

果実 Fruit

A feast
for all the senses

**Carefully nurtured appeal both
for the eyes and the palate.**

With excellent skill and know-how, growers maximize the delicious qualities of fruit.

Fruit growers in Japan conduct dedicated research into fruit characteristics and the seasons and base their fruit growing activities on this research. They invest a large amount of time and cost in growing just one final product. For example, they might remove numerous buds from a single branch of a peach, pear or apple tree to ensure that a lot of nutrition goes to just one piece of fruit. By carefully nurturing the fruit through a combination of manual care and knowledge, growers produce fruit that is very juicy and sweet, as if sugar had been added to it.

**Harvesting fruit at the peak
of seasonal ripeness.**

In Japan, the seasons and climate mean that various types of fruit appear at different times. For fruit, the great difference between summer and winter temperatures and the plentiful, quality water produce a delicious taste, juiciness and nutrients. This fruit, which has so fully reaped the benefits of nature, is harvested when judged most suitable by growers. For example, greenhouse melon growers judge peak ripeness on the basis of fruit size, weight, skin pattern and softness as well as stem thickness and leaf luster.

Advanced production and transportation techniques that delight the customer.

To ensure that high-quality fruit is delivered at the best time for eating, growers have introduced techniques that allow them to use laser scanning with computers to assess acid degree, sugar content and weight. Beautifully arranged fruit at their peak of ripeness is also highly prized overseas as gifts.



Fruit are carefully wrapped one by one to preserve quality and then transported.



“Flavor that
conveys the 'soul'
of the grower”

Through detailed research and painstaking effort, Japanese fruit growers have succeeded in extracting the optimal delicious quality of fruit.

Frankie P. Wu
(President, Aji-No-Chinmi Co., (Hong Kong) Ltd.
Chairman, Hong Kong Japanese Restaurant Association
Recipient of Award for Overseas Promotion of
Japanese Food 2006)

Japanese Tea

Be good to yourself from the inside out



Surrounded by lush mountains, Japan produces fresh, fragrant green tea.

Enjoy this healthy, delicious drink anytime, anywhere.

Full of highly acclaimed natural constituents. Nutritious as a drink and as a food ingredient.

The astringent constituent in Japanese tea is a type of polyphenol called catechin. There are various types of catechin, and research showing that they work to lower blood cholesterol and moderate fat absorption has attracted attention. Furthermore, the vitamin C in green tea is protected by the simultaneous consumption of catechin so that it is not destroyed by heat, allowing ample vitamin C uptake. It also contains constituents such as caffeine and theanine, which has relaxing properties. While drinking green tea is nutritious, using the entire leaf in food provides even greater nutritional content.

Major Nutrients in Green Tea

Extracted Liquid (for drinking)	Green Tea Leaf (for eating)
Catechin	Catechin
Amino Acid (Theanine)	Amino Acid (Theanine)
Vitamin C	Vitamin C
Caffeine	Caffeine
	β -Carotene
	Vitamin E
	Chlorophyll
	Dietary Fiber

A flavor with depth, attracting attention from gourmets worldwide.

Apart from *sencha*, which is drunk after steaming the leaves, a less astringent tea called *gyokuro* has become popular among gourmets overseas in recent years. The tea used in Japanese tea ceremony is called *matcha*. Its leaves are grown without exposure to direct sunlight. They are steamed and dried without being rubbed then stone-ground to a powder. Naturally, *matcha* is full of catechin and provides health benefits. There has been an increase in the use of *matcha* in confectionary and cooking overseas, so even more people are enjoying its depth of flavor.

Produced in a variety of ways. Find a type of tea to suit any occasion.

There are various ways of manufacturing Japanese green tea. In addition to *sencha*, the most typical Japanese tea, and deep-steamed *sencha*, which is steamed for twice as long as usual, each variety has its own unique taste and nutritional elements. These include *bancha*, which uses the hard leaves and stalks after the new leaves have grown, *houjicha*, which is made from *bancha* or *sencha* that has been roasted over high heat, and *genmaicha*, which blends *sencha* with brown rice roasted under high pressure. There are a variety of occasions on which each type of tea is drunk. *Sencha* is drunk after a meal in Japan. It is effective in reducing stickiness in the mouth and also helps prevent teeth from decaying. Tea drinking is suggested for various purposes and occasions which are commonly observed in Japan. *Sencha* is recommended as a drink before playing sports and also for quenching thirst. With their lower caffeine content, *bancha* or *houjicha* can be drunk before going to sleep.



The *matcha*, or powdered green tea, in this ice cream gives it a refreshing finish.



“For flavorsome tea, it must be at the ‘right temperature’.”



Unlike black tea, the secret to making green tea is to let the boiled water cool slightly before pouring it over the leaves. This will allow you to enjoy beautiful color and a deep flavor that is similar to *umami*.

Elizabeth Andoh (Food Journalist in Japan)

Umami Food Ingredients

Drawing out
the unique richness
of each ingredient

With a distinctive richness, umami draws out the flavor of ingredients.

“Umami,” which appears in the presence of other foods, represents the “Fifth Taste” essential to Japanese cuisine.

Umami is one of the five tastes in Japanese cuisine and is said to be the fifth taste after sweetness, sourness, saltiness and bitterness. Fermented foods like cheese and vegetables like tomatoes contain high levels of umami. In Japanese cuisine, using the umami contained in seafood, seaweeds, mushrooms and fermented foods extracts the natural flavor of the respective ingredients and provides an excellent seasoning even in foods with low fat content. Umami represents the cornerstone of healthy Japanese food.

A variety of ingredients containing Japanese “umami.”

To use the umami element in Japanese cooking, water and dashi ingredients must be used to obtain dashi stock. Mostly dried ingredients are used to make dashi



stock. The umami elements increase during the drying and processing stages and nutrients are also concentrated. Miso paste or fermented soybean paste and soy sauce, both essential ingredients in Japanese cooking, also gain added umami during processing. It is well known that sushi and sashimi is eaten with soy sauce as the umami of soy sauce enhances the flavor of fish with minimal salt. Japan is blessed with a wealth of umami food ingredients that extract the natural taste of the raw ingredients.

Secrets behind the flavor of dashi stock - its constituents.

The constituents of dashi stock include inosinic acid and glutamic acid, types of amino acids. It is known that these produce a stronger umami effect when used in combination. Just as meat flavor improves when simmered together with vegetables, savoring Japanese dashi stock in conjunction with food ingredients creates a masterpiece of flavor.

Using favorite Japanese seasonings in world cuisine. Unusual combinations are delicious.

An increasing number of chefs around the world are using distinctive Japanese seasonings like soy sauce, miso paste and yuzu pepper. The unique aroma and sensory stimulation of these ingredients are popular among diners. They make ideal seasonings for vegetable dip, pasta sauces and stir-fried vegetables and enable diners to discover completely new flavors.



Yuzu pepper used in a French sauce.



A salad enjoyed with a sauce made of miso.



“Cuisine without dashi stock is unimaginable.”

Japanese dashi stock has the power to extract the maximum innate flavor from food. It delivers low calorie cuisine finished with a rich taste.

Christopher Dawson
(Importer of Organic and Traditional Japanese Foods in London
Recipient of Award for Overseas Promotion of Japanese Food 2007)



“Katsuo bushi,” dried and fermented bonito flakes.



“Miso,” fermented paste made from soybeans and usually rice or barley.



Soy sauce, made from soybeans, wheat, and salt by fermentation for several months.



The best ways of enjoying Japanese food

A feature of Japanese food is that it draws out the flavor of the ingredients. In order to realize this, it is important to identify the unique features of each ingredient and then prepare dishes to reflect these features. The visual appeal of each dish is also important. I make sure that the season is expressed in each dish that I create so that the meal has both visual appeal and flavor.

Komei Nakamura, Chef
Owner of "Komei Ariake." One of Japan's leading chefs of Japanese-style cuisine who gained popularity on television as an "Iron Chef."



Plum-flavored *Nagaimo Tempura*

Mizore Beef

Teriyaki Yellowtail

Chunky Miso Soup

Donabe (Claypot) Rice

Japanese Food Tips

How to cook delicious rice

Although rice cookers are commonly used in Japanese homes, rice can be cooked in a pot if a rice cooker is not available. Japanese rice is even more delicious when cooked in a claypot. The secret to delicious rice lies in the type of water and the amount of heat used when cooking.



1. Wash the rice/Rinse the rice once or twice using a generous amount of water. Next, fill the container with just enough water to cover the rice, press down gently two to three times with the base of the thumb, and wash the rice again.



2. Add water/Place the rice in the pot and add 1.2 times that amount of water. Soft water, rather than hard water, is recommended for fluffy rice. Allow the rice to soak for about 30 minutes in summer or an hour in winter.



3. Cook the rice/Start the rice off on high heat. Reduce to low heat once the water begins to boil and cook for 15 minutes. Make sure the lid stays on the pot while the rice is cooking.



4. Allow the rice to steam/Once the rice is done, allow it to steam in the pot for approximately 10 minutes, which seals in the rice's delicious flavor. To keep steam from escaping, do not remove the lid from the pot during this time. After about 10 minutes, gently stir the rice to release the steam.

Tips for making your fish even more delicious

In Japanese cooking, fish features in a wide range of dishes and can be eaten raw, simmered or grilled. To truly savor the flavor, the Japanese have developed innovative ways of preparing and eating fish.



Sprinkling salt over fish

Sprinkling salt over fish and allowing it to stand before cooking will extract any excess moisture. Wiping this off reduces the distinctive odor of the fish and makes it easier to prepare.

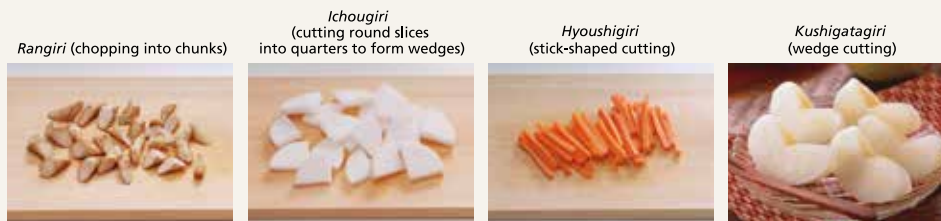


Eating fish with grated daikon radish

Grilled fish is often accompanied by raw grated daikon radish. This not only allows you to enjoy a fresh flavor but also neutralizes the odor of fish with a distinctively spicy flavor as well.

Various ways of cutting vegetables

In Japan, with its four clearly defined seasons, seasonal vegetables feature in all meals, enabling the seasons to be enjoyed and appreciated through food. As aesthetics is also an important aspect of Japanese cooking, there are many different ways of slicing and cutting ingredients.



Example of presentation

How to brew delicious green tea

As the fermentation process is arrested in green tea by steaming the tea leaves, the result is a beautifully vivid color and depth of flavor. There are several key points to unlock this rich flavor.

- 1 Use soft water / It is recommended that you use soft water to draw out the smooth, delicious flavor of the tea.
- 2 Warm the teapot and bowls / Warming the teapot and bowls before pouring the tea prevents the tea from cooling and also enhances its flavor.
- 3 Use hot, but not boiling, water / Boiling water tends to strengthen the bitterness found in tea. For a more natural flavor, let the water cool slightly before using it to make tea.



Types of dashi ingredients

Dashi refers to a liquid in which animal or vegetable ingredients have been steeped or simmered to extract the *umami* flavor. *Dashi* forms the taste and flavor basis of a wide range of Japanese dishes including *miso* soup, simmered and boiled dishes, and *takikomi gohan* (savory rice).



Small dried sardines
Fish such as anchovies that are simmered and dried.



Kombu kelp
Seaweed found on the coast off of northern Japan. Used dried.



Dried bonito
Flesh of the bonito, dried and fermented until it hardens.

Experience the tastiness of Japanese food ingredients within your own national cuisine.



Japanese food is of high quality, and the raw ingredients themselves are richly flavored. Using them, not just in Japanese cuisine but in combination with the cuisine of any nation, broadens the reach of these wonderful flavors. Here we have taken popular recipes from various countries and modified them using Japanese ingredients. Why not try the novel flavors produced by these combinations with Japanese ingredients?

Masae Furutani, Food Researcher
Has studied international food culture extensively including Japanese, Western and Chinese cuisine, and confectionery. Currently lectures at cookery schools, holds seminars and also develops new dishes for food companies.

Herb-Roasted Scallops

French Cuisine

Use this simple recipe to enjoy these Japanese scallops, which are full of savory flavor. Crisp, light *panko* bread crumbs beautifully complement these meaty scallops. You can also use scallops in the shell. If you do, then place the *panko* bread crumbs directly on top of the scallops and bake them in a toaster oven.

[Ingredients]

Scallops (raw) : 4
A Garlic : 1/2 clove
Eschalot : 1/4
Parsley : 1 tablespoon
Panko bread crumbs :
4 tablespoons

Butter : 2 tablespoons
Cooking oil : 1 tablespoon
Salt/pepper : To taste
Chervil (if available) : For garnish

[How to cook]

1. Finely chop the garlic, eschalot and parsley. Sprinkle salt and pepper on the scallops. Heat oil in a frying pan and sauté the scallops on both sides until lightly browned.
2. Heat butter in another frying pan, sauté A, and season to taste with salt and pepper.
3. Place the scallops on a heat-resistant plate then add 2. Bake in a toaster oven for approx. 7 to 8 minutes until nicely browned.
4. Arrange 3. on a platter and garnish with chervil.



Wagyu Beef and Beans

American Cuisine



Here we take pork beans, a popular American home-cooked dish, and make it using Japan-produced *wagyu* beef. As *wagyu* beef is typically tender and juicy, cooking time is shorter than pork, and the flavor is richer. Just savor the juices in this dish, which are full of the meat's sweetness and rich flavor.

[Ingredients]

Wagyu Beef (in a piece) :
200g (approx. 7 oz.)
Onion : 1
Mixed beans : 1 can
A Mustard : 1 teaspoon
Salt : 1 teaspoon
Pepper : To taste
Barbecue sauce : 1/4 cup

Cooking oil : 2 tablespoons
Salt/pepper : To taste
Water : 2 cups

[How to cook]

1. Cut the *wagyu* beef into 1cm cubes and lightly salt and pepper. Cut the onion into 3cm squares.
2. Heat the cooking oil in a saucepan, add the beef, lightly cook until brown, and remove from the saucepan. Sauté the onions in the same saucepan and return the beef.
3. Add the water, bring to a boil, then simmer on low heat for 20 minutes while skimming off the scum.
4. Add A and the mixed beans and simmer further for 6 minutes on medium heat. Continue boiling on high heat for a short time to reduce some of the liquid.

Miso Piroshki

Russian Cuisine



Miso is an ancient Japanese fermented seasoning to which saltiness, sweetness and *umami* have been added. Combining *miso*, a renowned Japanese seasoning, and Russia's famous dumpling produces a deep flavor and also has the effect of taking away the strong aroma of the meat. As there are various types of *miso* paste, please find the one you prefer.

[Ingredients]

A Bread flour: 200g (approx. 7 oz.)
Sugar : 1 tablespoon
Instant dry yeast: 5g (approx. 0.2 oz.)
B Egg, beaten : 30g (approx. 1 oz.)
Milk : 120cc (approx. 1/2 cup)
Miso paste : 1 teaspoon
Butter : 1 tablespoon
Minced beef : 100g (approx. 3.5 oz.)
Cabbage : 2 leaves
Egg, boiled : 1
C Miso paste : 2 tablespoons
Tomato ketchup : 1 tablespoon
Salt : To taste
Cooking oil : 1 tablespoon
Egg, beaten : Small quantity

[How to cook]

1. Warm the milk in B to 30°C (86°F), add the beaten egg and *miso* paste and mix. Place A in a bowl, combine, then add B a little at a time and mix by hand.
2. Once 1 has come together, add the butter and knead until the mix is smooth. Form a lump, then wrap in plastic wrap. Place in a 40°C (104°F) bain marie for about 50 minutes and leave to rise until the dough has doubled in volume.
3. Heat the cooking oil in a frying pan, sauté the minced beef and cabbage, then season with C. Add the finely chopped boiled egg, combine and leave to cool.
4. Lightly punch down the dough in 2. to release gas, then divide and shape it into 6 equal balls. Cover with a firmly wrung-out cloth and leave to rest for roughly 15 minutes. Roll the dough out into oval shapes. Divide the filling in 3. into 6 equal portions, place on each oval, then enclose the filling. Press the edges down firmly to seal, cover once more with a cloth and let rest for 15 to 20 minutes.
5. Once 4 has risen slightly, brush with a beaten egg and bake for 15 to 16 minutes in the oven at 180°C (356°F).

Matcha-flavored Flockensahne Torte

German Cuisine

This is a fusion of a traditional German cake and Japanese *matcha* green tea powder. The bright green color is visually appealing, and the distinctive bittersweet flavor of the *matcha* enhances the richness of the fresh cream. It is perfectly acceptable to fill choux pastry with *matcha* cream alone, but its flavor is further enriched with the addition of marron glaze.

[Ingredients]

Choux pastry
Egg, beaten : 3
A Water : 60cc (approx. 4 tablespoons)
Butter : 50g (approx. 3.5 tablespoons)
B Sugar : 1/2 teaspoon
Salt : pinch
Soft flour : 70g (approx. 2.5 oz.)
Fresh cream : 200cc (approx. 1 cup)
C Matcha powder : 1 tablespoon
Sugar : 2 tablespoons
Marron glaze : 8 pieces
D Matcha powder : 1 tablespoon
Icing sugar : 3 tablespoons
Almonds, slivered : 2 tablespoons

[How to cook]

1. Place A in a saucepan and heat. Once it comes to a boil, remove it from the heat, add B and mix until the dough forms a single lump.
2. Gradually add beaten egg to 1. while stirring well with a wooden spatula.
3. Lift the wooden spatula in 2., and when the mixture is soft enough to drop from it, spread it thinly over a baking sheet in a circle about 15cm in diameter. Make 3 of these. Sprinkle finely chopped almonds on one pastry sheet only. Bake in the oven at 200°C (392°F) for about 15 minutes until brown.
4. Combine C and dissolve with a small amount of hot water. After combining with fresh whipped cream, add finely chopped marron glaze and fold through the mixture.
5. Spread the *matcha* cream over one of the baked choux pastry sheets, place one more sheet of choux pastry on top and cover it with another layer of *matcha* cream. Finally, place the almond-topped choux pastry on the top layer and sprinkle the combination of D over the whole surface.



Mabo-style Nagaimo

Chinese Cuisine



Try the popular Szechuan dish "Mabo-style Tofu" with *nagaimo* (Chinese yam). *Nagaimo* retains a crisp texture and releases a slightly sweet flavor when cooked, so you can enjoy the contrast created with the spicy taste of this dish. Adjust the ingredients and steps in this recipe to suit your family's preferences.

[Ingredients]

Nagaimo : 300g (approx. 10.5 oz.)
Minced pork : 100g (approx. 3.5 oz.)
Japanese green onion (white portion) : 1/2 stalk
Garlic : 1/2 clove
A Don Ban Jiang : 1 teaspoon
Soy sauce : 1 tablespoon
Tian Mian Jian : 1 teaspoon
Konazansho (Powdered Japanese pepper) : To taste
Chicken stock : 1/2 cup
Vegetable oil : 1 tablespoon
Small quantity of starch, oil for deep frying, and sesame oil

[How to cook]

1. Peel the *nagaimo* and cut into bite-sized chunks. Soak the *nagaimo* in a water and vinegar mix to remove irritants and then dry. Cover the *nagaimo* in starch and deep fry for 1 - 2 minutes in oil at 170°C (338°F).
2. Thinly slice the onion and garlic and mix the ingredients in A.
3. Heat vegetable oil in a Chinese wok. Stir-fry the minced pork and garlic, add A, and quickly allow to simmer.
4. Dissolve starch in the same amount of water as the starch, add to 3. and cook until mix thickens. Add onion and *nagaimo* and quickly allow to simmer. Add aroma with a bit of sesame oil.

*Ingredients make approximately 4 servings.

Information-packed website "Oishii Japan"
<http://www.maff.go.jp/e/oishii/>
http://www.maff.go.jp/e/japan_food/

MAFF
Ministry of Agriculture,
Forestry and Fisheries
農林水産省

http://www.maff.go.jp/e/japan_food/

リサイクル適性[®]
この印刷物は、印刷用の紙へ
リサイクルできます。