

北米最大の国際水産見本市

International Boston Seafood Show 2010

日本パビリオン出展者募集中

農水省 国際水産見本市「バンター・シ」に出展する募集について

農水省は、日本パビリオン出展者を募集しています。出展希望者は、農水省のホームページ（http://www.maff.go.jp/）から申し込みます。

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昨年の様子

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会議所ニュース

日本商工会議所
〒100-0005
東京都千代田区丸の内3-2-2
本会3階（有明ビル）FAROSビル14階
（有明ビル）1階12号、有明ACCビル
発行人 井原雅道
発行日 11・21日発行
<http://www.jpc.or.jp>

食品化学新聞 (2009.09.17 / 募集告知)

食品化学新聞

発行所 食品化学新聞社
〒101-0051 東京都千代田区神田神保町3-2-8
増文部ビル
電話：03-3238-7518/0
FAX：03-3238-7598
振替口座 東京 00140-5-17557
(郵便料別力月前納) 税込価格 17,640円
<http://www.foodchemicalnews.co.jp>

米国水産展で出展社募集 —農水省—

SS」の日本パビリオンへの出展社を募集している。水産物および水産加工品の生産者や加工業者などを対象としている。

IBSSは水産物および水産加工品に関する展示・商談会。09年の展示会では、世界36カ国から818の出展社が集まり、世界88カ国から1万人以上が来場した。日本パビリオンは、海外販路創出・拡大委託事

農水省は、2010年3月14日(日)16日(火)に米国ボストンで開催される北米最大の水産物専門展示・商談会「International Seafood Show (IBSS)」の日本パビリオンへの出展社を募集している。

業の一環として実施されており、世界各国から数多くの業界関係者が集まり、エントナータイムメント性の高いデモンストラレーションやフレス試食会なども行われたことから盛況を博した。

応募要項は次記の通り。

- ▽募集出展社数：最大10社
- ▽対象出展物：米国で輸入・販売が可能な日本産の水産物・水産加工品
- ▽出展資格：上記対象出展物の生産者、加工業者、輸出・輸入業者等
- ▽応募受付期間：平成21年9月28日(月)まで
- ▽応募方法：出展申込書・承諾書(社判を捺印)を事務局宛にFAXで送付する。
- ▽送付先：共同ヒール(株) 開発局内IBSS2010日本パビリオン出展事務局 (FAX: 03-3571-5106)

食品と科学 (2009.10月号 / 募集告知)



日本パビリオンの出展者を募集

共同ピーアールは農林水産省から

平成21年度農林水産物等海外販路創

出・拡大委託事業を受託した。2010年3月に米国・ボストンで開かれる「インターナショナル・ボストン・シーフードショー」に設ける日本パビリオンの運営を行う。同社はこのほど、同パビリオンへの出展者の募集を開始した。同展は今回で28回目を迎える、北米で最大の水産物専門展示・商談会。前回世界36カ国から818の出展者が集った。会期中、世界88カ国から1万人以上の来場者が訪れた。出展者には米国をはじめ、世界各国のバイヤーに対するアプローチのきっかけとなる展示・商談会。募集出展者は最大で10者。募集の締め切りは9月28日。

. PR活動報告(米国)

米国におけるPR活動

P46のPR活動の結果、紙媒体4紙、ラジオ局1媒体、Web61媒体に掲載された。

【掲載メディア一覧(事前) - NY事前サンプリング施策 & 日本パビリオン取材記事関連】

	掲載日	媒体名	
1	29-Jan	Seafood Source.com	WEB
2	1-Feb	GRUB STREET New York	WEB
3	10-Feb	The New York Times	WEB
4	15-Feb	Twitter -Restaurant Business Magazine writer-	WEB
5	24-Feb	ChopSticks NY	雑誌
6	24-Feb	ChopSticks NY	WEB
7	1-Mar	Grocery Headquarters	雑誌
8	1-Mar	Grocery Headquarters	WEB
9	1-Mar	Seafood Source.com	WEB

【掲載メディア一覧(事前) - 出展告知関連】

	掲載日	媒体名	
1	27-Jan	b BNET	WEB
2	27-Jan	BENZINGA	WEB
3	27-Jan	boston.com	WEB
4	27-Jan	Chron.com	WEB
5	27-Jan	CNBC	WEB
6	27-Jan	dBusinessNews (Boston)	WEB
7	27-Jan	dBusinessNews (New York)	WEB
8	27-Jan	denverpost.com	WEB
9	27-Jan	Earth Times	WEB
10	27-Jan	EON	WEB
11	27-Jan	Fidelity Investments	WEB
12	27-Jan	Fobes.com	WEB
13	27-Jan	globeinvestor.com	WEB
14	27-Jan	HPCwire	WEB
15	27-Jan	International Boston Seafood Show2010(開催者サイト)	WEB
16	27-Jan	International Business News	WEB
17	27-Jan	MORNINGSTAR	WEB
18	27-Jan	News Blaze	WEB
19	27-Jan	One News Page	WEB
20	27-Jan	Preshable News.com	WEB
21	27-Jan	Scottrard	WEB
22	27-Jan	Smart Brief	WEB
23	27-Jan	StreetInsider.com	WEB
24	27-Jan	TD AMERITRADE	WEB
25	27-Jan	TD waterhouse	WEB
26	27-Jan	the Boston10	WEB
27	27-Jan	THE FREELIBRARY	WEB
28	27-Jan	theRochester10	WEB
29	27-Jan	WBOnline	WEB
30	27-Jan	World Market Media	WEB
31	27-Jan	YAHOO! FINANCE	WEB
32	27-Jan	YAHOO!CANADA FINANCE	WEB
33	28-Jan	FinanzNachrichten.de	WEB
34	28-Jan	PR-inside	WEB

. PR活動報告(米国)

【掲載メディア一覧(会期中～事後)】

会期中			
	掲載日	媒体名	
1	14-Mar	Seafood Business SHOW DAILY	雑誌

事後リリース			
	掲載日	媒体名	
1	2010.3.22.	Business Wire	WEB
2	2010.3.22.	Ad HOC NEWS	WEB
3	2010.3.22.	Alpha Trade Finance	WEB
4	2010.3.22.	Restaurant News.com	WEB
5	2010.3.22.	BENZINGA the trading idea network	WEB
6	2010.3.22.	CitySpur	WEB
7	2010.3.22.	Financial CONTENT	WEB
8	2010.3.22.	EarthTimes	WEB
9	2010.3.22.	EON (Enhanced Online News)	WEB
10	2010.3.22.	EUROINVESTOR.co.uk	WEB
11	2010.3.22.	FinanzNachrichten.de	WEB
12	2010.3.22.	FoodBizDaily (ACTIONABLE NEWS FOR GLOBAL BIA)	WEB
13	2010.3.22.	Multichannel NEWS	WEB
14	2010.3.22.	News Blaze	WEB
15	2010.3.22.	News morningstar	WEB
16	2010.3.22.	PerishableNews.com	WEB
17	2010.3.22.	PR-inside.com	WEB
18	2010.3.22.	SEAFOOD NEWS TODAY	WEB
19	2010.3.22.	trading-house.net	WEB
20	2010.3.22.	YAHOO! FINANCE	WEB

会期後			
	掲載日	媒体名	
1	21-Mar	Nautica Talk with Captain Lou (局名: 95.9FM WATD in Boston)	Radio
2	3-Apr	週刊ビジネスニュース (Weekly Business News)	新聞

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

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

Boston and New York, January 27, 2010 – 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 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 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:

- Hyoshoku Co., Ltd., producer of yellowtail
- Kanedai Co., Ltd., producer of a variety of products, including saury pickle, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of surimi products
- Kinjirushi Sales Co., Ltd., one of Japan’s oldest wasabi manufacturers
- Kunihiro Inc., Japan’s largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marutoku Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Morimatsu Suisan Reito Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiyo 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 salted 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 Faneuil 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/>.

Media Contact:

Ethan Mandel (United States)
MSA Partners, LLC
mandel@msapr.com
+1-212-764-4760



【SeafoodSource.com】

IBSS主催企業の関連メディア「Seafood Business」誌のWEB版に日本パピリオン出展の記事が掲載された。

GRUB STREET New York

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Previous Post Next Post

Anella's New Menus; Secret Café in Clinton Hill

2010年02月01日 コメント

Boerum Hill: Mile End closed early today because it couldn't keep up with Brooklyn's demand for meat. The deli will try again tomorrow starting at 8 a.m. for brekkie, and noon for the beef. [Eater NY]

Clinton Hill: Behind metal gates and papered windows, a new café called NeroDoro soft-opened at 395 Classon Avenue, serving coffee and pastries early, and piadinas for lunch. [Brownstoner]

East Village: Ko serves a tortellini in an oxtail broth spiked with Amaro, perfect to sip on while preparing the recipe. [Moment/NYT]

Greenpoint: Chef Joseph Odrodnok takes on the kitchen at Anella starting Wednesday. Preview his new menu here, along with the \$45 Valentine's Day menu. [Grub Street]

Tribeca: Try Japanese ingredients like surimi, wasabi, and saury pickles in French cuisine at Bouley during a series of special seafood lunches served February 8 to February 13. [Grub Street]

Upper West Side: Carmine's celebrates its twentieth anniversary with a special menu of \$20 entrées (linguine with clam sauce, spaghetti and meatballs, chicken cutlets) served Monday through Wednesday during lunch and dinner. [Grub Street]

West Village: On March 9, the brothers Voltaggio host a \$165 dinner at the James Beard House that begins with foie-gras jelly doughnuts. [JHH]

By: Alexandra Villa
FILED UNDER: NEIGHBORHOOD WATCH, ANELLA, BOERUM HILL, CLINTON HILL, EAST VILLAGE, ROOSEVELT, GREENPOINT, JAMES BEARD HOUSE, KO, MILE END, NERODORO, VOLTAGGIO/WEST VILLAGE

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« Constant's Tostitos Menu Revealed GRUB STREET NEW YORK MAIN Mile End: First Look at Polar Lounge and its VIP Caves »

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The screenshot shows the 'Dining & Wine' section of The New York Times website. The main article, 'Keep an Open Mind', is highlighted with a red dashed box. It describes a Japanese chef, David Bouley, using unusual ingredients like saury pickle and deep-sea red crab. The article is part of a 'Dining Calendar' for February 10-14, 2010. The right sidebar features a 'Most Popular' list of articles and an 'Opinion' section. The bottom of the page displays a 'Inside NYTimes.com' section with various news thumbnails.



【Restaurant Business Magazine】

レストラン、ホテル、リゾートなどのフードサービス業界専門月刊誌。発行部数7万6,100部。

上記クリッピングは業界専門誌『Restaurant Business Magazine』の記者 (Patricia Cobe) がNY事前サンプリング施策の実施店「La Fonda Del Sol」に出かけることをTwitterした記事。本誌には5月号又は6月号にて「snapshots」というコーナーにて、食材についてリストされる見込み。



EVENT / ENTERTAINMENT / LEISURE

March 10-12, 10-11, and 12-13
Japanese Food Festival
 The Japanese Food Festival is a celebration of Japanese cuisine and culture. It features a variety of Japanese food stalls, live performances, and a children's area. The festival is held at the Japanese Consulate in New York City. Tickets are \$10 for adults and \$5 for children. For more information, visit www.japanesefoodfestival.com.

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CHOPSTICKS NY™
International Boston Seafood Show

MAFF
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Location: Boston Convention & Exhibition Center
415 Summer St.
Boston, MA 02210
Info: www.japan-seafood.net/english/

March 14-16

CHOPSTICKS NY™ International Boston Seafood Show MAFF 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), to be held at the Boston Convention & Exhibition Center. This year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan. The Japan Pavilion will be located at booth #1805 at the IBSS with demonstrations by exhibitors, as well as tasting samples. For further information about the event and its exhibitors, please visit the Japan Pavilion website listed below. Location: Boston Convention & Exhibition Center 415 Summer St. Boston, MA 02210 Info: www.japan-seafood.net/english/ March 14-16	CHOPSTICKS NY™ International Boston Seafood Show MAFF 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), to be held at the Boston Convention & Exhibition Center. This year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan. The Japan Pavilion will be located at booth #1805 at the IBSS with demonstrations by exhibitors, as well as tasting samples. For further information about the event and its exhibitors, please visit the Japan Pavilion website listed below. Location: Boston Convention & Exhibition Center 415 Summer St. Boston, MA 02210 Info: www.japan-seafood.net/english/ March 14-16	CHOPSTICKS NY™ International Boston Seafood Show MAFF 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), to be held at the Boston Convention & Exhibition Center. This year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan. The Japan Pavilion will be located at booth #1805 at the IBSS with demonstrations by exhibitors, as well as tasting samples. For further information about the event and its exhibitors, please visit the Japan Pavilion website listed below. Location: Boston Convention & Exhibition Center 415 Summer St. Boston, MA 02210 Info: www.japan-seafood.net/english/ March 14-16
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【Grocery Headquarters】

リテールおよび卸向け食品業界専門月刊誌。
発行部数3万6,023部。IBSS会場でも同誌が配布された。

FOCUS • ON • FRESH

At this year's International Boston Seafood Show, look for versatility and affordability to be the catch of the day.
BY RICHARD TURCSIK

SeaQuest

IN A MOVE REMINISCENT OF THAT CLASSIC FOLGERS CRYSTALS INSTANT COFFEE COMMERCIAL, Joshi DeChellis, the executive chef at New York's famed La Fonda del Sol seafood restaurant has secretly replaced many of the key seafood items used in the restaurant's award-winning Spanish cuisine with Japanese substitutes. Yellowtail has replaced tuna in the grilled taco appetizer; shell-less crab legs surround the roasted cod; a diced Japanese fish cake is served with spicy chorizo, lentils and a poached egg; and the Spanish paella rice is flavored with salted squid inwards and garnished with fresh squid.

"Most paella rice is just a vehicle to place the seafood on, but the way the flavor of the squid inwards comes out and permeates the paella; it can just do wonders to a dish like this," DeChellis tells *Grocery Headquarters*. "With Japanese seafoods you can make remarkably successful dishes with distinct, unique flavors and textures."

DeChellis' restaurant was one of two New York eateries chosen by the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) to showcase Japanese seafood. It's all part of a campaign to increase consumption of Japanese seafood in the American diet. Ten of Japan's leading seafood producers will be exhibiting their wares at the Japanese Pavilion at the International Boston Seafood Show.

"The majority of the products are harvested in Japanese waters and all of the ingredients are handled and processed in Japan," says Hidenobu Mizuno, consul of the Consulate General of Japan in New York. "MAFF has launched a global campaign to boost the popularity of lesser-known Japanese ingredients. While many Americans are familiar with certain aspects of Japanese cuisine, such as sushi and tempura, our campaign aims to expand the American public's awareness of other

areas of Japanese dining."

Louisiana is about to embark on a similar effort. The Bayou State is launching a certification program that seeks to educate consumers about its shrimp and other seafood. "The whole premise is to get our product out of the commodities market and have a premium branding, much like a Niman Ranch pork," says Ewell M. Smith, executive director of the Louisiana Seafood Promotion & Marketing Board in New Orleans. "We cannot compete on price against countries like Vietnam and China, but we can compete all day long on quality, heritage, the story, taste and the process."

HOOKING NEW CUSTOMERS

To increase consumption seafood marketers are stepping up the advertising.

"I still think promotion is key in seafood, from a lot of different facets," says Larry Andrews, retail marketing director of Seattle-based Alaska Seafood Marketing Institute (ASMI). "That can be everything from trying to incite someone to try a product with a cents-off coupon to promoting based on health, flavor profile or preparation. They're all driving folks to pick up product."

Alaska is promoting its seafood through the www.cookitfrozen.com website. "We have six videos that tell people how to poach, sauté, steam and grill. We are trying to really aid retailers and consumers by showing them some simple preparation methods they can follow," Andrews says.

To make it even simpler, ASMI has created an iPhone app where consumers can watch videos, select recipes and create a shopping list. "You can actually take your iPhone and go shopping and check things off your shopping list as you walk the store," Andrews says.

Andrews sees more prepared and semi-prepared items hitting the

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SeaQuest

Seafood Festival
November 1-3, 2010

At this year's International Seafood Show, look for versatility and efficiency as the trends of the day.

In a move reminiscent of that classic, Eugene O'Neill's *Long Day's Journey into Night*, the restaurant at New York's Grand La Fonda del Sol seafood restaurant has recently replaced many of the key seafood items used in the restaurant's award-winning Spanish cuisine with Japanese substitutes. Yabowai has replaced tuna in the giant taco appetizer, shell-less crab legs surround the roasted cod, a dried Japanese fish cake is served with spicy chicken, onions and a powdered egg, and the Spanish paella rice is flavored with sautéed squid, shrimp and garnished with fresh squid.

"Most people see a fish as a vehicle to place the seafood on, but the way the flavor of the squid inside comes out and permeates the paella, it can just do wonders to a dish like this," DeChello says. "With Japanese seafoods you can make remarkably successful dishes with distinct, unique flavors and textures."

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Consistent is also to embark on a similar effort. The Bayou Seafood is launching a certification program that aims to indicate consumers about its shrimp and other seafood. "The whole premise is to get our product out of the commodities market and have a premium branding much like a Human Ranch pork," says David M. Smith, executive director of the Louisiana Seafood Promotion & Marketing Board in New Orleans. "We cannot compete on price against countries like Vietnam and China, but we can compete all-day long on quality, heritage, the story, taste and the process."

HOOKING NEW CUSTOMERS

To increase consumption seafood marketers are stepping up the advertising.

"I still think promotion is key in seafood, from a lot of different facets," says Larry Andrews, retail marketing director of Seattle-based Alaska Seafood Marketing Institute (ASMI). "That can be everything from trying to make someone try a product with a cents-off coupon to promoting based on health, flavor profile or preparation. They're all driving folks to pick up product."

Alaska is promoting its seafood through the www.seafoodchoices.com website. "We have six videos that tell people how to poach, sauté, steam and grill. We are trying to really aid retailers and consumers by showing them some simple preparation methods they can follow," Andrews says.

To make it even simpler, ASMI has created an iPhone app where consumers can watch videos, select recipes and create a shopping list. "You can actually take your iPhone and go shopping and check things off your shopping list as you walk the store," Andrews says.

Andrews sells more prepared and semi-prepared items fitting the seafood department fresh and frozen cases. "Different ethnic profiles are popular, especially items that are already sauced and marinated. At least on the frozen side that is taking the guesswork out for consumers and making it easy and convenient," he says.

COLORFUL TROUT

That's exactly what Blue, stone-based Cedar Springs Foods is doing with its Seafood Perfection line of trout, salmon (Pangloss) and Mahi-mahi dishes.

"Rainbow trout is a species it's beginning to get a little bit better demand," says Chris Howard, director of marketing. "A lot of that has to do with the price of salmon."

Eleven different Seafood Perfection dishes will be sampled and displayed at the show, including Trout Cakes with Truffled Vegetables, Almondine-Style, the kid-aimed Rainbow Trout Treasures and Rainbow Trout Sliders. "They are frozen and usually sold near the fresh seafood counter, but some are going into the frozen seafood aisle as well," Howard says.

Baltimore-based Philip Foods, Inc. is focusing on its core products, mainly crab and crab cakes, at this year's show. "We have done a lot of research that shows crab cakes are still very strong on menus," says Honey Kosoff, vice president, marketing. "You would think that with the recession you'd see a decline in crab cakes, but they are actually as strong as ever. Upscale restaurants have fully embraced crab cakes and now you're seeing them in midscale and even some QSR. That they are penetrating the QSR market says a lot. It means crab cakes are high on consumers' radar screens."

That's why at this year's show Phipps is promoting its new Gel-Frozen Crab Cakes, fully cooked, de-constructed crab cakes. "We believe there is opportunity for more seafood in de-constructed," Kosoff says. "These are fully cooked so they can be sold in the deli counter. They are shipped to the retailer frozen, stacked at the shelf and sold to the consumer refrigerated."

SMOKED SALMON

With its Smoked Salmon, Birmingham, Wash.-based Trans-Ocean Products, Inc. is also a major player in the refrigerated case. It's now increasing its presence with its Atlantic Smoked, Black Pepper Atlantic Smoked and West Coast Smoked salmon that it will be showcasing in Boston. "They are all cold-smoked, all natural, so there are no preservatives," says Mark Aaron Ross, Southeast & Gulf Coast regional business development manager/corporate chef at Trans-Ocean's Chapel Hill, N.C. office.

"We launched them last year in test markets and they became the number-one salmon. So now we are going national," Ross says. "They are shipped frozen and stacked out."

Trans-Ocean is also entering the frozen shrimp business with what officials call "no-chemicals" shrimp in both cooked and raw varieties that will be sold in one-pound bags.

It is also using the show to debut its Hokkaido scallops, imported from Japan. "They are the first eating scallop there is," Ross says.

THINK SUSTAINABLE

According to Gavin Gibbons, director of communications at the National Fisheries Institute in McLean, Va., sustainability is a key trend in 2010. "There is a trend of stores saying they are looking at responsibly managed fisheries and are going to do their best to source from those fisheries," he says. "They are taking a really responsible view of sustainability, as opposed to saying there's a one-size-fits-all solution to seafood sustainability issues."

Another hot topic in 2010 is net weight, says Zach Krivos, national sales associate for Kirkland, Wash.-based Sea Port. "With people being more conservative in their buying power, net weight has kind of come back and related to ugly head as an issue again," he says. "Sea Port is a 100% net weight house, meaning if you buy a case of Sea Port fish that weighs 10 pounds, a retailer gets 10 pounds of fish. Other fish houses might have a 90% net weight, meaning the box contains only nine pounds of product. The difference that you are paying for is ice," he says. "On higher end products, like lobster, that can be a substantial price for ice. It is an issue that really needs addressing."

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January 27, 2010 06:36 PM Eastern Time

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

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, 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 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 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:

- Hyosokoku Co., Ltd., producer of yellowtail
- Kanedai Co., Ltd., producer of a variety of products, including saury pickle, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of sushi products
- Kinjushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kunihiro Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Mantoku Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Morimatsu Suisan Reito Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiyu 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 salted 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 Faneuil 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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The screenshot shows the BNET website interface. The main article is titled "Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show". It mentions that the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) is sponsoring the "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS). The article also highlights that world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonda del Sol and main star in the culinary world, will be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week.

Other visible elements on the page include a sidebar with "Strength training for women", "German education magazine", "Fashion Accessories Magazine", and "MMA Fitness & Training". There is also a "Lowbrow & Pinup Orig. Art" section and a "Bodybuilding.com" advertisement. The bottom of the page features a "CONQUER THE TECH SECTOR" banner.

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

Business Wire News Release Published by prweb.com PR #121

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

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 Convention & 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 Fondra 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 underlines the potential for Japanese seafood to be employed in other cuisines. From February 9-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fondra 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 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 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:

- Hyoheiku Co., Ltd., producer of yellowtail
- Kanodai Co., Ltd., producer of a variety of products, including scud shrimp, frozen snow crab legs meat, peeled sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of buri products
- Kinokuni Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kushikoro Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Naruto Nori Co., Ltd., producer of seaweed products (wasabi flavored, etc.)
- Norikazu Shinsen Kaito Co., Ltd., producer of fish, such as yellowtail and ascherjack
- Dagyu Ono, Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamaguchi Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at booth #100 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Festival Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5pm to 7pm EDT. 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

Business Wire News Release Published: 01/27/10 10:00 PM CST

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Exhibitors at this year's Japan Pavilion include:

- Miyazaki Co., Ltd., producer of yellowtail
- Kanetsu Co., Ltd., producer of a variety of products, including saury, white, frozen shrimp, peeled scallops, 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 surimi manufacturers
- Kureha Inc., Japan's largest ayu producer
- The Marine Foods Corporation, maker of five processed seafood products
- Marutoku Nori Co., Ltd., producer of seaweed products (nori, kombu, etc.)
- Morimoto Suisan Foods Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugio Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamato Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

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 Faneuil Room of the nearby Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. 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-seafoodshow.com>

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

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 24-26, 2010 at the Boston Convention & 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 variety 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.

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Exhibitors at this year's Japan Pavilion include:

The Japan Pavilion will be located at booth #1105 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil 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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Exhibitors at this year's Japan Pavilion include:

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 Pavilion Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. 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

Wednesday January 27, 2010 12:18 PM EST
Business Wire News Release

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

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 Convention & 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 Ozisaki, 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 culinary culture, 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 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 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:

- Hosotateki Co., Ltd., producer of yellowtail
- Kanada Co., Ltd., producer of a variety of products, including saury pickles, frozen snow crab leg meat, peeled jumbo shrimp, and deep sea red crab
- Ribun Foods Inc., producer of a variety of sushi products
- Kosher Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kurifone Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Manduku Ten Co., Ltd., producer of seaweed products (seaweed-flavored, etc.)
- Morimoto Tsujin Foods Co., Ltd., producer of fish, such as salmon and amberjack
- Sogipe Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Tamago Co., Ltd., producer of a variety of processed seafood products, such as squid with salted 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 Faneuil Ship of the nearby Weston 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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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 Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibits, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a response to the strong world demand for Japanese seafood, MAFF will 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 availability and diversity of Japanese seafood. Each chef has carefully prepared a menu that integrates the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the universal appeal of Japanese seafood to be enjoyed in other cuisines. From February 15-18, diners at Boston will have the opportunity to try Chef Bruckner's signature menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a long-term plan to double Japan's exports of agriculture and seafood products to over \$15 billion. While Japan's exports of agriculture, seafood, and food products to North America recently account for less than 20% 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 less-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed increased popularity in recent years, which I think speaks to the universal appeal, nutritional value and flavor of Japanese seafood," said Mr. Junichi Furukawa, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our new Japanese Pavilion Booths at the IBSS has convinced us to strengthen our presence at the show, and I am very much 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:

- Hirohara Co., Ltd., producer of yamabiko;
- Kaneda Co., Ltd., producer of a variety of products, including many plate, frozen more than leg meat, packed chicken, shrimp, and deep sea red cod;
- Watanabe Foods, producer of a variety of dumplings;
- Hinomoto Sales Co., Ltd., one of Japan's largest seafood manufacturers;
- Hanikawa Inc., Japan's largest oyster producer;
- The Marine Food Corporation, maker of the processed seafood products;
- Mitsubishi Food Co., Ltd., producer of seaweed products (nori, kombu, etc.);
- Mitsubishi Sales & Trade Co., Ltd., producer of fish, such as salmon, and seafood;
- Yaguchi Co., Ltd., manufacturer of "Shrimp Leg Queen," an exquisite replica of shrimp with legs;
- Yamaguchi Co., Ltd., producer of a variety of processed seafood products, such as squid with sautéed fish legs.

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 Japan Pavilion of the nearby Marine Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. The reception will give visitors distributors and journalists an additional chance to sample the exhibitors' ingredients as well as interact with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its activities, please visit <http://japan.ibss.com> and <http://japan.ibss.com>.

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The screenshot shows a Fidelity website page with a green header. The main article is titled "Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show". The article text discusses the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsoring the Japan Pavilion at the 2010 International Boston Seafood Show (IBSS). It mentions that the pavilion will feature two exhibitors, representing a diverse selection of high-quality seafood ingredients from across Japan. The article also highlights the opportunity for American buyers to meet with exhibitors and discuss potential business opportunities. A list of exhibitors is provided, including Hyakutake Co., Ltd., Kameda Co., Ltd., Kitan Foods Inc., Kishitani Sake Co., Ltd., Kurumei Inc., The Marine Foods Corporation, Marubishi Suisan Ryoku Co., Ltd., Morimoto Suisan Ryoku Co., Ltd., Sugio Co., Ltd., and Yamaya Co., Ltd. The article is dated 1/27/2010 and is sourced from the 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

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 14-18, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature two exhibitors, representing a diverse selection of high-quality seafood ingredients from across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeCicco, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the pavilion's ingredients during a series of tastings at their restaurants in New York at the tail end of 2010 Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared menus that interpret 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 6-13, diners at Bouley will have the opportunity to try Chef Bouley's enticement menu. The taping 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 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.

Japan's cuisine has enjoyed incredible popularity in recent years, which is due in part 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 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.

The exhibitors at this year's Japan Pavilion include:

- Hyakutake Co., Ltd., producer of a variety of products, including sauteed pickles, frozen green hairy leg meat, pickled sashimi shrimp, and deep-sea crab
- Kameda Co., Ltd., producer of a variety of products, including frozen green hairy leg meat, pickled sashimi shrimp, and deep-sea crab
- Kitan Foods Inc., producer of a variety of sushi products
- Kishitani Sake Co., Ltd., one of Japan's oldest sake manufacturers
- Kurumei Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marubishi Suisan Ryoku Co., Ltd., producer of seaweed products (nori, wakame, etc.)
- Morimoto Suisan Ryoku Co., Ltd., producer of fish, such as yellowtail and amurshark
- Sugio Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamaya Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at booth #1005 at the IBSS. Exhibitor demonstrations and tastings will be available in the pavilion. A tasting reception will also be held at the Fanciful Room of the nearby Wyndham Hotel on Sunday, March 14 from 5:00 to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the pavilion's 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://show.jp-japan-seafood.net/english/>.

Source: Ministry of Agriculture, Forestry and Fisheries of Japan

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

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

11:55 EST Wednesday, January 27, 2010

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 14-15, 2010 at the Boston Convention & 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 DeChello, 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 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 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:

- Hyogohki Co., Ltd., producer of yellowtail
- Kinokuni Co., Ltd., producer of a variety of products, including heavy pickle, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of sushi products
- Kinjirushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kurehito Inc., Japan's largest oyster producer
- The Marine Food Corporation, maker of fine processed seafood products
- Marutoku Nari Co., Ltd., producer of seaweed products (nori, wakame, etc.)
- Marumatsu Suisan Kobo Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiyo Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamaguchi Co., Ltd., producer of a variety of processed seafood products, such as squid with salted 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 Faneuil 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 Roof in New Market of American Buyers at International Boston Seafood Show

By: [Author Name] Published: 01/27/10 02:28 PM EST

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

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 Convention & 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, work-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of Le Fonds de 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 ball 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 Le Fonds de Sol will only be available to invited guests.

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"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 two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I strongly 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:

- Hyohoku Co., Ltd., producer of yellowtail
- Kaneda Co., Ltd., producer of a variety of products, including tawny pike, frozen snow crab leg meat, peeled salmon shrimp, and deep sea red crab
- Kikun Foods Inc., producer of a variety of sushi products
- Kikkawa Suisan Co., Ltd., one of Japan's oldest seafood manufacturers
- Kureha Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of five processed seafood products
- Morimoto Nippon Co., Ltd., producer of processed products (crabmeat, seaweed, etc.)
- Morimoto Suisan Kogyo Co., Ltd., producer of fish, such as yellowtail and salmon
- Sugino Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica 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 #1805** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Pavilion Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. 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://japansealife.enr.com/ibss/>.

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

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

Boston and New York, January 27, 2010 – The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be conducting its highly acclaimed "Japan Pavilion" for the second 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 Convention & 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.

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"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 Taketoshi, 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:

- Hyosokoku Co., Ltd., producer of yamabiko
- Kameda Co., Ltd., producer of a variety of products, including sweet pickles, frozen snow crab leg meat, peeled saffron shrimp, and deep sea red crab
- Kikun Foods Inc., producer of a variety of frozen products
- Kinoshita Sales Co., Ltd., one of Japan's oldest seafood manufacturers
- Kurohira Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine preserved seafood products
- Marutsu Nori Co., Ltd., producer of seaweed products (seaweed-flavored, etc.)
- Morimoto Suisan Betsu Co., Ltd., producer of fish, such as yamabiko and amberjack
- Sugino Co., Ltd., manufacturer of "Snow Leg Queen," all-natural replica of snow crab legs
- Yamano Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

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 Faneuil Rooms of the nearby Boston 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.ibss-seafood.net/japan/>.

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 41-212-764-4760

March 14-16, 2010

Sunday 8:00am - 5:00pm

Tuesday 8:00am - 3:00pm

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The screenshot shows the International Business Times website. The main headline is "Leading Japanese Seafood Producers Set to Real in New Market of American Buyers at International Boston Seafood Show". The article is dated February 6, 2010, at 06:30 PM EST. The article text is as follows:

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

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 Convention & 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 John DeChellis, Executive Chef of La Foresta 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 NYO 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 Foresta 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 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 Takauchi, 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:

- Hyoshoku Co., Ltd., producer of yellowtail
- Kameda Co., Ltd., producer of a variety of products, including luxury prawns, frozen king crab legs, peeled saffron shrimp, and deep fried red crab
- Kibun Foods Inc., producer of a variety of sushi products
- Kirinushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kurohira Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marubaku Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Mikurikatsu Suisan Pisto Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiyro Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamaya Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish gulls

The Japan Pavilion will be located at booth #995 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Pavilion Room of the nearby Walden 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-usa.com/>.

Contact:

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

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 14-18, 2010 at the Boston Convention & 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 cuisine 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 6-13, 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 extensive campaign to increase interest in Japanese seafood within the U.S. 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 noticeable 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 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:

- Hyunshoku Co., Ltd., producer of yellowtail
- Kameda Co., Ltd., producer of a variety of products, including saury pickles, frozen snow crab leg meat, peeled jumbo shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of sushi products
- Kinoshita Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kushiro Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marutoku Neri Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Monmatsu Susan Rento Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiy 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 salted fish guts

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 Faneuil 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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Boston & New York
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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 Fonta 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 Fonta del Sol will only be available to invited guests.

This month, the MAFF initiates a two-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 to the popular (if 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 Taniguchi, 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:

- Hiroshika Co., Ltd., producer of yellowtail
- Kaneda Co., Ltd., producer of a variety of products, including saury pickle, frozen shrimp, crab leg meat, peeled salmon shrimp, and deep sea red crab
- Kobun Foods Inc., producer of a variety of sushi products
- Kinokuni Sake Co., Ltd., one of Japan's oldest sake manufacturers
- Kurashiki Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of the processed seafood products
- Masutoku Nani Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Moonatsu Suisan Riebo Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugino 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 sautéed 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 Faneuil Room of the nearby Waltham Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. 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.ibss-japan.org>.

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Seafood

Japanese Producers Partner With NYC Chefs
by Ellen Mader, MSA Futten, LLC
Posted: 2010-03-02 16:29:48 EDT

BOSTON & NEW YORK -- 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 Convention & 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.

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Exhibitors at this year's Japan Pavilion include:

- Hyoshibiki Co., Ltd., producer of yellowtail
- Kameda Co., Ltd., producer of a variety of products, including tsuyu pickle, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
- Kikun Foods Inc., producer of a variety of furiko products
- Kurematsu Sake Co., Ltd., one of Japan's oldest washi manufacturers
- Kusanagi Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marubishi Nori Co., Ltd., producer of seaweed products (Wasabi-Savored, etc.)
- Minamoto Suisan Kasei Co., Ltd., producer of fish, such as yellowtail and amberjack
- Soggy Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamato Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

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 Faena Room of the nearby Wrentham Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. This 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.


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

Updated on 03/02/10 10:00 AM EST

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 Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature two exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

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"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 two premier 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:

- Himehiko Co., Ltd., producer of yellowtail
- Kanedai Co., Ltd., producer of a variety of products, including saury pickle, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of sushi products
- Kiriushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Junhiro Inc., Japan's largest printer producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marukata Niri Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Monmouth Susan Porto Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugito Co., Ltd., manufacturer of "Sebei Uig Queen," an exquisite recipe of snow crab legs
- Tattayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted 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 Faneuil Room of the nearby Weston 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/>.

SOURCE: Ministry of Agriculture, Forestry and Fisheries of Japan

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

Jan 27, 2010 5:30 PM CST

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

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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 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. Bouley and DeChellis 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 culture that underscores the potential for Japanese seafood to be employed in other cuisines. From February 5-13, 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.

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Exhibitors at this year's Japan Pavilion include:

- Hyoshoku Co., Ltd., producer of yamotai
- Kanadai Co., Ltd., producer of a variety of products, including saury pickle, frozen snow crab leg meat, peeled cashimori shrimp, and deep sea red crab
- Kubo Foods Inc., producer of a variety of sushi products
- Kuriboshi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kuriboshi Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marubishi Nippon Co., Ltd., producer of seaweed products (wasabi flavored, etc.)
- Momatsu Suisan Rishi Co., Ltd., producer of fish, such as yamotai and amaretsaki
- Supon Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamap Co., Ltd., producer of a variety of processed seafood products, such as trout with salted fish gills

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 Faneuil Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. 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.jp/english/>

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Salary: 313.58K

Sara Wedemeyer Kite Corporation
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Salary: Unknown

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January 27, 2010 6:36 PM EST

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

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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 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 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 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:

- Hiroshiki Co., Ltd., producer of yellowtail
- Kanadai Co., Ltd., producer of a variety of products, including saury, pickles, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of surimi products
- Kinjirushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kunihiko Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marukoku Kori Co., Ltd., producer of seasoned products (wasabi-flavored, etc.)
- Moriotsu Suisan Reito Co., Ltd., producer of fish, such as yellowtail and seabass
- Suzuyo Co., Ltd., manufacturer of "Shoe Leg Queen," an exquisite recipe of snow crab legs
- Yabayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted 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 Faneuil 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

By Mark P. O'Brien, Editor, Jan 27, 2010

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 Convention & 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 8-11, 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 Takeuchi, 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:

- Hiyoshiko Co., Ltd., producer of yellowtail
- Kaneda Co., Ltd., producer of a variety of products, including eel's pickle, frozen snow crab leg meat, prepped sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of surimi products
- Konjushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kurohira Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Mantoku Neri Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Monmarco Suisan Seito Co., Ltd., producer of fish, such as yellowtail, and amberjack
- Suguro Co., Ltd., manufacturer of "Snow Leg Dishes," an exquisite recipe of snow crab legs
- Yamaya Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at booth #1005 at the IBSS. Exhibition demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil 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/>.

SOURCE: Ministry of Agriculture, Forestry and Fisheries of Japan

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January 27 - 10:00 AM ET Boston Time

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

-Independent Seafood Companies Tap Up US Sales Efforts at New York City-

BOSTON A NEW YORK-BUSINESS WIRE--The history of Agriculture, Forestry and Fisheries of Japan (MAFF) will be showcasing 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 Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse array 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 Fondis del Sol are among those in the culinary world, will also be showcasing the industry's ingredients during a series of seminars at their restaurants in New York at the end of NYC Restaurant Week where it highlights the variety and diversity of Japanese seafood. Each chef has carefully curated a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a unique mix of culinary cultures that underlines the potential for American interest 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 Fondis del Sol will only be available to invited guests.

This month, the MAFF initiated a new campaign to double Japan's exports of agriculture, forestry and food products to North America currently account for less than 20% of its worldwide exports of those items, the country has launched an extensive campaign to increase interest in Japanese seafood when the IBSS arrives. 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 beloved 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 two previous Japan Pavilions at the IBSS has convinced us to strengthen our presence at this 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:

- Pharmacia Ltd., LTD., producer of yamabuto
- Kaneko Co., LTD., producer of a variety of products, including sea urchin, frozen shrimp and crab legs, peeled scallop halves, and deep-sea red snapper
- Kitao Foods Inc., produce of a variety of frozen products
- Aquatics Sales Co., LTD., one of Japan's oldest seafood manufacturers
- Nishiki Inc., specialty lobster products
- The Marine Foods Corporation, maker of fish processed seafood products
- Morimoto-Hiro Co., LTD., producer of seaweed products (wakame, nori, etc.)
- Mitsubishi Italian Food Co., LTD., producer of fish, such as Yamabuto and anchovy
- Sagami Co., LTD., manufacturer of "Shio-Jake Quater" soy-sauce marinated and frozen crab legs
- Venison Co., LTD., producer of a variety of processed seafood products, such as squid with added fish gel

The Japan Pavilion will be located at booth #286 at the IBSS. Exhibitor demonstrations and samples will be available to the public. A tasting reception will also be held at the Forum Plaza at the nearby Waldorf Astoria Hotel on Sunday, March 14 from 5:00pm - 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.japanseasofoodshow.org/>.

Contact Us

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(Steven Morrell) +1-212-754-4750
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Japanese Seafood Companies Team Up with Star Chefs in New York City

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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 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.

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"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 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:

- * Hyoshoku Co., Ltd., producer of yellowtail
- * Kanedai Co., Ltd., producer of a variety of products, including saury pickle, frozen snow crab leg meat, peeled gastrea shrimp, and deep-sea red crab
- * Kibun Foods Inc., producer of a variety of gummy products
- * Konjishi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- * Kurihito Inc., Japan's largest oyster producer
- * The Marine Foods Corporation, maker of fine processed seafood products
- * Marutoku Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- * Marutoku Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- * Moematsu Suisan Retsu Co., Ltd., producer of fish, such as yellowtail and amberjack
- * Sugyo Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite recipe of snow crab legs
- * Yamato Co., Ltd., producer of a variety of processed seafood products, such as squid with baked 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 Faneuil Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. 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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January 27, 10 10:00 PM Eastern Time

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

Japanese Seafood Companies Team Up with SEA CHEF, New York City

BOSTON & NEW YORK—(BUSINESSWIRE)—The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" to the third straight year of the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-15, 2010 at the Boston Convention & 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 Jeff DeChello, Executive Chef of La Patisserie, will open the culinary event, with special showcasing of the exhibitors' ingredients during a series of tastings at their restaurants in New York at the hotel of NYC Restaurant Week event 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 refined European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other markets. From February 13-15, chefs at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Patisserie will only be available to invited guests.

"The success of the first pavilion, 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."

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 just over 10% of its worldwide exports of these items, the country has launched an extensive campaign to increase its Japanese seafood exports to the US market. As part of this effort, the exhibitors who happen to highlight the American public's awareness beyond sushi and sashimi, both of which are already popular around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed remarkable popularity in recent years, which opens up the potential for quality, traditional seafood and other Japanese seafood," said Mr. Junichi Nakazaki, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of the 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:

- Miyazaki Co., Ltd., producer of yellowtail
- Kamata Co., Ltd., producer of a variety of sashimi, including many pieces, frozen stone crab legs, beef, ground salmon, shrimp, and deep sea cod fish
- Nishin Food Inc., producer of a variety of sushi products
- Nishin Food Sales Co., Ltd., one of Japan's oldest seafood manufacturers
- Kaitera Inc., Japan's largest oyster producer
- The Marine Food Corporation, maker of five processed seafood products
- Marukawa Fish Co., Ltd., producer of processed products (sashimi, seaweed, etc.)
- Marukawa Sashimi Fish Co., Ltd., producer of fish, such as individual and sashimi
- Sugito Co., Ltd., manufacturer of "Shiro Leg Queen," an exquisite replica of shiro leg fish
- Yamao Co., Ltd., producer of a variety of processed seafood products, such as sashimi and sashimi

The Japan Pavilion will be located at booth #1000 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Pavilion Booth of the nearby Westin Palmer Hotel on Sunday, March 14 from 5:00 to 7:00 PM. 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.com> or contact:

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marukawa@mgapartners.com

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

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As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeClauw, Executive Chef at La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibit's ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the necessity 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 enjoyed in other cuisines. From February 9-12, Bouley 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 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 less-known indigenous Japanese ingredients.

UK Japanese tourism has enjoyed incredible popularity in recent years, which is likely thanks to the excellent quality, nutritional value and flavor of Japanese seafood. MAFF said Mr. Susumu Ito, MAFF Director, Export Promotion Office at the Ministry of Agriculture, Forestry and Fisheries of Japan, MAFF's spokesman at the two previous Japan pavilions 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 Japanese Pavilion include:

- Nishikido Co., Ltd., producer of yellowtail
- Komete Co., Ltd., producer of a variety of products, including many pelagic fishes (sea chub mackerel, various salmon species, and deep sea cod fish)
- Ichiharu Inc., producer of a variety of sushi products
- Kikkaido Sales Co., Ltd., one of Japan's oldest seafood manufacturers
- Kuruma Co., Japan's largest octopus producer
- The Marine Foods Corporation, maker of the pre-cooked seafood products
- Marukawa Co., Ltd., producer of preserved products (tuna-based, etc.)
- Morimoto Sashimi Photo Co., Ltd., producer of fish, such as yellowtail and anchovy
- Sanyo Co., Ltd., manufacturer of "Silver Lagoon" on reusable plastic of zero-carbon
- Yamanji Co., Ltd., producer of a variety of processed seafood products, such as squid with added hot sauce

The Japan Pavilion will be located at **booth #1105** at the IBSS. Exhibitor demonstrations and tastings will be available in the pavilion. A fabulous reception will also be held at the Pavilion Room of the nearby Westin Waterfront Hotel on Saturday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibit's 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.jp-boston-seafoodshow.org>

Commodity

Walmart of Health and Nutrition
Safeway Specialty Nutrition
Safeway an National Black
H&M's Awareness Day

On Sunday, February 7, the country will commemorate the birth anniversary of the first African American president U.S.

A national day, MAFF's day for the year.

Walmart.com's CMO to speak at Global Asia Cable Information Services Summit

Inventory, which is a corporate comparison-shopping process focused on lowering the cost of buying for customers by providing valuable cost.

Equity

CONNECTING and REPLACING
Airlines to Present Top Five
Shareholder Technology
Conference

Second sentence, "WMA" section of report dated Feb. 2, 2010, should read: "It has been established and changed to read: and."

After long

MES Polymer Association
Complete A list of Speakers for
2010 Annual Global Food For

As the plastics industry emerges from the recent financial crisis, providers at the 13th Annual Global Food For conference will focus on.

Foreign Exchange

International Finance Market's Chief
Analyst/RESEARCH ALERT

Diamond Foods, Inc.
(NASDAQ:DMF) & J. & J.

Video Photo

India Goes to the Core with
Super Fund A4

Intel Corporation (NASDAQ:INTC)
Somehow during Super Bowl XLV,
Intel's 1-25 in PST

Global Photo

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show
 Business Wire News Release
 Published: 01/27/2010 06:36 PM EST
 Japanese Seafood Companies Team Up with Blue Crab in New York City

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"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 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:

- Hirotsugu Co., Ltd., producer of yellowtail
- Kamei Co., Ltd., producer of a variety of products, including salty pickles, frozen snow crab leg meat, packed sashimi, shrimp, and deep sea red snapper
- Kibun Foods Inc., producer of a variety of sushi products
- Kinjushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kunihiro Inc., Japan's largest oyster producer
- The Maruya Food Corporation, maker of fine processed seafood products
- Mawzoku Hon Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Momotaru Suisan Reito Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugino Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamao Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

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 Farnall Room of the nearby Walden-Walshfront Hotel on Sunday, March 14, from 5:00 to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibit's ingredients as well as meet with exhibitors to discuss potential business opportunities.

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

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 Ethan Mandel, +1-212-764-4763
mandel@msapart.com

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

By Japan Business Wire

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 Convention & 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.

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- Kameto Co., Ltd., producer of a variety of products, including saury pickles, frozen snow crab leg meat, peeled salmon shrimp, and deep sea red crab
- Kibun Food Inc., producer of a variety of sushi products
- Kishimori Sake Co., Ltd., one of Japan's oldest sake manufacturers
- Kushiro Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Matsuki Hori Co., Ltd., producer of seaweed products (Yakabi-Sanrei, Inc.)
- Mitsubishi Sake Nippon Co., Ltd., producer of fish, such as yakiwatai and amebachi
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