

瀬戸内

# エアメール

森松水産より

2010  
12  
December

## Air Mail from Setouchi

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

Imabari, Ehime

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## Special Interview



### An Interview with Manager, Ms Takeda

**S**tarting from this month, I will write about the profile of each employee. This month, I would like to introduce Ms Atsuko Takeda, the Administrative Manager who is in charge of domestic sales and general affairs.



Now, let's start the on-the-spot interview to Ms Takeda!

**Q** What do you do for the customers as the Manager in charge of domestic sales?

**A** I understand the importance of connecting with others, so I try to take our customers' comments to heart and create trustworthy relationship.

**Q** As an Administrative Manager, what kind of organizational measures do you have?

**A** To gather, propose and offer the information necessary for supporting management. In addition, controlling the enforcement of the PDCA cycle at each division or various projects is very important.

**Q** What are you working on right now?

**A** I am striving for a successful cost reduction.

**M**s Takeda is a Taurus born on April 21, and her blood type is A. She was crazy about basketball during her high-school days. Although her comment about the service years in Morimatsu is "ever since I was born", she was working in a bank for some years, married and gave a birth to a child, then entered Morimatsu Suisan.

Special Interview

An Interview with  
Manager, Ms Takeda

**A**t present, she plays soft valley ball after five, and also likes calligraphy and gardening. Ms Takeda sometimes decorates the office with flowers she brought from her garden.

**S**he is a hard drinker and likes “beer and sashimi (as a snack for beer)”. Among all kinds of sashimi, she loves Japanese spanish macherel. What she is not good at is “karaoke”. If she was asked to sing in front of people, she would certainly refuse even if she had to pay one million yen.

**S**he is a powerful and vigorous lady but somehow hasty ever since her childhood. During her school days, she often could not get good points she deserved on tests because she did not check her answer enough to make them perfect before handing them in. She was always getting best results compared to her siblings but was not allowed to go to university since it was the privilege for the eldest son (who is the president of Morimatsu) in her family. She says that it is a painful memory in her youth.

## Akase's Haiku (Written by Ms Rina Akase)

### “Cutlass fish, diving deep and so mysterious.”

I wrote this haiku when I visited an aquarium in Kyushu about a year ago. It may be difficult to imagine the way the cutlass fish swims unless you have actually see the fish and its swimming form.

The face of the cutlass fish was grotesque and monstrous since it had big and prominent eyes but I was impressed by its swimming style which was slow and elegant. I described “slow and elegant”, but it might be adequate if I said “just swaying under the sea”.



It was very beautiful to see the cutlass fish shining in the dark. Especially its silky back fin was waving while illuminating the light like aurora. It was so mysterious and I felt as if something magical was diving slowly toward the bottom of the sea.

It may be too abstract for you to imagine the scene, so I drew an illustration. By the way, the word “cutlass fish” is a season word for “autumn”. Now, it may be out of season, but I will be happy if you could feel the mystery of cutlass fish.

# Season for Yellowtail ("buri" in Japanese) is Coming!

Written by Ms Oyama



Yellowtail is known as a fish which is called by different names at different stages of its growth. There are a number of explanations regarding the origin of the name. One agreeable explanation is that its meat is reddish and plump and looks "buriburi" which means fat and plump in Japanese.

In western Japan, yellowtail is an important food for traditional New Year dishes. Often included in tiered food boxes, yellowtail teriyaki shows its presence among other traditional dishes. I did not like New Year dishes when I was a child, however, even so, sweet chestnuts and yellowtail teriyaki were my favorite and I used to pick up those food many times with my chopsticks.

Those who are eager to cook yellowtail by other preparation method, try "shabu-shabu" style. Even if you do not like fish with a lot of fat, it will not taste so fatty by dipping in ponzu sauce (soy sauce with citrus juice) when you eat.

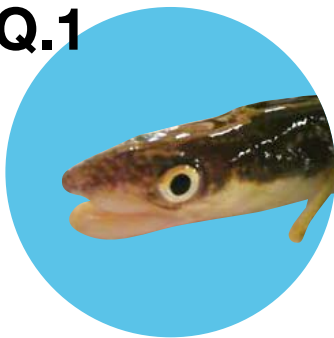


## COFFEE BREAK

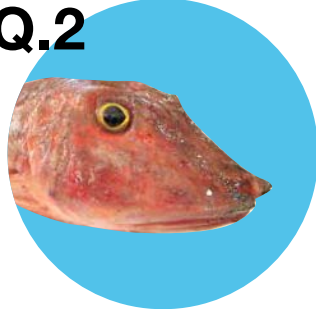


They are all local marine products in season. Guess what!?

Q.1



Q.2



Q.3



Q.1 conger eel Q.2 gurnard Q.3 swimming crab



In Season

## Swimming crab (Gazami)

We harvest swimming crab a lot all over the Setouchi Inland Sea. Our Sakurai Fish market in Imabari is proud of its catch in volume and of its high quality. At the beginning of the season, i.e. in September, most of the crabs are male and light in weight, however, in winter i.e. in December, the meat augments and weights a lot more. At this stage we can enjoy the edible, creamy brown substance inside. Crabs from Yamaguchi, Ohita, Ehime Pref. are available until the end of April.



# QUESTIONNAIRE

**To our customers:**

**Please fill out the following questionnaire to help us serve you better.**

**Please circle the number you choose and give us your comments.**

① **Are you satisfied with the contents of this month's newsletter?**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

② **Are you impressed by any article?**

1. Factory equipment 2. HACCP article 3. Manufacturing technology 4. Information on seasonal fish  
5. Expo notice or report 6. System related information 7. Morimatsu Suisan's company events 8. Others ( )  
(Tell us why? )

③ **What kind of information you want to read in our newsletter?**

④ **Do you have any request regarding our newsletter?**

⑤ **How often do you read our newsletter?**

1. Every month 2. Every few months 3. Every six months 4. Once a year

⑥ **Do you wish to read our newsletter?**

Yes No

**Please give us your comments on the following matters.**

⑦ **Product quality**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

⑧ **Price**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

⑨ **Delivery schedule**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

⑩ **Information service**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

⑪ **Attitude toward customer**

1. Very satisfied 2. Satisfied 3. Difficult to answer 4. Not satisfied 5. Totally unsatisfied  
(Tell us why? )

⑫ **Give us your further comments.**

Thank you for your cooperation. We look forward to a continued business relationship.

**▶ Please return this questionnaire via FAX or MAIL.**

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