

森松水産より

瀬戸内エアメール

2012
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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Introducing our Popular Product, Buri-toro Cutlet

The "buri-toro cutlet" is made from jaw meat of "buri" (adult yellowtail) which has lot of good quality fat.

The buri-toro cutlet is cooked by specific method so that it can be eaten to the bones; therefore, everyone from young to old can eat this nutritious product.

The meat is crisp and juicy, suitable for a side dish or snack.

The bones are so soft that you can't resist asking "Does it really have bones?"

Mrs. Yamada of the Processing Department told us about the inside story. She said "The production procedure of the buri-toro cutlet requires enormous time and it's a very troublesome work." During summer time, inside the processing factory becomes hotter than a sauna, and because the fish has so much fat, the floor of the factory becomes slippery.



"Buri-toro" was originally developed by Mr. Tao who is now complained by Mrs. Yamada of Processing Department. "Tao-chan, it's so hard to make buri-toro cutlets!" Mr. Tao became a leader of the Product Development Section which is newly established this year.

Mr. Kamosaki, a freshman, came by. Since he experienced the production process of the buri-toro cutlet at training seminar for freshmen, I asked his opinion. He said "It's fun when you get used to it."

Everyone said "What a good boy!" Well, I can write a good story.

Anyway, the buri-toro cutlet is filled with Mr. Tao's enthusiasm for product development and love of every member of the Processing Department. Please try the buri-toro cutlet!

Additional comment

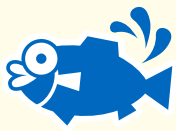
Mr. Tao said "Developing products begin with delusional thinking of a developer." Do we have to start with a delusional power?

I recently joined the Product Development team but no creative idea came to me yet..

I would like to make efforts in order to present delicious products to our customers.



By Ikuko Kawamata



Local fish catch (as of 5/21) The top 20

No1	 Cutlass fish	→ STILL	1	No11	 Black cow-tongue	↘ DOWN	10
No2	 Sea-bream	→ STILL	2	No12	 Spotted Shark	↘ DOWN	8
No3	 True squid	↗ UP	4	No13	 Black scarper	↗ UP	16
No4	 Japanese Spanish Mackerel	↗ UP	11	No14	 Devil stinger	↘ DOWN	13
No5	 Largescale lizardfish	↗ UP	9	No15	 Bigfin Reef Squid	↘ DOWN	14
No6	 Vermiculated puffer	↘ DOWN	3	No16	 Japanese sand lance	↗ UP	20
No7	 Frog-flounder	↘ DOWN	6	No17	 Conger myriaster	↘ DOWN	15
No8	 Red stingray	↗ UP	12	No18	 Bleeker	↗ UP	38
No9	 Japanese spineless cuttlefish	↘ DOWN	5	No19	 Japanese stingfish	↘ DOWN	7
No10	 Octopus	↗ UP	21	No20	 Flounder	↘ DOWN	18



Wild seabreams (local seabreams) are now in season. Red seabreams of Kuru-shima Island have lots of fat since they grew up by eating nutritious shrimps and Japanese sand lances, and their meats are firm and high-quality as they were washed by strong tide.

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

“Truck drivers washing their trucks, a kite sings as it flies.”

Every morning when I go through the entrance of our office, I see the employees of the Ocean Express Co. washing their trucks very thoroughly. This time, I wrote about these tough men in my haiku. The Ocean Express is the transporting company and President Mizumoto and their employees transport Rumi Japan's precious products. These Ocean men wash their trucks so carefully and you cannot believe such tough men are doing it. I am so impressed by them. (Every time I watch these men washing trucks, I wonder if they are not too exhausted by this task because the trucks are so huge.)

We, the office workers of Rumi Japan, clean up various places of our company building in one month rotation, and I was assigned to clean up the entrance last month. Just beside the entrance, the male employees of the Ocean Express wash their trucks enjoying conversation among themselves. Just that time, a kite circled the clear sky by singing. (A kite is not a season word; therefore, this haiku is without a season word.

Even so, I will be grateful if you would imagine the clear sky and a kite flying.)

In a world of abundance, it's so nice to cherish and take good care of the things you have.



[Participating in Food Taipei 2012]

HP <http://www.foodtaipei.com.tw/>

- Date : June 27th-30th
- Place : Taipei World Trade Center
- Booth# : M0918

Starting from June 27, the Food Taipei 2012 will be held in Taipei. Celebrating its 22nd birthday, the exhibition is the popular food show which welcomes many exhibitors and visitors from all over the world. Taiwan is fast

growing country in Asia with the hottest market. Further growth is expected in the future. At the exhibition, Rumi Japan will present sushi for tasting and yellowtail sashimi. Please stop by at our booth!





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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