



森松水産より

# 瀬戸内エアメール

2012  
4  
April

## Air Mail from Setouchi

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

Imabari, Ehime

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### The Sales entry system in "the Tokimi Cabin" of the Katahara Sales branch by Ikuyo Hosokawa

"Which journalist are you? ... .. Good morning. How may I help you, Miss?"

Answered Ms. Tokimi with unusual gentleness! Today, I visited "The Tokimi Cabin" at Katahara sales branch with my camera in hand.

Ms. Tokimi is aunt of the President Morimatsu, and is currently 73 years old!

The record shows that she worked for Morimatsu susan Reito Co.,Ltd for 28 years, but maybe more.

In winter, she wears a traditional Japanese warm jacket called "Hanten" to keep her warm and what we call "Aloha shirt- Hawaiian shirt" in Summer with a Japanese fan in hand.

She stays in her cabin from 1 am to 7am and takes phone calls and does administrative work there. She calls herself " a person with mother like kindness to all the customers"

In "The Tokimi Cabin", she is surrounded by two telephones, one PC and one Printer and a bar code reader, etc. and she is 73 years old! Hard to believe, isn't it?

At Katahara sales branch, all of the administrative work had been done in a traditional manner with vouchers and pencils! You can just imagine how hard to read handwritings of all the sales staff, can' t you? But the sales entry system made it a lot easier! All Ms. Tokimi has to do is to touch the panel to enter sales record without using any keyboards nor mouse!



She can search any customers name or products by touching a very wide panel at her desk without using a key board and a mouse.

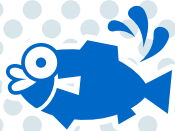
She has been using it for about 5 months now and we asked how she likes it.

She first said, "It' s so-so." Then, "It' s great. I' m used to it. I can delete and modify. It' s a lot easier now." "But I soon will forget how to use a PC!"

She is such a comedian!



The person who answers phone calls in early mornings saying "Hello, this is Morimatsu." Is her!.



# Local fish market Catch Best

(as of 3/26)

# 20

## 2012 March



Marbled flounder and White croaker enters into the top 20 for the first time. The scientific name of Marbled flounder is *Pleuronectes yokohamae* and belongs to Pleuronectiformes/ Pleuronectidae. Usually boiled or fried with some seasonings, can be eaten as Sashimi if fresh. The scientific name of White croaker is *Pennahia argentata* and belongs to Perciformes/ Sciaenidae. Usually used as an ingredient for broiled, fried and for fish pastry, but seldom used as sashimi.

by Ikuyo Hosokawa

## 【Report on International Boston Seafood Show 2012】

By Ms Hiroko Shigemi

From March 14 to 16, the International Boston Seafood Show (IBSS) was held in Boston and the Rumi Japan exhibited our products at the Japan Pavilion. At the time of exhibition two years ago, many customers questioned about the yellowtail "Is this salmon or tuna?" but this year, most of them said "hamachi!" in Japanese just by looking at the indication "yellowtail". We realized that the recognition degree of hamachi has been greatly increased recently.

At our booth, the demonstration by our sushi chef making hamachi sushi and hamachi rolled by Japanese basil attracted many customers. Our staff's hospitality wearing kimono and yukata (summer kimono) also invited the attention of visitors, cameramen and the media, so the booth was constantly crowded with many people.

People in foreign countries became more and more health conscious and interested in Japanese seafood. We will further strive to present reliable, safe and high-quality products to the customers in the world.

In Japan, we have experienced very cold winter this year but in Boston, we had snowfalls only on the preparation day and warm and comfortable weather continued during the show. We felt colder when we returned to Japan. It's April now, but the temperature is still low. Please take good care of yourself.





# Exposition in Brussels 2012

Official Web Site <http://www.euroseafood.com/12/public/enter.aspx>



**Dare : 24-26 April 2012 (Tuesday – Thursday)**  
**Venue : Brussle Convention & Exhibition Center**

It is decided that the Rumi Japan will be participating in the Seafood Exposition in Brussels which is to be held this month. It is the greatest seafood show in Europe and famous along with the exhibitions in Boston and Hong Kong. The expo is celebrating its 20th anniversary and various events are expected to be held. If you are planning to visit the exposition, please stop by at our booth. We will be waiting for you by preparing yellowtail sashimi and sushi rolls.

New!

## Saikyo Miso marinated Tachiuo (Sword fish) Easily cooked with microwave!!

Tachiuo, one of the prominent fishing products in Ehime, marinated with Saikyo miso, and easily cooked with microwave. Sword fish is named as its long, sharp shape and its silver color looks like a sword. Tachiuo matches so well with Saikyo miso because its light taste and fat and you would never want to stop eating after one bite. It goes well with any kinds of alcohol. We have taken most of inner bones so that you have no trouble eating!



● please contact:  
☎+81-898-33-1774

### Recommendation!

Cut into slices, cook with microwave and put them on sushi rice and burn a bit with a burner. Delicious grilled Saikyo miso marinated Tachiuo is ready.

Please visit at <https://www.facebook.com/rumijapan> to see a movie of this product .

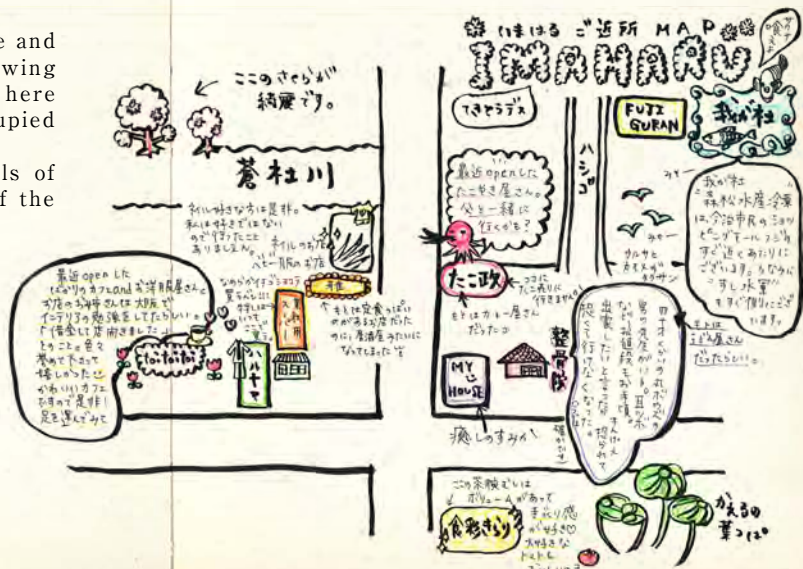
## Akase's Haiku (Written by Ms Rina Akase)

### “Cherry blossoms blooming in spring All the benches are occupied by people”

Hello, everyone. The column, “Akase’s Haiku”, started in August 2010 and it has been serialized for a year and a half. I am so grateful for giving me an opportunity like this and thankful to the readers of our newsletter. By the way, do you like spring? I suppose many people do. In my neighbor, there is a river called “Sousha River” and many cherry trees are planted along the river bank.

These cherry trees bloom in springtime and the vicinity is crowded with people viewing cherry blossoms. There are benches here and there and all the benches are occupied by the people during the season. At the end of spring, light pink petals of cherry blossoms fall and the surface of the river bank turns pink covered by these petals. The petals also flutter down on Sousha River creating wistful and beautiful “flower rafts”.

I am not really fond of spring because I have an allergy to pollens, but I hope everyone will enjoy beautiful spring days.





questionnaire

# 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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