

森松水産より

エアメール

2010
7
July

Air Mail from Setouchi

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

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Food Taipei

(Written by Ms Aki Kaga)



Morimatsu Suisan exhibited in Food Taipei 2010 in Taiwan June 23 (Wed)-26 (Sat). Our participants were: Sales Manager, Ms Zhang from Shanghai Morimatsu, Mr. Ebii, Chief of Sushi Suigun, Mr. Nishimoto, a Head Office field staff, and I, Aki Kaga from Trade Department. During this four-day exhibition, various food industries gathered from all over the world and each company promoted its own products in a unique way. What we mostly heard was, of course Chinese and Taiwanese language and they sounded so vital that we could not tell if they were fighting or just talking.

In order to compete the exhibition of other booths, four of us held a strategy meeting for promoting our hamachi. Ms Zhang, the sales manager, taught two Chinese words to us, the Japanese staff, who did not understand Chinese language at all. The words were “Shi yu” which meant “hamachi”, and “Hao piaoliang” which meant “You are very pretty”.

Three of us completely mastered the words and attended the exhibition. Mr. Ebii who seemed to have good hearing received an approval from Sales Manager, Ms Zhang, for his good pronunciation. Our game plan was to answer “Hao piaoliang” whenever questioned in Chinese so that we would never let customers angry and let them taste our hamachi in a good mood. However, the pronunciation of Chinese words was very difficult and although we thought we said “Shi-yu” (hamachi), customers did not understand and said “Ha?” with slight anger most of the time. Mr. Ebii and I were hopeless. On the contrary, the field staff, Mr. Nishimoto, kept speaking Japanese to Taiwanese customers and miraculously he could communicate with them. He always ended with “Hao piaoliang” which greatly pleased customers. His guts and daring act certainly surprised Ms Zhang.

This was how four of us were in the exhibition, and because of our teamwork, our booth was filled with customers. Mr. Nishimoto sliced sashimi, Mr. Ebii made sushi, Ms Zhang and I served sushi to customers. People kept coming to taste sushi and they waited in line which almost bothered the neighboring booth. Although we wanted take some rest, people kept watching Mr. Ebii. Unable to resist their eyes, he continued to make sushi saying “So scaring...” Good job, Mr. Ebii.

During the expo, I realized that Sushi is very popular in any country and Japanese food culture is penetrating all over the world. I was also glad that many Taiwanese customers tasted Hamachi (Shi-yu). When they said “Delicious”, it was the best compliment to us. In order to send fresh and delicious fish to the customers in the world, we would like to maintain the best quality of our products which we are proud of. We will live up to our catchphrase “Reliable, safe and delicious”.



▲ Mr. Nishimoto ▲ Ms Zhang ▲ Aki Kaga ▲ Mr. Ebii



Sea-bream rice which could be eaten to the bones

(Written by Ms. Sasaki)

I wonder if you still remember our “Saturated pressure cooker”, which was introduced in the newsletter May, 2009.

The cooker makes the boiling point to 120 degrees C, and the fish bones become soft and we can chew thoroughly the fish.

By using this device, “Boiled rice with whole sea-bream, we can eat all to the bones!” is released.

Formerly, when the dish was cooked, tiny bones used to be taken off by hand. It requires time and often leaves some bones by all means.

Sea-bream bones are stiff. It is dangerous if it’s swallowed by mistake. But this cooker has made it possible, even the stiff bones left, not to be stuck by the bone. That is quite favorable especially for the baby and the old. When our staff tasted the sample, he ate the toughest bone without noticing.

Special attention was given to the seasoning, too.

To the fullest extent to join the sea-bream flavor, exclusive stock is prepared. The rice and vegetable to be cooked are all packed together. You only wash the rice and put all in the rice-cooker on hand.

Isn’t this an innovative product?

This series of “We can eat all to the bones!” continues...



Summer Gifts (Ochugen) Line Up

(Written by Ms Kawamata)

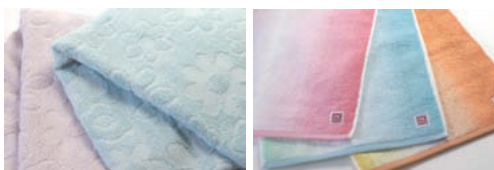
It will soon be the season for giving summer gifts or “Ochugen”. We have prepared Morimatsu Suisan’s “Ochugen catalogue” for this summer. The catalogue shows variety of delicious seafood products like fresh Setouchi fish and yellowtail sashimi (sliced raw fish). It also introduces chopped yellowtail sashimi, salt-grilled sea bream, sea bream rice which could be eaten to the bones and many other tasty products which our company recommends with confidence.

Not only the Morimatsu’ products, our customers will also be able to find Ehime-prefecture’s nature born products in our catalogue as a result of collaboration with local enterprises in Ehime.

Now, we would like to show you a part of the catalogue. This is the fresh Setouchi fish which is called “Ako” (redspotted grouper). It has white meat and is the most precious summer fish. Ako, however, is one of the very rare fish and we are not certain if we could positively accommodate the customer order. On the other hand, it will certainly be appreciated as a gift. Ako is most delicious when placed on ice when serving or prepared as “Arai” which is to cool sashimi by immersing in ice water. Somehow, it becomes tastier when cooled.



Collaboration Plan with Ehime-prefecture’s Products



▲Imabari-made Towels

Imabari City in Ehime Prefecture where Morimatsu Suisan is located is famous for producing good quality towels as the city makes up about 60% of the national output. As the name “Fuwari” (soft) indicates, it surely has a soothing touch.



▲Nakamura-ya Kamaboko Store

Traditional “Kamaboko” (fish sausage) made by “Nakamura-ya” kamaboko store which was established at the end of Meiji Era. The main ingredient is Setouchi-sea’s lizardfish and additive substance and antiseptic agent are used as few as possible aiming at people-friendly and invigorating products.

Besides these, we have variety of products you can choose from. If you are considering for sending “Ochugen” gifts, look at our summer gift catalogue!



Exhibition Notice - Tokyo Seafood Show

The 12th Japan International Seafood and Technology Expo

(Written by Ms Oyama)

The 12th of its kind, the exhibition is expected not only as a business-matching opportunity but also to greatly contribute to the progress and development of fishery industry by reacknowledging the attractive seafood by exchanging information.

Date: 21 - 23 July, 2010 (Wed. to Fri.) 10:00 to 17:00 (till 16:00 on the last day)
Venue: Tokyo International Exhibition Center "Tokyo Big Sight" East 5 & 6 Halls
Booth No. 1 to 5
Web site: www.exhibitiontech.com/seafood/index.html



For this expo, not to mention our Hamachi, Morimatsu has prepared new product line which will surprise our customers. Please stop by at our booth if you come to the expo. We will be waiting for you with our astonishing product line up.



HACCP in our daily life

Antibacterial Power of Food

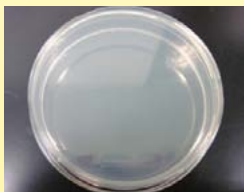
(Written by Ms Sasaki)

Hello, everyone! I talked about the antibiotic effect of antibacterial goods in the last issue by experimenting if those goods are really antibacterial. This month, I will explain the antibacterial power contained in foods.

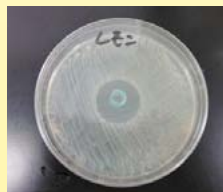
Some of you may always put "umeboshi" (sour pickled plum) in your lunchbox because "It is believed that umeboshi has an antibacterial effect." Some foods are traditionally said to have antibacterial effects and often used as lunchbox staffer during summer. I will experiment if they really are antibacterial. Foods prepared are:

- Umeboshi (Wow, it's home-made!) •Lemon fluid
- Both are said to have antibacterial effects. I also prepared the following food which I personally wanted to experiment.
- Lemon peel •"Shiso" (Japanese basil) which is pickled with umeboshi.
- Does a lemon show any difference in the effects between its peels and fluid?
- Does food pickled with umeboshi also have antibacterial power? I am very interested.

Same as the last time, after spreading bacteria on the surface of the agar medium, each subject food is placed on the agar, respectively. Then, we cultured bacteria for 24 hours under 37.0 degrees C, the temperature that bacteria activates most. The results are ...



<Untreated agar medium>
↑ Bacteria is coated over this and cultured.



<Lemon fluid>
↑ Squeezed lemon juice is poured into the cup placed on the agar.



<Umeboshi >



<Lemon peel>



<"Shiso">

If you look at the above petri dishes, you will see the dishes are covered by white substances which are microorganisms. Bacteria are growing fast in every dish. Especially in the dishes of umeboshi, shiso and lemon fluid, inhibitory zone is created around the each experimented food. It can be said that these three kinds of food certainly have antibacterial effects.

On the contrary, inhibitory zone does not appear around the lemon peel. Bacteria are grown everywhere in the dish. As to a lemon, only sour fluid may have an antibacterial effect.

This experiment proved that an umeboshi and lemon have antibacterial effect. I personally doubted the antibacterial effect of foods, but they really have! I am astonished by the fact that shiso also has the effect. Rather than umeboshi, is there any secret in the ingredients used to make umeboshi?

I would say that Umeboshi in your lunchbox will protect your lunch during summertime! Yes, but the inhibitory zone around umeboshi is not so large. By placing an umeboshi on rice, only 1~2cm perimeter of umeboshi may be kept antibacterial. In summer, store rice in a refrigerator and eat your lunch before bacteria grow.



Shanghai Office news (Written by Ms. Zhang)

May 1, Expo 2010 Shanghai China was opened. It has a historical value for China and is a pride for us. In such a timing, many youngsters targeted to hold a wedding reception on this day, and the number of couples who registered marriage has increased 20% more than last year.

Ms. Li, our Shanghai office staff scarcely missed May 1, but the next May 2 she held the wedding reception on this boom.

Wishing Ms. Li and her husband everlasting happiness!



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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