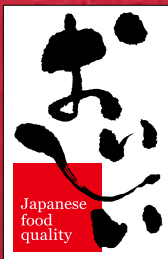


# The Food of Japan

Culinary Delights for the Body and Soul



## Japanese food that satisfies your body and soul

Food is the basic component that supports our daily activities. Apart from satisfying our appetites, food also makes us healthy and gives us peace of mind to enjoy life. Why not try some Japanese ingredients that are not only delicious but that satisfy both your body and soul?

### ■ Good nutrition balance for building a healthy body

Japan has four distinct seasons, and each has its own “*shun*,” or seasonal, food. *Shun* refers to peak ripeness. Foods are most delicious when they are in season and are highest in nutrients. The staple of Japanese cuisine is rice, which is naturally low in fat. Vegetables play a central role, little oil is used and a variety of food preparation methods such as simmering, steaming and fermenting are used to extract the delicious taste and nutritional elements of ingredients.

### ■ Food safety

The supply of safe food is essential. In line with an international framework, Japan has taken a science-based approach to ensure food safety from farm to table. For example, the government is promoting the implementation of Good Agricultural Practice (GAP) and the Hazard Analysis and Critical Control Point (HACCP) system.

### ■ Joy of savoring a wide variety

Japan’s north-south orientation and its varied landscape have produced a huge diversity of foods. Crop production has focused on improving quality through means such as selective breeding and technological development. Know-how has also been applied to the use of a variety of nature’s goodness as food ingredients. Many Japanese ingredients have a full yet delicate flavor that can be enjoyed even when cooked using non-Japanese cooking methods.