



Reception hosted by Consulate-General of Japan in Vancouver

Outline

Country (city): Vancouver, Canada

Date: Monday, September 13th, 2010 14:00 to 17:00

Event: Garden reception

Venue: Official residence of the Consul General

Sponsorship: MAFF, Consulate-General of Japan in Vancouver, JETRO Vancouver office

Attendees: 78 guests (the Honourable Steve Thomson, Agriculture and Lands Minister, British Columbia (BC), Don Fast, Deputy Minister of Economic Development, dignitaries and guests of the Canadian Federal Government and BC Government, wholesalers, retailers, and foodstuff importers. Restaurant and hotel professionals, media, opinion leaders on Japanese cuisine and sake, etc.)

- Overview: (1) The resident chef and the chef at Tojo's Restaurant, a high-class Japanese restaurant in Vancouver, gave demonstrations on how to: butcher a yellowtail fish, make *nigirizushi* and *sashimi*, cook salmon a la *chanchan yaki*, and flame-sizzle *buri* (yellowtail). An effort was made to draw the attention of the guests by providing a visual showcase of traditional Japanese food and offering it to guests right there on the site.
- (2) This event presented both traditional Japanese cuisine such as *nigirizushi*, *sashimi*, and *arajiru* (collar soup), and menu items more readily acceptable for West coast style restaurants such as Seafood gratin (with *miso* sauce), Yellowtail carpaccio, and *Matcha* brulee. All items were enjoyed and some guests returned for seconds. An attempt was made to popularize and promote the dishes by distributing recipe cards (with photos) prepared by the official chef.
- (3) In order to breed familiarity with Japanese food, the chefs arranged the *benishake* (red salmon) *chanchan yaki* using locally caught red salmon and vegetables seasoned with a sauce made by a blend of three types of *miso* provided care of Fukuoka prefecture: blended *miso*, *yuzu* (citrus) *miso*, and sesame *miso*. In addition to an all-Japanese dish of *nigirizushi* of yellowtail, the chefs also presented *nigirizushi* using locally caught red salmon to promote dishes using both Japanese and Canadian ingredients.
- (4) Local and consulate staff were on hand at the booths offering dishes and promoting individual ingredients, while explaining their fare and answering questions. Local importers that actually import yellowtail and rice from Japan presented pricing and business terms to participants who showed an interest. Export promoters representing Fukuoka Prefecture's Campaign for Exports of Agricultural Produce and the Council for Promoting Exports of Local Goods Produced in Fukuoka Prefecture promoted products like *miso*, *Konjac* noodle, and *Yuzusco*.
- (5) In addition to the food ingredients mentioned above, a Japanese importer responsible for importing green tea in PET bottles, *dashi* (broth-flavored) soy sauce, *ponzu* and other items into Vancouver offered samplings along with select items from the MAFF's selection of "40 processed foods globally recognized as export-candidates", such as bottled *Ramune* and *mochimochi* rolls.
- (6) Participants enjoyed trying different flavorings at the PR booths for *dashi* soy sauce, *ponzu*, and *Yuzusco* on the dishes served.
- (7) A local importer of Japanese *sake* held a *sake* tasting. Many guests enjoyed how *sake* complemented the dishes, making the tasting serve as an effective PR event for Japanese food.





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- (8) In addition to the DVDs provided by MAFF, "Enjoy! Japanese Food", "JAPANESE SEAFOOD EXPORTS", and "Delicious Nippon", a DVD showing the *sake* brewing process provided by a *sake* importer caught the undivided attention of a chef from a local restaurant.
- (9) To give the site a taste of *wa*, Japanese for harmony, local tea ceremony experts held a ceremony and offered *matcha*, while a koto player gave a musical performance on this Japanese stringed instrument. The tea offering was brewed from *Yame* and was provided by Fukuoka prefecture. We aimed at producing a synergy effect by introducing traditional Japanese culture together with this event.

Menu

Menu	Foods Used	Supplier	Area of Production
Nigirizushi (hand-made sushi)	Rice	Yamagata Prefecture, Agriculture, Fishery and Forestry Department	Yamagata Prefecture
Carpaccio of Yellowtail	Yellowtail	Central Boeki (Canada)	Coastal waters of Japan
Salted Yellowtail Roast			
Yellowtail Collar Soup			
Seafood Gratin	Miso	Tsuru Miso Brewery	Fukuoka Prefecture
Salmon a la chanchan yaki (miso-flavored grilled salmon)			
Matcha Brulee	Matcha (green tea)	Koga Chagyo/JA Fukuoka Yame	Fukuoka Prefecture
Green Tea	Green Tea		
Ready-to-eat rice	Ready-to-eat rice	Wooke	Toyama Prefecture
Mikans	Mandarin Oranges	Wakayama Prefecture, Food Distribution Section	Wakayama Prefecture
Melons	Earl's Melons	Shizuoka Prefecture Greenhouse Growers Coop Union	Shizuoka Prefecture
Japanese Pears	Kosui	JA Hiroshima Kajitsuren	Hiroshima Prefecture
	Konjac Noodle	Ishibashiya	Fukuoka Prefecture
	Yuzusco	Takahashi Shoten	Fukuoka Prefecture





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Promotional Cards

Rice
"Tsuya-hime"
Supplier: Marutodal Canada Enterprises Ltd.

Tsuya-hime is a new brand of rice from Yamagata prefecture. It is a safe, premium flavour variety raised with emphasis on grain rice, pealy whiteness, taste, flavour, and stickiness.

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Yellowtail
Supplier: Central Boeki (Canada) Ltd.

In Japan, yellowtail receive a different name such as *but* (purple yellowtail) or *haranishi* (young yellowtail) as it grew. Thus, it is considered a lucky fish and often served at celebrations. Typical serving methods include *sashimi*, *teriyaki*, *rice*, *grilled*, *steamed*, *broiled*, *boiled* in soy sauce, etc.

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Miso
"Additive-free Tsuru Miso"
Producer: Tsuru Miso Brewery Co., Ltd.

A blended miso made of 100% domestically grown ingredients, which gives a rich and natural flavor.

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Miso
"Sesame Miso"
Producer: Tsuru Miso Brewery Co., Ltd.

It contains a plenty of nutritious sesame! This is an all-around miso paste made by using miso and sesame which are both known as healthy food. You can stir fry or deep vegetables with the paste as well as spread it on rice and a slice of bread.

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Miso
"Yuzu (citrus) Miso"
Producer: Tsuru Miso Brewery Co., Ltd.

This miso is blended with plenty of yuzu (citrus) flavouring and is intended to be served as a side dish. Domestically-raised dried sardines impart a moderate sweetness, making it great for direct consumption and as a seasoning in other dishes.

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Matcha
"Matcha"
Producer: Koga Chagyo JA Fukuoka Yame

A fine powdered green tea commonly used in *sakuri* (the tea ceremony), matcha has an elegant aroma and concentrated sweetness that make it a sheer pleasure to drink. Because the powder is dissolved in hot water, all of the tea's beneficial nutrients can be taken in.

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Japanese Green Tea
"Sencha"
Producer: Koga Chagyo JA Fukuoka Yame

This is the most commonly enjoyed variety of Japanese green tea in Japan. In general, sencha is green tinged with yellow and has a well-balanced combination of aroma, umami (flavour of the highest quality) and bitterness, providing you with a feeling of luxury that increases with the grade of green tea.

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Ready-to-eat rice
Supplier: Vox Trading Co., Ltd.

Makes fluffy steamed-cooked rice in about 2 minutes in a microwave oven.

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Promotional Cards



Mandarin Oranges
"Anida-Mikan"

Producer JA Arida

Wakayama is one of Japan's leading prefectures in the production of mandarin oranges. Although other prefectures also grow mandarin oranges but none have surpassed those from Wakayama for their variety, sweetness and juiciness. These oranges are seedless, simple to peel and they can be enjoyed any time.



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Melons
"Earl's Melons"

Producer Melox

These melons are grown in glass greenhouses, under strict climate management. They are bred to be sweet and juicy and carefully raised to ensure the 3 seasons of the fruit's maturity. The palatability and fragrance of the melons are both fully satisfying. Earl's Fantastic melons are also ideal as truck melons, being the name from their juicy fragrance and ease of peeling, making it so best when the bottom becomes soft and elastic.



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Japanese Pears
"Kosui"

Producer JA Hiroshima Kajitsuren

Kosui pears are the highest produced variety of pears in Japan, noted for their juiciness, fresh fragrance, and tenderness. The pears are juicy and very sweet with little tartness.



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Konjac
"Konjac noodle"

Producer Ishibashiya

Konjac is made using traditional methods. It features a crisp texture and earthy flavour when cooked. Toss with water and serve as is, kashoifun!



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YUZUSCO
"Yuzusco"

Producer Takahashi Shoten, Inc.

Yuzusco is the liquid version of yuzu-kashi, a citrus flavoured spirit originally from Fiyushu. It goes well with Japanese dishes and a wide variety of other dishes as well. We offer it as a new type of spicy flavouring from Japan.



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Photos of the Event



The Hon. Steve Thomson, Agriculture Minister, BC



Chef from Tojo's Restaurant demonstrating "Salmon a la chanchan yaki"



"Yellowtail butcher demonstration" by the resident chef



Overview of venue (center: Fukuoka prefecture goods PR booth)



Rice balls made with Tsuyahime rice and other goods from Yamagata prefecture



Sake tasting area



Tea offering by local experts



Samplings of melons (Shizuoka prefecture), Mandarin oranges (Wakayama prefecture), and pears (Hiroshima prefecture)





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Impression of the Consul-General of Japan in Vancouver

- (1) This event allowed us to successfully promote agricultural and fishery produce from Japan as reliable, safe, and high quality food ingredients. We believe we were able to get our message across about the Japanese government's efforts to promote exports of agriculture, forestry, and fishery produce. I personally escorted BC Agriculture Minister Thomson who appeared very fond of the various Japanese dishes and food ingredients he sampled. During his opening address, Minister Thomson conveyed that the BC government is also promoting exports of its agricultural produce. He intends to visit Japan in October to promote BC's agricultural produce. He expressed his desire to continue a favorable partnership between Japan and BC.
- (2) It was extremely reassuring to have the assistance of personnel from local self-governing bodies and promoters well versed in the items (products) sent to us. We should continue to make use of these professionals.
- (3) While we invited a wide range of professionals from the hotel, restaurant, wholesale, and retail industries, it remains a difficult task to ascertain which items will interest guests the most during the guest selection process. As such, I would like to suggest an increase in items to present. I have no reason to believe it would be patronizing to offer dishes made from a combination of several items.
- (4) This event was extremely worthwhile in that we were able to promote the premium quality of Japanese food ingredients. To that end, I would like to continue holding this event on a regular basis, not just to promote exports of Japan's agricultural and fishery produce, but also to support local Japanese businesses.

