



森松水産より

瀬戸内エアメール

2011
6
June

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



Employee Profile – No. 6

Mr. Yogo

By Ms Ooyama and Ms Shigemi

This month, we would like to introduce Mr. Yogo, our D0 plant manager.

When Mr. Yogo entered Morimatsu Suisan at the age of eighteen, the company was conducting only the purchasing operation at Katahara Sales Office in front of the fish market and the existing plant and management office were not yet established.

It may be no exaggeration to say that the history of Morimatsu Suisan's farmed fish processing operation equals Mr. Yogo's career. The company plant had started from a small 5-tsubo (one tsubo is 3.3 square meter) processing factory and developed to the existing 80-tsubo Head Office/Plant. Together with Mr. Ochi and Mr. Yamauchi whom we had introduced in the past "Employee Profile", Mr. Yogo has seen the developing processes of the factory: the addition of new plant facility and the computerization of most of the equipment.



When he was a new recruit, Mr. Yogo did not come back for a long time when he went out for delivery, and other employees were so worried that they almost requested the police to search for him. They could not be mad at him since he had such a lovely face at that time. He still has a baby face even he is nearly forty-years old, however, lately he looks depressed as the president of the company sometimes scolds him so much. Because he is now a plant manager, everyone is not as generous to him as in the old days.

Mr. Yogo's uniform number (employee number) is "45". If read in Japanese, forty-five can be pronounced "yogo". It also indicates "45 minutes" because if he starts talking to you, he will not release you at least for 45 minute as if he uses magic to capture you. Only the president can break a spell so far.

Nevertheless, the present likes Mr. Yogo. More than 15 years ago, the crane for rolling up the landing net had fallen over the workers during harvesting at the preserve. Five employees were injured because of the accident. The president was seriously injured as his face was stuck between the crane and the floor. Most of his front teeth came out and inside his mouth and face had to be stitched. At the time of accident, Mr. Yogo kept shouting "President, president!" even though he was also badly injured.

President Morimatsu managed to keep alive due to Mr. Yogo's "magic spell". The president is now afraid that he will be cursed if he gets so much angry about Mr. Yogo.

Now, we will ask about his private life. Working in the fishery industry for many years in which the night shift is often necessary, how does he spend the holidays?

Since many of our male employees love fishing, we expected his answer to be "Fishing!"; however, he answered "watching movies". He said he likes Mel Gibson and Heath Ledger.

We were also wondering if he has time to spend with his family since the D0 member has to work from late afternoon to midnight. At the time of a bowling tournament held by our company, we remember seeing a very happy tight-knit Yogo family. What are the secrets of a happy family?

Secret #1: Stay up until his children wake up even though he returned home at three or four o'clock in the morning after work.

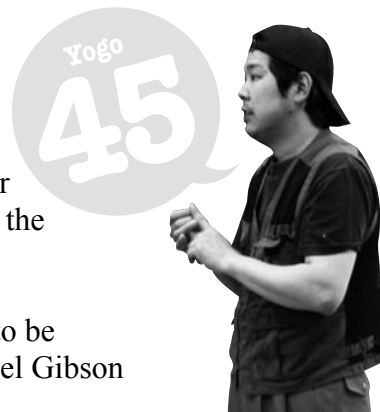
(Continued effort to exchange greetings and have a brief conversation with children is important!)

Secret #2: Go out for shopping with his family on the holidays.
(It is also important to try to spend more time with his family in order to make up for the time difference on weekdays!)

While he telling us about these secrets, he happily commended his wife, "She is very helpful."

Lastly, we asked about his aim and enthusiasm for work as a plant manager. He commented "Not only to the customer, I would like to contribute to my colleagues as well, and want to be cost conscious in order to provide better products at lower prices. Furthermore, I want to create cross-department team by utilizing the strongest areas of each department."

Vol.6 Hitoshi Yogo



From the Processing Dept. By Ms Akase

There resides a feminine chief in our Processing Dept. She is Ms. Yamada, but everyone calls her "Mistress"

During my training period, she spoke to me, in the middle of silently peeling the prawns' shell.

"What made you come to this fish store, Toots?"

In the middle of making mess with the prawns, I replied. (I didn't intentionally making mess. While I peel one prawn, other experienced staff peel 3~4 prawns.)

"Well, maybe I've found my goal here."

"Hey, terrific, you say something, Toots!" with full smile, Mistress.

Some other day, Mistress brought to our working place her new product "Deep fried fish marinated in a spicy sauce".

"Toots, try'n eat this!!!"

"Hummm, deep fried fish ..."

I came up to her and found around her neck, a delicate pearl necklace.

"Wow, it's beautiful! I want one like that!" I said just then honestly.

Mistress looked a little bit surprised.

A few days later I was wandering around the operation area, "Toots!" I heard.

I looked around and saw her in the distance. She approached me and said,

"Toots, look at my new necklace, here!" A new sexy cross necklace!

"On my birthday every year I change it. You praised the one with pearls the other day ... You know, make your man buy these things..."

Happiness appears on the scene with this kind of conversation.



Akase's Haiku (Written by Ms Rina Akase)



"White skin of the onion reminds me of the summer"

I wrote this haiku when I participated to a training course of the Processing Department about a year ago.

The training course of the Processing Department was, as the name indicated, the training for processing foods. As I vaguely remember, I was endlessly cutting the stem and peeling the large amount of onions which were as heavy as 50 to 60 kilograms in total.

Mr. Yamamoto who entered the company in the same year as I and now belongs to D1, did not seem to have used a kitchen knife before and got a blister in his hand within an hour. The blister split open and was bleeding. He was muttering "It hurts..".

Ignoring him, I was watching the onion slicing machine. The onions that we peeled with heart and soul were instantly sliced by the machine. Those onion slices were immersed in cold water and looked so white and beautiful. I wrote this haiku the instant I felt purity of the white onion slices floating in the water.



Catch in spring, the Best 5

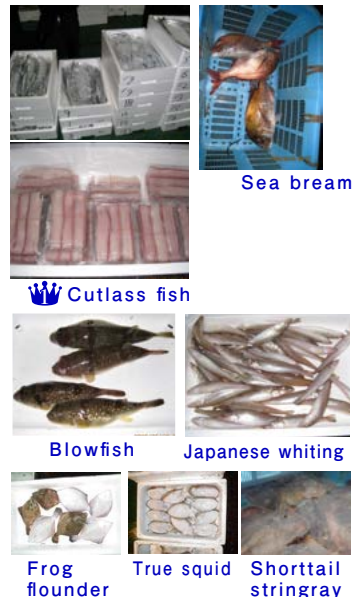
Ms. Hosokawa

March

April

May

No.	March	April	May
No. 1	Cutlass fish 2640.3kg	Cutlass fish 1396.8kg	Cutlass fish 1231.9kg
No. 2	Sea bream 537.0kg	Black scraper 987.9kg	Black scraper 839.0kg
No. 3	Blowfish 493.0kg	Blowfish 631.3kg	True squid 559.4kg
No. 4	Japanese whiting 444.5kg	Sea bream 613.0kg	Sea bream 371.5kg
No. 5	Frog flounder 331.7kg	True squid 487.0kg	Shorttail stringray 312.3kg



Among some 70 kinds of fish every month, runaway leader is Cutlass fish. Because whatever the weather is, it is caught constantly. The least in May is Stone flounder, 0.3kg.

"Nippon-maru" or "Swan in the Pacific Ocean" came to "Bari-ship, Imabari Maritime Fair 2011".



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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