



森松水産より

# エアメール

2010  
4  
April

## Air Mail from Setouchi

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

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Morimatsu Suisan participated in the International Boston Seafood Show 2010 (IBSS) which was held in Boston from 14 to 16 March. The 28th edition of IBSS2010 was the North America's largest seafood exhibition and trade event to which many people gathered.

The rainstorm on the first and second day slightly affected the visitor turnout, but in total, the exhibition was crowded with many people just like last year. The Food Fair 2010 was also held at the neighboring hall, this year, so not only the seafood industry, but the buyers and sellers of bread, cheese and other food industries also came together.



Same as last year, our company exhibited at the Japan Pavilion. Hamachi (yellowtail) Sushi which we prepared for tasting was so popular that people waited in line. The site of a sushi chef cutting up the fish impressed the visitors and some of them asked us for the permission for taking pictures or video recording. Many people said "Fantastic!" to the chef's technique. Hamachi Sushi served in cooking demonstration also attracted many customers and they were "sold out" in a moment. Visitors waited for the next round of sushi in a long queue. We also served teriyaki for tasting. Received especially well by the customers who usually do not eat raw fish, we also ran out of teriyaki.



“Japanese” brand is highly evaluated in the world with the image of high quality and safe products. Many of the customers who visited our booth commented that Japanese products are wonderful because they have a high quality and safe to eat. We felt that we have to further seek for the higher quality of our products to serve for the world-wide customers.

Unlike the first two days, the last day in the Boston was sunny and crisp. For the first time, we could look over the city of Boston to the far end. From the river side street near the exhibition hall, we enjoyed the view of the red brick buildings, river and the ocean. The beautiful scenery comforted our sense of exhaustion we felt after exhibition. As indicated by the fact that the IBSS is the North America’s largest seafood exhibition, Boston is very famous for seafood and there are many seafood restaurants in the city. Well known New England clam chowder contains fresh seafood and vegetables like potatoes, and we were able to enjoy each restaurant’s own recipe. If you have any chance to visit Boston, try the variety of taste.

The exhibition was a good opportunity to greet existing customers, and also to meet with prospective buyers in North America and all over the world. I hope that this exhibition becomes a good chance for the people in the world to know our products.



[Exhibition Notice - Singapore]

FHA 2010  
-Food&HotelAsia 2010-

Asia's Largest International Food & Hospitality Trade Event

Date: **20-23 April 2010 (Tuesday – Friday)**  
Hours: 10:00 – 18:00 (till 16:00 on the last day)

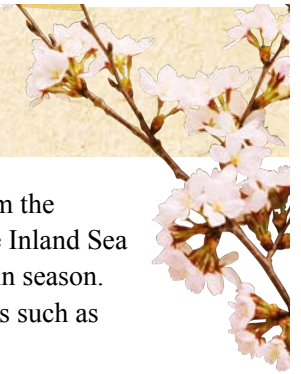
Venue: **Singapore Expo Halls 2-9**  
Booth No: Hall 7 7M2-08

Web site: <http://www.foodhotelasia.com>

FHA is the Asia’s largest international food related exhibition which is held every two years and gathers people of Asia and other countries of the world. The previous FHA2008 gathered approximately 30,000 exhibitors from about 70 countries, and the number of visitors recorded approximately 40,000 from 90 countries. This year, more people will be expected to gather in this Expo. Singapore has developed as a transit city for trade in Southeast Asia, and further development is expected. We would like to strongly promote our products toward the Asian countries.



## Fish in season: Japanese Spanish mackerel “sawara”



As its Chinese character signifies, this fish is popular as “a sign of spring”. Sawara distributes from the southern part of Hokkaido to Eastern Chinese Sea, near the Japanese coast. It comes into Japanese Inland Sea when the water temperature rises to 14 degrees C. So that from spring to autumn this “sawara” is in season. The white fish meat has a light and sophisticated taste. And it is diversified in wide range of recipes such as “sashimi” and “tempura”.

In Imabari, where we are situated, “nagase-net method” is used to catch this fish. A fish-boat trails hundreds-meters-long net and catch them.

May, 1, 1999, Kurushima Ohashi Bridge between Imabari and Ohshima Island was open to traffic. Since those days, “sawara” has been scarcely caught. A fish-boat would have caught hundreds of “sawara” at one time, but now a boat... one fish. What a disaster!! Fishermen says that the fish has changed its route.

Thanks to the bridge, we can go along the islands, but “sawara” has been obliged to change his way.

Reference: Seafood encyclopedia vol. 4 p.84



in our daily life **HACCP**

## Types of Aquaculture Vaccines – 2

Hello everyone. Continuing from the last month's newsletter, I would like to talk about vaccines for aquaculture purpose. This month, I explain about the vaccine against iridovirus infection.

### Vaccine for Iridovirus Infection

It is the vaccine for iridoviral disease which many kinds of fish such as kan-pachi (amberjack), red sea bream, hamachi (yellowtail) and striped jack can be infected. The most common delivery method of vaccination is injection and the dosage is as follows:

0.1ml vaccine is directly injected once to each juvenile fish.

Iridovirus establishes from July to October. Infection is likely to be spread when the water temperature exceeds 25 degrees C. When a fish is infected by the iridovirus disease, it shows erratic swimming, darkened skin, hemorrhage from gills, and enlarged internal organs. The virus is so powerful that red sea bream in a farm often completely dies out when infected. Iridovirus disease was found recently. It was first found in 1990 when cultured red sea bream in Shikoku (south-west Japan) were infected. Since then, various kinds of fish have been infected by this virus, and in 1991, more than 5,000,000 of cultured fish died in a number of farms in western Japan.

\* There is no effective medical treatment for iridovirus disease; therefore, it is important to prevent infection by vaccination and to maintain the environment and nutritious conditions of fish to be the best. It seems that fish must properly eat and grow without stress. As I learn more, I understand how difficult fish culturing is. I seriously felt that from now on, before eating fish, I will have to thank both the healthy grown-up fish and the people of farms who cultured them.

\*For the reason why medicine is not effective to the virus, please refer to the “HACCP” in our August 2009 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.

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