



**Takeru Ishii**  
(Dried shiitake producer in Shizuoka Prefecture)

I am a shiitake grower, and I come from a long line of shiitake growers. Cultivating shiitake is not an easy task. To make dried shiitake I must first select a log suitable for coating with spores and cut it into sections of an appropriate length which I then line up. These logs are quite heavy, so transporting them is a difficult task. Next, I have to consider the cultivation environment based upon the kind of shiitake to be grown. And, when drying the shiitake, I must pay attention to factors like the humidity and sunlight of the area where I place the logs in order to ensure that I get all of the moisture out of my shiitake. Also, in order to manually harvest well-shaped shiitake, we growers have researched the depth of the holes on logs where spores are to be planted. Making dried shiitake is a demanding task, but that is because we live in an age highly sensitive to issues of food safety. As a shiitake grower, I want to make sure people feel safe and secure about the mushrooms I produce. And dried shiitake is a low-calorie, healthy food which I believe is perfectly suited to meeting the needs of today's health-conscious society.

# 安心

S A F E T Y

Japanese shiitake are carefully grown using only natural logs to ensure their complete safety for consumers.



Japanese dried shiitake are grown by saturating natural oak logs with spores and leaving them for a full one to two years in thick forests where the sunlight filters down through the foliage. During this time no pesticides or additives are used. And because every consideration is taken to ensure their safety, you need never worry when eating Japanese dried shiitake.



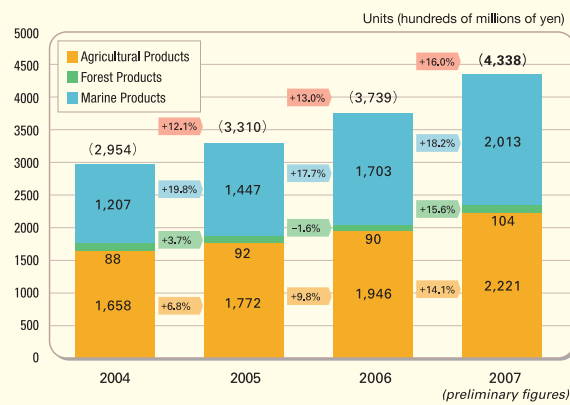
Consumer confidence in Japanese agricultural products is borne out by the numbers.

## Actual Exports of Japanese Agricultural, Forest and Marine Products

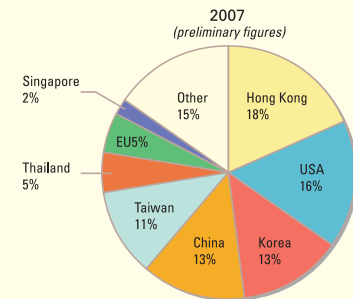
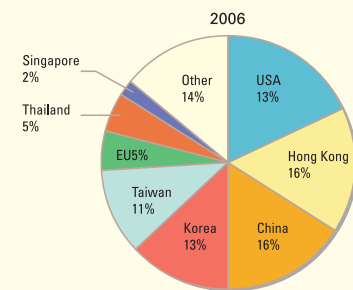
The total cost of Japanese agricultural, forest and marine product exports (excluding alcoholic beverages, tobacco and pearls) for 2007 was 433.8 billion yen (up 16% over the previous year). The breakdown for agricultural, forest and marine exports is shown below.

- ▶ Agricultural Products 222.1 billion yen (up 14.1% over the previous year)
- ▶ Forest Products 10.4 billion yen (up 15.6% over the previous year)
- ▶ Marine Products 201.3 billion yen (up 18.2% over the previous year)

### Shift in Export Value



### Percentage per Export Country



\*Data: Ministry of Finance Trade Statistics

The growth in Japanese agricultural, forest, marine and other related product exports over the past several years has been remarkable. Japanese food is enjoying a worldwide boom, with demand for it increasing thanks not only to its healthy qualities but also its safety and great taste. Japanese agricultural, forest and marine products offer all the elements that people expect of good food as well as extremely high quality. Shiitake mushrooms have enjoyed the trust and confidence of the Japanese people for the past 1,000 years. And still today we confidently offer up log-grown, dried shiitake mushrooms as great food you can trust.



All "Japanese Log-grown Dried Shiitake Mushrooms" are sold with this logo. You will only find it on genuine Japanese, log-grown, dried shiitake mushrooms. Look for it when you decide what to buy.

**MAFF**  
農林水産省

Ministry of Agriculture, Forestry and Fisheries  
1-2-1, kasumigaseki, chiyoda-ku, tokyo, 100-8950 Japan  
[www.maff.go.jp/e/oishii/](http://www.maff.go.jp/e/oishii/)

J A P A N E S E L O G - G R O W N  
D R I E D S H I I T A K E M U S H R O O M S



Why  
Japanese shiitake means  
delicious shiitake.



**MAFF**  
農林水産省



# Japanese forests are the source of delicious, dried shiitake mushrooms.

The lush forests of Japan are nurtured by four distinct seasons. This makes not only the food but even the air in these forests taste ‘delicious’. And it is the combination of rich forest, fragrant air and clean, clear water that produces the woodland gift of the log-grown, dried shiitake mushroom.

**Dr. Hattori Yukio**  
(President of the Hattori Nutrition College)

The modern person’s diet tends to be unbalanced, centering on meat and containing a large amount of animal protein. This has a negative effect on the health of people’s bowels. In order to maintain bowel health, therefore, a conscious effort must be made to take in more dietary fiber. Also, an insufficient amount of calcium in the modern diet leads to concern over osteoporosis. Dried shiitake contains not only dietary fiber but also a generous supply of vitamin D, which aids in the absorption of calcium, making it a great addition to one’s regular diet. In addition, the pleasant aroma of dried shiitake is said to be soothing and promotes a sense of well-being, and the smell of soup with dried shiitake in it is thought to provide healthful benefits. Dried foods have been a part of Japanese food culture for roughly 1,500 years because the Japanese have apprehended that dried food is good for the body and that the body contains a system for its absorption. All of these factors tell us that dried shiitake is good for the body, and the fact that it is useful in preventing the onset of different lifestyle-related diseases is yet another reason to recommend eating it. The wisdom of our ancestors remains as true today as it did 1,500 years ago – shiitake is a fantastic food.



# 健康

HEALTH

## Nutritious, dried shiitake mushrooms

Dried shiitake mushrooms are full of dietary fiber and vitamin D. Furthermore, a characteristic component of shiitake is eritadenine, which is known to reduce the body’s total cholesterol value. People who regularly eat shiitake can expect better blood flow and lower blood pressure. Shiitake are a nutritious addition to the often unbalanced diet of modern consumers.



**Genbo Nishikawa**  
(Chief Priest at Myoshinji Torinin Temple)

Both the preparation and eating of vegetarian dishes are important parts of ascetic training in Zen Buddhism, which was introduced from China to Japan during the Kamakura Period approximately 800 years ago. Buddhism places the utmost importance on avoiding the needless taking of life. However, in order to live, human beings must take the life of something; so with that in mind, part of Buddhist training is to eat and fully savor the taste of dried shiitake. The best shiitake mushrooms are said to be *hana donko*. Because of their extremely thick flesh and good texture, it is important to preserve their aroma and texture by either serving them whole – preserving their-flowerlike appearance – or by cutting them into thick slices. Also, it is common in Buddhist vegetarian cooking to use dried shiitake and seaweed in soup stock, because these two ingredients bring out the best flavor. Leftover dried shiitake can then be thinly sliced and added to soups; it can be boiled; it can be marinated – it can be used in a variety of ways to ensure that nothing goes to waste. Shiitake itself is a living thing, and we are grateful for the life we receive.

## Simple yet delicious – that’s the ‘Japanese way’



There is a reason we go to the trouble of drying shiitake mushrooms. They keep well, their fragrance improves, and they taste better. Healthy, log-grown dried shiitake are imbued with the strength of nature, providing them with good texture and making them an even better cooking ingredient.



# 美味

TASTE