duration of immunity is rather short; three months to four months.

Immersion:

Dip fish into the vaccine liquid and let the fish absorb the vaccine. It saves time and effort, however, not so effective for diseases other than vibrio disease.

Injection:

Vaccine is injected manually to each fish. (I heard that there is such a thing called an automatic continuous injector.) This method gives greater stress to fish and it requires labor, however, the efficiency is said to be the highest.

Each method has good points and bad points. Presently, 99% of vaccination is done by injection. Anyway, giving injection to each live fish must be some effort! I take off my hat to those who are adopting this method. Now, what kinds of vaccines are actually used? I will explain about them on the next issue of our newsletter.

Please tell us your opinion.

Please cooperate with the questionnaire from Morimatsu Suisan

① Please tell us about what pleased you.

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.

■ FAX from overseas:

+81-898-31-6527

■ For further information, please contact:
Morimatsu Suisan Reito Co., Ltd.

TEL **81-898-33-1774**

FAX **81-898-31-6527**

 newsletter@rumijapan.co.jp

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