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Food Poisoning from Farmed Flounder

By Ms Shigemi

We sincerely apologize to all customers, those who have fallen ill by eating our flounders. We wish for the speedy recovery of those customers who suffered by the infection.

We would like to report the current situation concerning the flounder poisoning.

The recent outbreak of food poisoning in Ehime prefecture including several cases of our customers is considered to be caused by the flounder parasite and each sales office has started to voluntarily refrain from selling the flounders.

The Ministry of Health, Labor and Welfare has announced in June that the food poisoning by eating flounder sashimi is most likely to be caused by a specific type of parasite. The summary of the announcement is as follows:

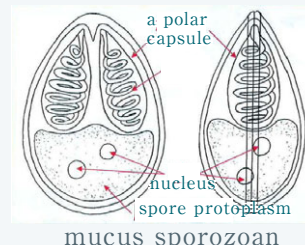


1. Lately, the cases of unknown cause which induced symptoms of transient mild diarrhea and vomiting several hours after eating have been reported nationwide.
2. From June 2011 to March 2011, 198 similar cases had been reported and out of which 178 cases (90%) were caused by raw fish and shellfish including 135 cases (68%) that were caused by flounder.
3. As a result of experiment and discussion, for the symptoms caused by eating flounder, the involvement of *Kudoa septempunctata* (mucus sporozoan) was strongly suggested. (*1)
In the refrigerated condition, the kudoa spores had been preserved for at least one week, however, they were inactivated by more than four-hour storage under -15°C to -20°C degrees. By heating for more than 5 minutes at 75°C , the kudoa spores were also inactivated. (2*)
4. The parasites of genus *kudoa* was said to be parasitic on fish but not on human and therefore harmless to public health. However, as for the pathogenicity of *kudoa septempunctata*, it is considered that the symptom may develop only by eating a great amount of multiple kudoa spores.
5. Since the cases are very few, the frequency of the symptom is unknown; however, the symptoms are mild. After eating 4 to 8 hours, diarrhea, vomiting, gastric discomfort, etc. are allowed but the symptoms are minor and recover quickly with no side effect on the next day.

6. As a result of discussion by committee, the following view was indicated:

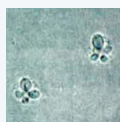
- Concerning the risk caused by these pathogenic agents to human health, the symptoms are transient and heal naturally.
- Severe cases were not so far reported.
- The possibility of these agents to continuously remain in human body is low.
- Comparing the supply and the number of occurrence, the risk of frequent occurrence should be low.

Considering the above, it is important to inform consumers the precise facts and ask them not to get overly nervous about the situation. Meanwhile, asking the related companies and agencies to take practical action and to understand the problem would be also important.

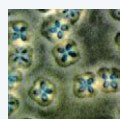


7. It should be necessary to continue studying the coping method for reducing the risk and the developing mechanism.

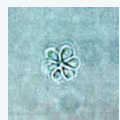
(*1) *Kudoa Myxosporea* (mucus sporozoan) with more than four polar capsules. Many of these are parasitic in the muscles of fish and reduce the commercial value of the products. In some cases, many cysts are formed in the muscle tissue of the fish, and in other cases, muscle melts to become a jelly meat after the fish dies.



Kudoa thyrssites:
jelly meat of flounder and sea bass



Kudoa amamiensis:
Cysts that look like rice-grains of cultured yellowtails in Okinawa Pref. and Amami area.



Kudoa septempunctata:
No symptom by naked eye of cultured flounder, many cases were shown in 2010.

It could happen on wild flounders. But most of the incidents were shown by cultured fish.

(*2) Once the fish is frozen, raw meat could be eaten without harm. By heating also, the kudoa's poisonous property will be eliminated. However, such treatment will reduce the commercial value of the flounder; therefore, more practical method is being studied.

Ehime prefecture is the second in the production of the farmed flounder. However, at this point, the spreading of infection and the mechanism are not clarified and the safety standard for the producers and the food service industry is not provided.






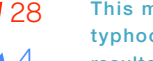

































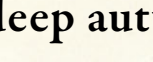
In order to offer safe and reliable products to the customers, The Ministry of Health, Labor and Welfare and the public health institute are requested to quickly indicate the safety guidelines. It is expected that the government, aquaculture industry and restaurants to consider and implement the food safety measures in full coordination.

Rumi Japan will do our best to continuously offer the safe and reliable products to our customers. We look forward to continued business relationship in the future.

As of Sept.
24, 2011

Local fish market Catch BEST 20

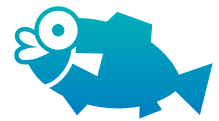
By Mr. Ooyama and Ms. Hosokawa

No.1  Cutlass fish  ↗ 2	No.6  Prawn  → 6	No.11  Japanese tiger prawn  ↗ 28
No.2  Pike conger  ↘ 1	No.7  Starspotted smooth-hound  ↗ 9	No.12  Shrimp  ↘ 4
No.3  Japanese red sea bream  → 3	No.8  Black tongue fish  ↗ 13	No.13  Belted beard grunt  ↗ 14
No.4  Red stingray  ↗ 8	No.9  Red barracuda  ↗ 29	No.14  Marbled redfish  ↘ 11
No.5  Big fin squid  ↗ 12	No.10  Golden cuttlefish  ↗ 59	No.15  Octopus  ↘ 7
		No.16  Vermiculated puffer  ↗ 24
		No.17  Edible mantis shrimp  ↗ 31
		No.18  Bluck chestnut puffer  ↗ 50
		No.19  Swimming crab  ↗ 38
		No.20  Silver whiting  ↘ 16

This month again hit us a furious typhoon. But somehow the catch resulted in the same volume as last month.

Last month Pike conger overtook Cutlass fish, but this month Cutlass fish is caught more than 2 tons and revived on top.

New faces, such as Red barracuda and Black chestnut puffer are ranked in.



Recommended fish in October

1. Golden cuttlefish has started to be in the season. The size is still cute, but the volume as well as the size gets bigger from now on.
2. Swimming crab is also still small. Basket-fishing will be soon applied for crab fishing in Sakurai area.

Akase's Haiku (Written by Ms Rina Akase)

"A bite of a mini chocolate cake in deep autumn"

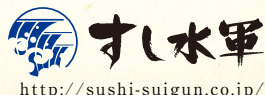
There is a season words "the sky is high". In autumn, the sky becomes so clear and seems to be broader and higher.

Several days ago, I received a letter from my old university professor, which was written on a beautiful light yellow-green letter pad. In the letter, the professor requested me to attend an academic conference and wrote about the literature of Osamu Dazai. Autumn is the best season for literature.

Well, so much for preliminaries. This month's haiku is about the dessert served at "Sushi Suigun", our company's directly managed revolving sushi bar.

The mini chocolate cake read in this haiku is really a mini-size cake which can be held on a palm. The sushi bar serves two kinds of chocolate cakes; the mini chocolate cake and the raw chocolate cake. The former tastes a little bit bitter and fit for adults, and the later one is light and fluffy and has a "healing" taste. For a while, I used to order the mini chocolate cake every time I ate at the restaurant, but recently my taste is beginning to incline toward the raw chocolate cake.

The season words "deep autumn" indicate the late autumn and describe the feeling that we are getting deeper into autumn. I would be grateful if you could feel the deepening autumn as you enjoy sushi at "Sushi Suigun".





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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