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Press Release Source: Ministry of Agriculture, Forestry and Fisheries of Japan

### Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Wednesday, January 27, 6:36 pm ET

*Japanese Seafood Companies Team Up with Star Chefs in New York City*

BOSTON & NEW YORK (BUSINESS WIRE) - The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Conference & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week, aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an intensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known, indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Takahashi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hiroshoku Co., Ltd., producer of yellowtail
- Kanada Co., Ltd., producer of a variety of products, including saury pickles, frozen snow crab leg meat, pre-iced sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of surimi products
- Kinjushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kunhiro Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marutoku Non Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Motomatsu Suisan Betsu Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugyo Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamayo Co., Ltd., producer of a variety of processed seafood products, such as squid with saikyo fish guts

The Japan Pavilion will be located at **booth #1805** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Fenwick Room of the nearby Westin Waterford Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-pavilion.net/ibssib09>.

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As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, executive Chef of La Fondà del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fondà del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 2% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our last previous Japan Pavilion booth at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- HyoToku Co., Ltd., producer of yellowtail
- Kameda Co., Ltd., producer of a variety of products, including spiny ickie, frozen stone crab leg meat, peeled sashimi/served, and deep sea red crab
- Kibun Foods Inc., producer of a variety of surimi products
- Kinjishi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kurehito Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Maruyuki Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Morimoto Suisan Kaito Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sagyo Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite recipe of snow crab legs
- Yamayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish gubi

The Japan Pavilion will be located at **booth #1005** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Banquet Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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**Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show**  
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The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming international Boston Seafood Show (BSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Conference & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a highlight to the show, world-renowned chef David Bouley, chef and owner of Bouley, and John DeChellis, Executive Chef of La Fonda del Sol will bring star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC. Restaurants were aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 9-13, chefs at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will continue to be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$40 billion. With Japan's exports of agriculture, seafood, and food products to North America currently account for less than 30% of its worldwide exports of these items, the agency has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed immense popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilions at the BSS has convinced us to strengthen our presence at the show, and I am very much looking forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hiyokou Co., Ltd., producer of yellowtail
- Fankai Co., Ltd., producer of a variety of products, including dairy products, frozen snow crab leg meat, peeled scallops, shrimp, and deep sea red snapper
- Kishu Foods Int., producer of a variety of sushi products
- Kiyosaki Sales Co., Ltd., one of Japan's oldest wakasabi manufacturers
- Koshira Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Mandou Ichi Co., Ltd., producer of seaweed products (wakasabi-based, etc.)
- Morimoto Suisan Ryo Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiya Co., Ltd., manufacturer of "Snow Leg Queen" an exquisite variety of snow crab legs
- Yamato Co., Ltd., producer of a variety of processed seafood products, such as squid with saffron fish guts

The Japan Pavilion will be located at booth #1605 at the BSS.

Exhibitor demonstrations and samples will be available in the pavilion.

A tasting reception will also be held at the Faneuil Forum of the nearby World Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, producers and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit [www.japan-seafood.net/enGLISH/](http://www.japan-seafood.net/enGLISH/)

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FOR IMMEDIATE RELEASE

**Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show**

*Lesser-known Japanese Ingredients Positioned to Make Inroads into the US Market*

**Boston, March 22, 2010** – As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/english/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.6% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed this influx of Japanese seafood, particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- **Yellowtail** – Hyoshoku Co., Ltd. exhibited its skillfully raised yellowtail. Hyoshoku farms its yellowtail in an expansive "hirohiro ikesu" enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- **Sashimi Shrimp** – Kanedai Co. Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and saury products locally farmed in Kesennuma, Miyagi Prefecture.
- **Deep-fried Surimi Seafood with Tofu (Uogashiage)** – Kibun Foods Inc. exhibited a variety of surimi-based products, including *uogashiage* (deep-fried surimi with tofu), *oden* (surimi soup) and *datemaki* (baked surimi with eggs).
- **Chopped Wasabi** – Kinjirushi Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi, produced using low temperature processing techniques.
- **Steamed Oysters** – Kunihiro Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sautéing, deep frying and for use as-is.
- **Kaisen Edamame Salad** – Marine Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- **Wasabi Flavored Seaweed** – Marutoku Nori Co. Ltd., which has been harvesting Japanese seaweed (*nori*) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and *sonomanna yakimori* (toasted seaweed flakes).
- **Amberjack** – Morimatsu Suisan Reito Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "ikijime" vacuum-packing method that preserves the flavor of the fish and ensures its freshness.
- **Snow Leg Queen** – Sugiyo Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugiyo was one of the first companies to introduce replica crab to the North American market.
- **Fermented Squid with Salted Fish Innards (Iku-shiokara)** – Yamayo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hachinohe, Aomori Prefecture, exhibited its *iku-shiokara* (fermented squid with salted fish innards) *shime-saba* (marinated Japanese mackerel), *shime-sanma* (marinated Pacific saury) and *tsururame konbu zuki* (seasoned konbu seaweed).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Westin Waterfront Hotel on March 14. After opening remarks from Masaru Tsuji, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Wealth TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products. For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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デイリー版(号外)の『Seafood Business』は、IBSS会期中、会場内にて毎日5000部発行。

News Line

**Japan rides star power into Boston**

National pavilion returns for third straight year

For the third consecutive year, Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF) is sponsoring the Japan Pavilion at the International Boston Seafood Show.

Capitalizing on past success, this year's pavilion will feature 10 companies that represent a diverse selection of Japanese seafood ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," says Junichi Takeuchi, director of the MAFF Export Promotion Office.

Leading up to this year's show, David Bouley, chef and owner of Bouley, and Josh DeChella, executive chef of La Fondra del Sol, showcased the exhibitors' seafood ingredients last month in a series of



Chief Josh DeChella prepares a salmon sashimi for New York City's Restaurant Week.

tastings at their restaurants during New York City's Restaurant Week.

Bouley and DeChella each prepared various dishes interpreting Japanese ingredients through the lens of a different European cuisine, which underscored the potential for

Japanese seafood to be employed in other cuisines.

MAFF also recently launched a 10-year plan to double Japan's exports of agriculture and seafood products to more than \$10 billion, sharpening its focus on seafood exports to the United States. The ministry seeks to expand American consumers' horizons beyond sushi and sashimi to some lesser-known Japanese ingredients.

The Japan Pavilion will be located at booth 1805. Exhibitor demonstrations and samples will be available and an open tasting reception will be held at the Faneuil Room of the nearby Westin Waterfront Hotel today from 5 to 7 p.m. — *Almet Wright*

Sustainability

**NFI Crab Council gaining steam**

Group earns World Bank grant

Because U.S. crabmeat supplies are mostly imported — about three-quarters of the crabmeat Americans consume is from overseas — a group of U.S. importers has banded together to address sustainability issues in foreign waters.

The companies, all members of the National Fisheries Institute, formed the NFI Crab Council after convening last September to discuss challenges with the sustainability of crab fisheries in Indonesia and the Philippines.

In just a short time, the group — Twin Tails Seafood, Handy International, Chicken of the Sea, Lawrence Street Seafood, Newport International, Phillips Foods, John Keeler and Co., Heron Point Seafood, Crab Associates and RGE AgriDev Corp. — has already made an impact.

The World Bank's AllFish program awarded the

council a \$50,000 grant, which the founding companies matched. Today at 9:30 a.m., the council will officially commission its business plan at the International Boston Seafood Show in Room 158.

"This is a group that went from an idea to a multilateral reality in just a few months. When you have plans in place and money in the bank in less time than it takes some to put out a press release, you'll find organizations like the World Bank take notice," says Gavin Gibbons, NFI spokesperson.

"There is work to be done when it comes to the sustainability of blue-swimming crab, and the council isn't claiming it's going to impact things overnight, but participating companies are clearly putting their time, money and effort where their mouths are." — *JW*

**Show HIGHLIGHTS**

Be sure to visit the **Seafood Marketplace**, a working model of a sustainable seafood retail store on the show floor at booth 215. The space is staffed by Seafood Market place team that will educate visitors to other profitable small and medium-size retail seafood departments.

The year's **Free Keynote Address** by Hugh Downs, the legendary host of the Country Club of Washington, D.C., will be held today from 12:00 to 1:30 p.m. in Room 152A. A former contestant on the TV show "Let's Make a Deal," Downs will talk about why you want sustainable seafood in your diet.

Tomorrow at 3:30 p.m., three-time Boston Marathon winner "Chopper" Cooke, the 2008 world champion triathlete, will bring his wrapped title to defend his title as the fastest triathlete in the world. The **4th Annual Oyster Shucking Contest** is held to be an exciting event.

Now the year will be on the **Twitter Wall**, in which show attendees can post their show-related tweets, which will be displayed in the registration area. Add #IBSS10 to your show-related tweets.

Supply

**Thai shrimp going green**

Delegation to promote sustainability, quality

The United States' top shrimp supplier wants to turn your shrimp green.

Thailand, the source of roughly one-third of all U.S. shrimp imports, is promoting its commitment to improve the sustainability, quality and safety of its farmed shrimp, including organic shrimp.

"Everyone knows Thailand is one of the largest shrimp exporters in the world," says Ratchat Chandarasriwong, agriculture minister and head of Thailand's Office of Agricultural Affairs. "We want to show American consumers that we are also leaders in

sustainability, safety and human rights."

Thai producers are also beginning to raise and export organic shrimp. A few select farms are raising the shrimp in closed-containment systems with water-recirculation canals and organic water-treatment ponds, in which no waste material is discharged into the surrounding environment. The Thai black tiger prawns are certified organic by Naturland, a German-based organic-certification organization.

"Thailand has been exceeding global aquaculture

standards while making human rights our priority for years. And although we've been well accepted internationally, we've never stopped improving," says Chandarasriwong.

Thailand is also participating in a U.S. Food and Drug Administration pilot program to gauge the effectiveness of third-party certification for shrimp.

Senior-level Thai officials, including the Thai ambassador to the United States and the director general of the Department of Fisheries, will host a seminar on shrimp quality and production tomorrow at 2 p.m. in Room 225. Visitors to booth 2047 can sample Thai shrimp and tilapia. — *JW*



掲載・報道実績-2 (米国 -会期中～会期後)

Nautica Talk with Captain Lou (局名:95.9FM WATD in Boston)	会期後	ラジオ 2010.3.21
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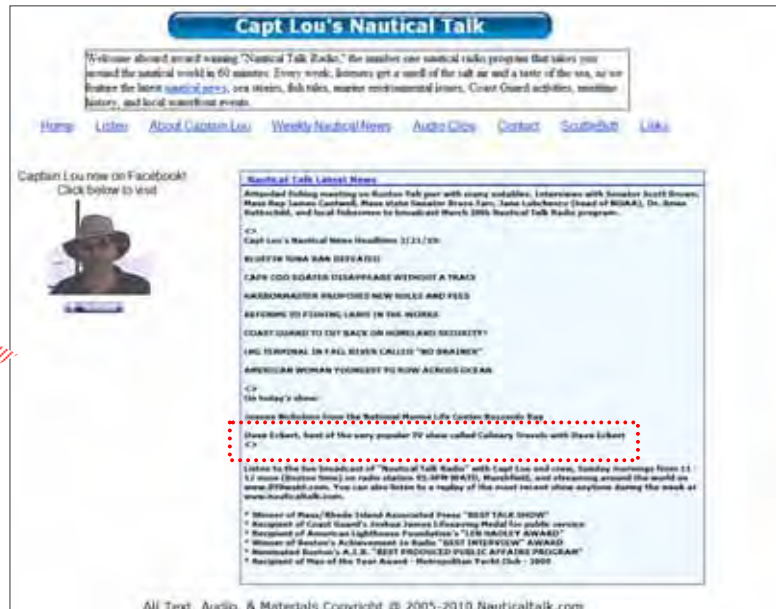
【キャプテン・ルーの「Nautical Talk Radio」のデイブ・エカート氏のインタビュー要訳】

ボストンの地元のラジオ番組『Nautical Talk Radio』の司会のキャプテン・ルーは、ボストン・シーフードショーの日本パビリオンの出展者10社の食材を試食できるレセプション・パーティーに招待されました。パーティーでは、お刺身、海草などの色々な日本のシーフードをアレンジした料理を楽しみました。

そこで彼は、レセプション会場に招かれた特別ゲストのデイブ・エカート氏にインタビューしました。

エカート氏の番組『Culinary Travel with Dave Eckert』は世界中の料理や食文化などを紹介しており、過去300回にわたって放送されています。

エカート氏は「先日、日本の愛媛県に取材に行き、地元の漁師、数々の素晴らしい魚料理と、美しい自然などを撮影し、アメリカに持ち帰って放送することが出来た。また、地元の料理のブリしゃぶを食べた。薄く切ったブリの刺身を熱いだし汁にさっとすいで食べるのがとてもユニークで味も素晴らしかった。」とコメントしました。



番組名 : Nautica Talk with Captain Lou  
 ラジオ局: WATD in Boston (http://www.959watd.com/)  
 放送日 : 3月21日(日)午前11時～正午

ボストンのラジオ局「95.9FM WATD in Boston (www.959watd.com)」の番組「Nautica Talk with Captain Lou」にて試食レセプションの来賓Dave Eckert氏のインタビューの様子が約9分にわたって放送された。



International Boston Seafood Show 2010のジャパン・パビリオンの様子 (Photo: Business Wire)

3月14日から16日にかけて、ボストン・コンベンション&エキジビション・センターで北米最大規模の水産物専門展示・商談会「International Boston Seafood Show 2010」が開催され、農林水産省によって設置された日本パビリオンには日本の水産物が出展した。

## 農水省が北米最大規模の水産物専門展示・商談会 日本パビリオンが大反響 ボストンでユニークな食材が人気を集める

物等輸出促進支援事業の一環として行っているもので、日本の農林水産物第2位の輸出先である米国への販売促進を一層強化するのが狙い。14日には展示場隣接のウエスタン・ウオーターフロント・ホテルでメディアおよびバイヤーなどの関係者を招き、日本食材に関するセミナー、試食会、商談会が開かれた。すしや刺し身など、定番の日本食はもちろんのこと、あまり知られていないさまざまな食材を使った日本のメニューにバイヤーから高い関心が集まった。

### 出展者と主要出展物

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March 22, 2010 6:02 AM Eastern Daylight Time

### Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Lesser-known Japanese ingredients poised to make inroads into the US market

**BOSTON--(BUSINESS WIRE)--** As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/en/pavilion/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.6% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed the influx of Japanese seafood, particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Building on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products engaged from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- Yellowtail** – Hyoshuku Co., Ltd. exhibited its stability Japan's yellowtail. Hyoshuku farms its yellowtail in an expansive "nodoori" (nodoori) enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- Sashimi String** – Kanedar Co. Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and hairy products locally farmed in Kanemama, Miyagi Prefecture.
- Deep-fried Surimi Seafood with Tofu** (Uogashiragi) – Kibun Foods Inc. exhibited a variety of surimi-based products, including uogashiragi (deep-fried surimi with tofu), odor (surimi soup) and daimaki (baked surimi with eggs).
- Chopped Wasabi** – Kinryushi Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi produced using low temperature processing techniques.
- Steamed Oysters** – Kumilio Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sautéing, deep frying and for use as-is.
- Kation Edamame Salad** – Marine Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- Wasabi Flavored Seaweed** – Manboku Hon Co. Ltd., which has been harvesting Japanese seaweed (nor) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and konomiwa yakitori (seasoned seaweed flakes).
- Amberjack** – Shimatsu Suisan Rinz Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "ikizumi" vacuum-packing method that preserves the flavor of the fish and ensures its freshness.
- Snow Leg Queen** – Soggy Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Soggy was one of the first companies to introduce replica crab to the North American market.
- Fermented Squid with Salted Fish Flavored** (ka-shiokori) – Yamaji Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hiroshima, Aomori Prefecture, exhibited its ka-shiokori (fermented squid with salted fish innards) (kama-kabi (fermented Japanese mackerel), ofuna-omote (marinated Pacific saury) and fousuame konbu zuke (seasoned konbu seaweed)).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Wynton Waterfront Hotel on March 14. After opening reveals from Masaru Tsuji, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Weath TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/en/pavilion/>

Photo/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/img.cgi?year=2010&lang=en>

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### Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

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London-Alexis Japanese Ingredients Featured in Trade Exhibits For the US Market

WORTHINGTON, ENGLAND (PR) – As part of an initiative to promote an appreciation for the diversity and excellent quality of Japanese seafood in the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its 10th Annual Japan Pavilion (http://www.alpha-trade.com/japan-pavilion) at the year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which runs from March 14-16, 2010 at the Boston Convention & Exhibition Center.



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Sponsored by a remarkable diversity and excellent marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have produced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of fresh ingredients to the United States. According to official statistics in 2009, exports of seafood represented 25.9% of Japan's overall agriculture and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has witnessed the influx of Japanese seafood, particularly from the booming popularity of dishes such as sushi and sashimi in recent years, however, American consumers have also become increasingly excited about fresh-tasting Japanese ingredients.

Drawing on the reputation and the tremendous popularity of past pavilions, the year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products sourced from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients and culture to the pavilion. Showcased products included:

- Yellowtail - Hyoshima Co., Ltd. exhibited its skillfully raised yellowtail. Hyoshima farms its yellowtail in an expansive "hirashi irori" enclosure, reducing the density of the fish to one-third that of standard open farms with the goal of replicating the yellowtail's natural environment.
- Seafood Strip - Katsuta Co. Ltd. exhibited a selection of pre-cut seafood strips, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of fresh and ready-to-serve sashimi served in Noronoma, Hiyori Prefecture.
- Deep-fried Sashimi Seafood with Tofu (Fugagushi) - Hama Foods Inc. exhibited a variety of sashimi-based products, including wagashima (deep-fried sashimi with tofu), sashimi (sashimi soup) and sashimi (sashimi with egg).
- Chopped Sashimi - Miyazaki Sales Co., Ltd. exhibited a range of sashimi products, including chopped and grated sashimi, produced using the temperature processing technique.
- Steamed Oysters - Sumitomo Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sashimi, deep-frying and the raw sashimi.
- Frozen Edamame Sashimi - Marine Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- Seaweed Flavored Seaweed - Marukawa Sea Co. Ltd., which has been harvesting Japanese seaweed (nori) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including seaweed flavored seaweed and seaweed packets, flavored seaweed flakes.
- Sashimi - Nippon Seafoods Sales Co., Ltd. exhibited a selection of its masterfully prepared and packaged sashimi and yellowtail. The company is known throughout Japan for utilizing the "hiyoshi" vacuum-packing method that preserves the flavors of the fish and ensures its freshness.
- Shoyu Ichi Queso - Sanyo Co., Ltd. exhibited its "Shoyu Ichi Queso" sashimi crab sashimi, which is almost identical to real sashimi in appearance, flavor and texture. Sanyo was one of the first companies to introduce replica sashimi to the North American market.
- Fermented Squid with Salted Fish (Kani-umidori) - Tetsuya Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hokkaido, Aomori Prefecture, exhibited its hiyoshi (fermented squid with salted fish (kani) sashimi) sashimi, marinated Japanese sashimi, white-sauce marinated Pacific sashimi and fermented sashimi sashimi (fermented kani sashimi).

A leading supplier and host in conjunction with the Japan Pavilion at the yearly World Government Hotel of March 14. After opening pavilion from 10:00 AM, Consul General of the Consulate General of Japan in Boston, Enrye Aoyama, opening program Date Eiken, with invited Japanese exhibitors in an episode of "Culinary Travels with Date Eiken" featured on the state network (World TV) on December 10th about his experience of 50th Prefecture, Japan.

"Seafood producers in Japan deeply wish Japan and give us everything they do," explained Mr. Eiken. "As a result, their products contain an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the fresh and healthy of seafood products consumed in the country on a daily basis is representative."

The pavilion also gave visitors, distributors and purchasers an additional chance to explore the extensive ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products. For further information about the Japan Pavilion and its exhibitors, please visit <http://www.alpha-trade.com/japan-pavilion>.

Photo/Media Gallery Available: <http://www.alpha-trade.com/pressroom> and <http://www.alpha-trade.com>

Japanese Ministry of Agriculture, Forestry and Fisheries of Japan

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**Business News**

- Mar 22 03:00  
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The screenshot shows the RestaurantNews.com website interface. At the top, there is a navigation menu with links for Home, Advertising, Classifieds, Franchise Guide, Career Guide, Food Cost, Backlist, Newsletter Archive, and Contact. The main header features the site's logo and a search bar. Below the header, a featured article titled "Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show" is displayed. The article includes a sub-header "Your Banner Ad Here" with a "Click for More Info" link. The main text of the article describes the success of the Japan Pavilion at the Boston Seafood Show, highlighting the quality of Japanese seafood and the participation of various Japanese companies. A list of exhibitors is provided, including Hiyoshiku Oil, Sakata Shrimp, Deep Fried Surimi Seafood with Tofu, Chopped Wazabi, Steamed Oysters, Kaion Edamame Salad, Wazabi Flavored Soybean Paste, Atsuta-ya, Snow Leg Queen, and Fermented Squid with Sliced Fish Heads. The article also mentions a tasting reception held at the nearby West Waterfront Hotel and a video link for more information. On the right side of the page, there are several promotional banners and links, including "Restaurant Supplies and Equipment", "Boston's Finest Seafood", "Want to work in Japan?", "U.S. Trade Policy News", "Earn your MBA in Japan", and "Daily Buzz: Tackle Restaurant Legislation With the MBA". At the bottom, there are sections for "From RestaurantMagazine.com" and "More from RestaurantNews.com", along with a "RESTAURANT MARKETING SECRETS" section and a "SERVSAFE" logo.



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### Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Posted on 03/22/10 at 7:07pm by Benzinga Staff  
BOSTON--(BUSINESS WIRE)--

As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/english/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.6% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed this influx of Japanese seafood, particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products include:

- **Yellowtail** – Hyoshoku Co., Ltd. exhibited its skillfully raised yellowtail. Hyoshoku farms its yellowtail in an exclusive "kinkobio ikasu" enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- **Sashimi Shrimp** – Kanetsu Co. Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and saury products locally farmed in Kesennuma, Miyagi Prefecture.
- **Deep-fried Surimi Seafood with Tofu** (Uogashiragi) – Kibun Foods Inc. exhibited a variety of surimi-based products, including uogashiragi (deep-fried surimi with tofu), edam (surimi soup) and daimaki (baked surimi with eggs).
- **Chopped Wasabi** – Kinjushi Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi, produced using low temperature processing techniques.
- **Steamed Oysters** – Kurihiro Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily enjoyed by chefs in a variety of applications, including sautéing, deep frying and for use as-is.
- **Kaisen Edamame Salad** – Marine Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and saury products, which are frequently utilized in both Japanese and Chinese cuisine.
- **Wasabi Flavored Seaweed** – Marutoku Neri Co. Ltd., which has been harvesting Japanese seaweed (nori) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and zoniomame yekunori (baked seaweed flakes).
- **Amberjack** – Morimatsu Susan Ito Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "sujime" vacuum-packing method that preserves the flavor of the fish and ensures its freshness.
- **Snow Leg Queen** – Sugyo Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugyo was one of the first companies to introduce replica crab to the North American market.
- **Fermented Squid with Salted Fish Inwards** (ka-shiokara) – Yamayo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hachinohe, Akomri Prefecture, exhibited its ka-shiokara (fermented squid with salted fish inwards) shime-saba (marinated Japanese mackerel), shime-anime (marinated Pacific saury) and tsururame-konbu-zuke (seasoned konbu seaweed).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Westin Waterfront Hotel on March 14. After opening remarks from Masaru Trefil, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Wealth TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6020090&lang=en>

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## Third Annual Japan Pavilion a Splendid Success at the 2010 International Boston Seafood Show

By Jason Aoyagi, Japanese Representative, Promotional Activities, International PR, Ltd. (JAPANESE)

On March 10-12, 2010, the part of an initiative to enhance an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored the 3rd Annual Japan Pavilion (JPP) booth at the 2010 International Boston Seafood Show (IBSS) held at the Boston Convention & Exhibition Center.

Organized by a committee headed by Japanese trade mission member, JPP was a first-of-its-kind event that showcased the quality and variety of seafood products from Japan. The JPP booth featured a variety of high-quality seafood products, including fresh seafood, frozen seafood, and seafood products. The JPP booth also featured a variety of seafood products, including fresh seafood, frozen seafood, and seafood products.

During the event, the JPP booth showcased a variety of seafood products, including fresh seafood, frozen seafood, and seafood products. The JPP booth also featured a variety of seafood products, including fresh seafood, frozen seafood, and seafood products.

**Featured Exhibitors:**

- Yokohama - Yokohama City, Ltd.** exhibited its variety of seafood products, including the benefits of the fish oil and fish liver oil.
- Seafood Direct - Kamata Co., Ltd.** exhibited a variety of fresh seafood products, which are widely popular in major supermarkets and restaurants throughout Japan.
- Shrimp King Farms** exhibited with Taka Uchiyama, a 100% pure, dry, antibiotic-free, and allergen-free product.
- Chopped Seafood - Kamata Co., Ltd.** exhibited a variety of seafood products, including frozen and fresh seafood, including fresh seafood.
- Marine Systems - Kamata Co., Ltd.** exhibited a variety of seafood products, including frozen and fresh seafood, including fresh seafood.
- Japan Seafood Sales - Kamata Co., Ltd.** exhibited a variety of seafood products, including frozen and fresh seafood, including fresh seafood.
- Seafood Direct - Kamata Co., Ltd.** exhibited a variety of seafood products, including frozen and fresh seafood, including fresh seafood.
- Shrimp King Farms** exhibited with Taka Uchiyama, a 100% pure, dry, antibiotic-free, and allergen-free product.
- Chopped Seafood** exhibited a variety of seafood products, including frozen and fresh seafood, including fresh seafood.
- Marine Systems** exhibited a variety of seafood products, including frozen and fresh seafood, including fresh seafood.
- Japan Seafood Sales** exhibited a variety of seafood products, including frozen and fresh seafood, including fresh seafood.
- Seafood Direct** exhibited a variety of seafood products, including frozen and fresh seafood, including fresh seafood.

The JPP booth was a great success, and it was a pleasure to have the JPP booth at the IBSS. The JPP booth was a great success, and it was a pleasure to have the JPP booth at the IBSS.

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### Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

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**Producers of quality seafood products.** While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.5% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed this influx of Japanese seafood particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

**Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and tastings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products include:**

- Yellowtail** - Hyoshoku Co., Ltd. exhibited its vibrantly raised yellowtail, Hyoshoku farms its yellowtail in an extensive "thru-ro" (sea) enclosure, reducing the death rate of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- Sashimi Shrimp** - Kanazaki Co. Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan; it also displayed a selection of crab and sashimi products locally farmed in Kanazawa, Miyagi Prefecture.
- Deep-fried Surimi Seafood with Tofu (Uegamirai)** - Koun Foods Inc. exhibited a variety of surimi-based products, including uogamirai (deep-fried surimi with tofu), oden (stew soup) and odenmaki (baked surimi with eggs).
- Chopped Wasabi** - Kirinshu Baku Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi produced using the traditional processing techniques.
- Steamed Oysters** - Kurino Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sashimi, deep-frying and for use as-is.
- Kanari Fisherman Salad** - Namiya Foods Corporation exhibited the company's carefully prepared seaweed, wakatai and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- Wakatai Flavored Seaweed** - Maizumi Hosi Co. Ltd., which has been harvesting Japanese seaweed (Aori) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wakatai flavored seaweed and konjac-based yakitori flavored seaweed (kani).
- Amorback** - Morimoto Seisan Kaito Co., Ltd. exhibited a selection of its masterfully prepared and packaged amorback and wakatai. The company is known throughout Japan for utilizing the "shime" vacuum packing method that preserves the flavor of the fish and ensures its freshness.
- Snow Leg Queen** - Sugyo Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugyo was one of the first companies to introduce replica crab to the North American market.
- Fermented Squid with Salted Fish Insects (Ika-anokori)** - Yamuro Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hachinohe, Akomori Prefecture, exhibited its ika-anokori (fermented squid with salted fish insects) an-no-zaki (pronounced: japa-neek in-ack-neek); an-no-sarai (pronounced: flastic sarai) and tsururame (santa yuke (seasoned tonbu) sarai).

A fishing exhibition was also held in cooperation with the Japan Pavilion at the nearby Westin Waterfront Hotel on March 14. After opening remarks from Masayuki Tsuji, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Egan, who explored Japanese yellowtail in an episode of "Culinary Traveler with Dave Egan" that aired on the cable network Health TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Egan. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the U.S. market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-exhibitors.net/en/>

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12.03.2010 19:08

**Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show**

Japan's finest seafood ingredients featured to high standards in the US Market

As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (http://www.japan-seafood.net/english/) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 23-26, 2010 at the Boston Convention/Exhibition Center.

Renowned for a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 26.9% of Japan's total agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed this influx of Japanese seafood, particularly given the increasing popularity of dishes such as sushi and sashimi. In recent years, however, American restaurants have also become increasingly aware of other lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from four regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitory products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- Yellowtail** - Miyahiko Co., Ltd. exhibited its 100% wild yellowtail, Miyahiko Nimo no yellowtail is an exclusive "toro-toro" treasure, indicating the purity of the fish to one-third that of standard sea bass farms with the goal of replicating the yellowtail's natural environment.
- Southern Spring** - Kaneko Co. Ltd. exhibited a selection of pre-cooked salmon steaks, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and saury products locally sourced in Ishikawa's Niigata Prefecture.
- Deep-fried Surimi Seafood with Tofu** (Aoyamagi) - Aoyama Foods Inc. exhibited a variety of semi-finished products, including cupomage (deep-fried surimi with tofu), oven (oven cook) and tempura (fried surimi with egg).
- Chopped Wazabi** - Kiyoshi Sales Co., Ltd. exhibited a range of seafood products, including chopped and graded wazabi, produced using low temperature processing techniques.
- Steamed Oysters** - Kaitani Inc., Japan's largest producer of oysters, exhibited a selection of its frozen steamed oysters that can be eaten by chefs in a variety of applications, including sashimi, deep frying and hot pot.
- Edamame Sealed** - Hamao Foods Corporation exhibited the company's carefully prepared packaged, wazabi and squid products, which are frequently eaten in both Japanese and Chinese cuisine.
- Wazabi Flavored Seafood** - Marubishi Sea Co., Ltd., which has been harvesting Japanese wazabi (trout) in Hokkaido for over 50 years, exhibited a selection of seaweed products, including wazabi flavored seaweed and konjacma yamon (flavored seaweed flakes).
- Amberjack** - Marubishi Seafood Co., Ltd. exhibited a selection of its meticulously prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "sujiko" vacuum packing method that preserves the flavor of the fish and ensures its freshness.
- Stone Top Queen** - Saitoh Co., Ltd. exhibited its "Stone Top Queen" real crab product, which is almost identical to real snow crab in appearance, flavor and texture. Saitoh was one of the first companies to introduce real crab to the North American market.
- Freeze-dried Squid with Sealed Fish Bonito** (Chochikusan) - Yamato Co., Ltd. one of Japan's best seafood (sea-ice Fisheries Based) in Hokkaido, Seimei Industries, exhibited its squid (frozen squid with sealed fish bonito) onme-osa (flavored Japanese mother), onme-sonna (marinated Pacific squid) and onme-sonna torio-zure (seasoned torio seaweed).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Walden Hotel on March 24. After opening remarks from Hideo Tsuji, Consul General of the Consulate-General of Japan in Boston, Tsuji, award-winning producer David Gillet, who explored Japanese yellowtail in an episode of "Culinary Travels with David Gillet" that aired on the cable network "South TV last December), spoke about his experience in Hamao Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Gillet, "As a result, their products exhibit an extremely high level of consistency and quality. Sealed to death embedded in Japanese culture, and the depth and breadth of seafood products produced in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and purveyors an additional chance to sample the exhibitory ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring display events around the world that promote the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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### Digging: Lesser-known Japanese Ingredients Positioned to Make Inroads into the US Market (Boston Seafood Show)

Third Annual Japan Pavilion & Spawning Sections at the 2010 International Boston Seafood Show



As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (the newly Japan-ekusaido (外食博)) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 13-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 58.8% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed the influx of Japanese seafood, particularly given the growing popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on the momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitor's products, and representatives from each company were in attendance to discuss their seafood offerings to visitors to the pavilion. Showcased products included:

- **Yellowtail** – Hyosaku Co., Ltd. exhibited its naturally sweet yellowtail. Hyosaku tuna is presented in an exquisite "Akochi-kani" enclosure, reducing the density of the fish to one-third that of standard aged bonito with the goal of replicating the yellowtail's natural environment.
- **Sashimi Shrimp** – Kaseki Co. Ltd. exhibits a selection of premium system shrimp, which are always popular in major supermarkets and restaurants throughout Japan. Kaseki developed a selection of state-of-the-art products locally farmed in Kagawa Prefecture.
- **Deep Fried Shrimp Sashimi with Tofu** (Shrimpago) – Nissin Foods Inc. exhibited a variety of surimi-based products, including udonmagari (deep-fried surimi with rice), Super Shrimp Sashimi and Sashimi Sashimi (sashimi with eggs).
- **Chopped Wazabi** – Kajiyoshi Suisan Co., Ltd. exhibited a range of wazabi products, including chopped and ground wazabi, processed using low temperature processing technology.
- **Shimmed Oysters** – Kaisei Inc., Japan's largest producer of oysters, exhibited a selection of its three oysters that can be easily employed by chefs in a variety of applications, including sashimi, sashimi sashimi and for sashimi.
- **Kaniwa Edamame Sashimi** – Kaniwa Foods Corporation exhibited the company's carefully prepared sashimi, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisines.
- **Wasabi Flavored Sesame Oil** – Suisanjo Hori Co. Ltd., which has been harvesting Japanese sea bass (oni) in Hokkaido for over 60 years, exhibited a selection of flavored products, including wasabi flavored seaweed and ponzu-mayo yakitori (deep-fried chicken).
- **Amberjack** – Nemoto Suisan Hats Co., Ltd. exhibited a selection of its meticulously prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "sakana" vacuum-packing method that preserves the firm of the fish and ensures its freshness.
- **Snow Leg Queen** – Sogyo Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is identical to real snow crab in appearance, flavor and texture. Sogyo's was one of the first companies to introduce replica crab to the North American market.
- **Fermented Squid with Sautéed Fish Sashimi** (the Misaki) – Fuyo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hokkaido, Japan's Prefecture, exhibited its Misaki (fermented squid with sautéed fish sashimi) (kimo-igaki (fermented squid + misaki)) (kimo-sashimi (fermented Pacific squid) and Misaki-sashimi (sashimi + misaki)) (fermented squid sashimi).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Hyatt Regency Hotel on March 16. After speaking remarks from Kazuo Tsuji, Consul General of the Consulate-General of Japan in Boston, Emory Award-winning producer Dave Eckert, who exposed Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network (Watch TV last December), took about his experience in Osaka Prefecture, Japan.

"Seafood produced in Japan displays such passion and pride in everything they do," explained Mr. Eckert, "As a result, their products exhibit an admirably high level of consistency and quality. Swallowing a deeply embedded Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agriculture, seafood, and other food exports, is sponsoring special events around the world that showcase the diversity and high quality of Japan's food products.

For further information about the Japan Pavilion and its exhibitors, please visit the: [www.japan-amboston.com/en/](http://www.japan-amboston.com/en/)

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**Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show**

Business Wire News Releases Published: 03/22/10 02:03 PM EDT

**Lesser-known Japanese Ingredients Positioned to Make Inroads into the US Market**

As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/english/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.0% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed this influx of Japanese seafood, particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- Yellowtail** – Hyoshoku Co., Ltd. exhibited its skillfully raised yellowtail. Hyoshoku farms its yellowtail in an expansive "huroiro ikasu" enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- Sashimi Shrimp** – Kanedai Co. Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and saury products locally farmed in Kesennuma, Miyagi Prefecture.
- Deep-fried Surimi Seafood** with Tofu (Uogashiyagi) – Kibun Foods Inc. exhibited a variety of surimi-based products, including uogashiyagi (deep-fried surimi with tofu), oden (surimi soup) and datemaki (baked surimi with eggs).
- Chopped Wasabi** – Kinjushi Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi produced using low temperature processing techniques.
- Steamed Oysters** – Kanhiro Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sautéing, deep frying and for use as-is.
- Kaisen Edamame Salad** – Marine Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- Wasabi Flavored Seaweed** – Marutaku Niri Co. Ltd., which has been harvesting Japanese seaweed (nori) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and zonomama yakitori (toasted seaweed flakes).
- Amberjack** – Morimatsu Susan Reito Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "ikyume" vacuum packing method that preserves the flavor of the fish and ensures its freshness.
- Snow Leg Queen** – Sugyo Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugyo was one of the first companies to introduce replica crab to the North American market.
- Fermented Squid with Salted Fish Innards** (Ika-shiokara) – Yamayo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hachinohe, Aomori Prefecture, exhibited its ika-shiokara (fermented squid with salted fish innards) shime-saba (marinated Japanese mackerel), shime-sanma (marinated Pacific saury) and tsururame konbu zuki (seasoned konbu seaweed).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Westin Waterfront Hotel on March 14. After opening remarks from Masaru Teus, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Weath TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6222999&lang=en>

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### Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

3-22-10 2:02 PM EDT

As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/english/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.6% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed this influx of Japanese seafood, particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers. Representing a diverse offering of seafood products imported from local regions across the country, the pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- **Yellowtail** – Hyoshoku Co., Ltd. exhibited its skillfully raised yellowtail. Hyoshoku farms its yellowtail in an expansive "horo-ikasu" enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- **Sashimi Shrimp** – Kanedai Co. Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and saury products locally farmed in Kesennuma, Miyagi Prefecture.
- **Deep-fried Surimi Seafood with Tofu** (Ukeshage) – Kibun Foods Inc. exhibited a variety of surimi-based products, including ukeshage (deep-fried surimi with tofu), oden (surimi oden) and datemaki (baked surimi with eggs).
- **Chopped Wasabi** – Kinjushi Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi, produced using low temperature processing techniques.
- **Steamed Oysters** – Kunihira Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sautéing, deep frying and for use as-is.
- **Kaisen Edamame Salad** – Maruie Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- **Wasabi Flavored Seaweed** – Marutoku Hori Co. Ltd., which has been harvesting Japanese seaweed (nori) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and aonamama yakitori (toasted seaweed flakes).
- **Amberjack** – Morimatsu Susan Keito Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "ajime" vacuum-packing method that preserves the flavor of the fish and ensures its freshness.
- **Snow Leg Queen** – Sugyo Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugyo was one of the first companies to introduce replica crab to the North American market.
- **Fermented Squid with Salted Fish Innards** (Ika-ohokara) – Yamayo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hachinohe, Aomori Prefecture, exhibited its Ika-ohokara (fermented squid with salted fish innards), shime-saba (marinated Japanese mackerel), shime-sarua (marinated Pacific saury) and tsururame tsuyu-zuke (seasoned konbu seaweed).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Westin Waterfront Hotel on March 14. After opening remarks from Masaru Tsuji, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Wealth TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

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For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>

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2010年 03月 22日 09:42:36

### Japanese Producers Expand Into U.S. Market

By Elise Mould, MSA Partner, LLC  
Posted Monday, March 22, 2010 at 9:42 AM EDT

**BOSTON** — As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (http://www.japan-seafood.net/english) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.4% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed the influx of Japanese seafood, particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on the momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samples of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- **Yellowtail** – **Hiroshika Co., Ltd.** exhibited its shikibu raised yellowtail. Hiroshika farms its yellowtail in an expansive "barbershops" enclosure, reducing the density of the fish to one third that of standard open farms with the goal of replicating the yellowtail's natural environment.
- **Sashimi Sashimi** – **Kaneda Co. Ltd.** exhibited a selection of peeled sashimi sashimi, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and snail products locally farmed in Kitanomaru, Miyagi Prefecture.
- **Deep-fried Swine Seafood with Taki (Cupping)** – **Kiban Foods Inc.** exhibited a variety of swine-based products, including vegetable-deep-fried swine with tako, oden (swine soup) and dangoaki (baked swine with egg).
- **Chopped Wasabi** – **Kajimada Foods Co., Ltd.** exhibited a range of wasabi products, including chopped and ground wasabi, produced using low temperature processing techniques.
- **Steamed Oysters** – **Kanbara Inc.**, Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sautéing, deep frying and for use as is.
- **Kanra Edamame Sashimi** – **Maruo Foods Corporation** exhibited the company's carefully prepared seaweed, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- **Wasabi Flavored Squared** – **Morishita Nori Co. Ltd.**, which has been harvesting Japanese seaweed (nori) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and misomama yakiwari (battered seaweed fillets).
- **Asterjack** – **Morimoto Iwasaki Foods Co., Ltd.** exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "kajima" vacuum packing method that preserves the flavor of the fish and ensures its freshness.
- **Shave Leg Queen** – **Sagiro Co., Ltd.** exhibited its "Shave Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sagiro was one of the first companies to introduce replica crab to the North American market.
- **Fermented Squid with Salted Fish Inarisi (Ika-shikoro)** – **Yamaya Co., Ltd.**, one of Japan's most successful deep-sea fisheries based in Hachinohe, Aomori Prefecture, exhibited its ika-shikoro (fermented squid with salted fish inarisi) chimo-saba (marinated Japanese mackerel), shimo-saba (marinated Pacific saury) and marumame koushi nabe (seasoned lentils inarisi).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Weston Waterfront Hotel on March 14. After opening remarks from Ministry Trade Counsel General of the Consulate General of Japan in Boston, Emory served visiting producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Wealth TV last December, spoke about his experience in Elise Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

Source: Ministry of Agriculture, Forestry and Fisheries of Japan

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**Business**  
Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

2010-03-22 10:14:02

As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the U.S. market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (http://japan.pacificalliance.jp) at the 2010 International Boston Seafood Show (IBSS) at South America's largest seafood trade event, which was held from March 14-18, 2010 at the Boston Convention & Exhibition Center.

Sponsored by a specially selected and appointed marine association, Japan's pavilion is one of the world's foremost purveyors of quality seafood products. Since the inception of pavilions, exhibitors have showcased a variety of high-quality, indigenous seafood ingredients, to create new, authentic seafood products.

MAFF's pavilion showcased products from 16 of Japan's leading seafood producers, representing 30.6% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed the influx of Japanese seafood, particularly given the increasing popularity of marine diets as a source and substitute to animal protein. However, American consumers have also become increasingly excited about Japanese seafood ingredients.

Drawing on this momentum and the tremendous popularity of seafood, the MAFF's pavilion showcased products from 16 of Japan's leading seafood producers, representing a diverse offering of seafood products (mostly fish and shell) regionally across the country. The pavilion featured exciting demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were on hand to introduce their seafood ingredients to visitors to the pavilion. Featured products included:

- Filleted Trout** - Hokuto Co., Ltd. exhibited its delicious, raised, farmed, freshwater trout fillets to introduce an innovative, tender, white, medium-sized fish to the U.S. market. The goal is to establish the (wild) & (farmed) trout.
- Seafood Shrimp** - Kanada Co. (K) exhibited a selection of frozen seafood items, which are widely popular in major supermarkets and restaurants throughout Japan. K also displayed a selection of fresh and ready products locally sourced in Massachusetts Bay Prefecture.
- Deep-Fried Surimi Seafood with Taro (Udagamago)** - Nishio Foods Inc. exhibited a variety of frozen seafood products, including Udagamago (deep-fried surimi with taro root (taro root) and surimi) (surimi with egg).
- Chopped Tuna** - Nishio Foods Co., Ltd. exhibited a range of seafood products, including chopped and gyoza (dumpling) products using low-temperature processing techniques.
- Steamed Octopus** - Nishio Foods Inc., Japan's largest producer of octopus, exhibited a selection of its frozen octopus that can be easily substituted for dumplings in a variety of applications, including seafood, deep-fried and for use in stir-fry.
- Seafood Spreads** - Nishio Foods Corporation exhibited the company's variety of frozen seafood spreads and seafood products, which are frequently utilized in both Japanese and Chinese cuisine.
- Shrimp Fillets** - Nishio Foods Co., Ltd. exhibited a variety of frozen seafood products, including frozen, breaded, and deep-fried products, including breaded, frozen, and deep-fried products.
- Amoy** - Nishio Foods Inc. exhibited a selection of its specialty prepared and packaged seafood and seafood. The company is known throughout Japan for creating the "Amoy" vacuum-packed products that preserve the flavor of the fish and ensure its freshness.
- Shrimp Egg** - Nishio Foods Co., Ltd. exhibited its "Shrimp Egg" (shrimp) fish product, which is also identical to the fish used in appetizers like "Burr" and "Shrimp" (shrimp) was one of the first companies to introduce, replace, and to the North American market.
- Spiced Squid with Dried Fish (Shrimp)** - Nishio Foods Co., Ltd. exhibited a variety of Japan's most successful deep-fried seafood in Hokkaido, Amoy Prefecture, exhibited its "Shrimp" (shrimp) product with a dried fish product, which is a traditional Japanese product, which is a very popular Pacific Island and Hawaiian product (shrimp).

A leading seafood exhibitor held a competition with the Japan Pavilion at the event, which was held on March 14, after opening remarks from MAFF's Trade Consul-General of the Consulate-General of Japan in Boston, Etsuro, and participating product Dave Eckert, who played Japanese traditional in an episode of "Culinary Trainers with Dave Eckert" that aired on the cable network (World TV last December). (http://www.etsuro.com/Events/Products/2010)

"We had a great day in Boston, and we're excited to see everything that we've exhibited in U.S. market. We're excited to see everything that we've exhibited in U.S. market, and we're excited to see everything that we've exhibited in U.S. market."

The pavilion also had several distributors and exhibitors an address check-off items for exhibitors' ingredients, as well as exhibitors' exhibitors in various Japanese applications in the U.S. market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring several events around the world that promote the fish, shell, and high quality of Japan's food products.

For further information about the Japan Pavilion and its activities, please visit [www.pacificalliance.jp](http://www.pacificalliance.jp).

Photo: Pacific Alliance (http://www.pacificalliance.jp) (http://www.pacificalliance.jp) (http://www.pacificalliance.jp)

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### Unternehmensnachrichten

## Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Werbung: 22.03.2010 | 19:49 Uhr

As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/english/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.6% of Japan's

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Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and sampling of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- **Yokohama's Hokkaido Seafoods Co., Ltd.** exhibited its authentic wild-caught salmon. Hokkaido Seafoods Co. exhibited its premium salmon, Hokkaido Seafoods Co. exhibited its premium salmon, Hokkaido Seafoods Co. exhibited its premium salmon.
- **Sakuma Seafoods' Kaniwa Co., Ltd.** exhibited its premium wild-caught salmon, Hokkaido Seafoods Co. exhibited its premium salmon, Hokkaido Seafoods Co. exhibited its premium salmon.
- **Deep Blue Seafoods' Nishiki Seafoods Co., Ltd.** exhibited its premium wild-caught salmon, Hokkaido Seafoods Co. exhibited its premium salmon, Hokkaido Seafoods Co. exhibited its premium salmon.
- **Chiyoda Seafoods' T. Yamamoto Seafoods Co., Ltd.** exhibited its premium wild-caught salmon, Hokkaido Seafoods Co. exhibited its premium salmon, Hokkaido Seafoods Co. exhibited its premium salmon.
- **Seaweed Capital's Kurokawa Seafoods Co., Ltd.** exhibited its premium wild-caught salmon, Hokkaido Seafoods Co. exhibited its premium salmon, Hokkaido Seafoods Co. exhibited its premium salmon.
- **Kaneko Seafoods' Kajiya Seafoods Co., Ltd.** exhibited its premium wild-caught salmon, Hokkaido Seafoods Co. exhibited its premium salmon, Hokkaido Seafoods Co. exhibited its premium salmon.
- **Seaweed Capital's Kurokawa Seafoods Co., Ltd.** exhibited its premium wild-caught salmon, Hokkaido Seafoods Co. exhibited its premium salmon, Hokkaido Seafoods Co. exhibited its premium salmon.
- **Amami Seafoods' Amami Seafoods Co., Ltd.** exhibited its premium wild-caught salmon, Hokkaido Seafoods Co. exhibited its premium salmon, Hokkaido Seafoods Co. exhibited its premium salmon.
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A lively reception was also held in conjunction with the Japan Pavilion at the nearby Westin Waterford Hotel on March 14. After opening remarks from Masaru Tsuji, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yakuza in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Vevo TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural seafood and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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