

# 米 Rice

Savor the freshness of  
each grain in every bite

## Secrets behind delicious Japanese rice: climate, people and technology.

### High quality rice is grown throughout Japan.

Rice is a crop that is essential to the Japanese people. Rice-growing began in Japan about 2500 years ago. Japan is located in a temperate zone, blessed with quality water and sunshine and four distinct seasons: all favorable conditions for rice cultivation. The technology to make the most of this environment has progressed thanks to human effort. Presently, all over Japan, rice plants in paddies are neatly planted at equal intervals. Such views form part of the distinctive beauty of the rural Japanese landscape.

### Strict quality control.

For rice growing, farmers have developed cultivation methods that take advantage of Japan's rich natural conditions. At the same time, by using weather information and technology such as selective breeding, they have also acquired production



techniques that are not easily influenced by external factors. Harvested rice is threshed and kept in cool storage warehouses below 15°C (59°F). Then, it is shipped in small quantities to meet consumers' needs. Thus, people can always expect fresh rice to be available in stores.

### More than 300 varieties create a wealth of choice.

Japan cultivates an incredible number of rice varieties. National research centers and prefectural experimental stations are producing rice with varying taste by assisting in the development of varieties that suit regional climate, soil and usage. Some varieties are resistant to disease, pests and weather, and others differ in taste, fragrance and texture.

#### Top Five Types of Japanese Rice in Order of Harvest Volume (2007)

1	<i>Koshihikari</i>	3148 tons / year	Has a balance of stickiness, softness, delicious taste, appearance, fragrance.
2	<i>Hitomebore</i>	857 tons / year	Soft with a sweetness that expands in the mouth. A variety compatible with Japanese cuisine.
3	<i>Hinohikari</i>	839 tons / year	An all-round variety compatible with Western and Chinese cuisines. Doesn't harden after cooling.
4	<i>Akitakomochi</i>	751 tons / year	Sweet but not very sticky. Suitable for mixing with other grains and for sushi.
5	<i>Haenuki</i>	290 tons / year	Characterized by firmness. Resilience can be enjoyed in onigiri and donburi dishes.

Source: Statistics compiled by the Ministry of Agriculture, Forestry and Fisheries of Japan, 2008 / Comments by Toyozou Nishijima, Rice Retail Shop "Suzunobu"

### Fluffy cooked rice is a meal on its own. Naturally, it also complements various cuisines.

The rice harvested in Japan is nearly all Japonica rice, which features a natural sweetness, mild fragrance and plump moistness. Being simple and mild, it makes a tasty food on its own and also complements a variety of side dishes. Rice plays a pivotal role in a healthy Japanese diet. Its major constituent is the carbohydrate, but it also contains a good balance of protein, iron, vitamins such as B<sub>1</sub> and E, and dietary fiber.



Rice fields in the countryside.



In a cool storage warehouse, temperature can be maintained at below 15°C (59°F), even in the summer.



"Rice is  
the source of long  
life and health!"

The basic Japanese meal consisting of rice combined with vegetables, soybeans and fish makes Japan a world leader in life expectancy.

Yukio Yamori (Director and Professor, Mukogawa Women's University Institute for World Health Development, Japan and Emeritus Professor, Kyoto University, Japan)



# 水産物 Seafood

A plentiful source  
of culinary delight

**This gift from the sea is prepared in diverse ways to capture freshness.**

**Japan's climate and seasons give us a wide variety of delicious fish.**

Japan is surrounded by the sea, and the custom of eating fish dates back over 3000 years. Its north-south oriented land-mass and its intricate coastline have produced a variety of fish in each region. The rivers that flow through its abundant forests to the sea carry rich nutrients and have nurtured diverse marine products. Fish in season are particularly tasty. For example, spring red sea bream, autumn Pacific saury and winter yellowtail are highly prized in Japanese cuisine.

**Riding the sea currents, fish have sustained the nation's health.**

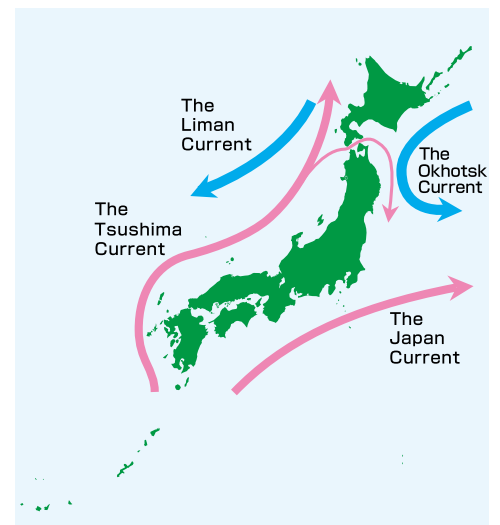
Warm and cold currents flow around the Japanese archipelago and run into each other along its coast. These locations



produce large volumes of plankton, which make them rich fishing grounds by gathering migratory fish. The fish that migrate through these grounds mainly consist of Pacific saury, mackerel, jack mackerel and sardines. These fish species are frequently eaten in Japan, and research has revealed that the nutrients contained in these fish contribute to the long life and good health enjoyed by the Japanese people.

**Careful handling techniques allow us to enjoy goodness fresh from the sea.**

Japan uses various innovative methods to transport fresh fish. For example, in some cases, coastal catch is carried to port alive in the fishing net under water. Other techniques include keeping the fish alive in a tank and having them move around without being fed, which firms the flesh before processing. Japanese people constantly pursue ways of preparing fish that make it fresher and more delicious to eat.



With four currents flowing very close to the Japanese archipelago, its waters are a rich source of fish.

“The joy of  
savoring  
seasonal fish”



In Japan, people can savor a wealth of fish varieties in season with optimal fat content. This is the ultimate luxury.

Alan Wong  
(Chef and Owner, Alan Wong's Restaurant, Hawaii/Japan)

