

平成 27 年度

食品産業グローバル展開
インフラ整備事業のうち
官民合同フォーラム開催による
課題解決の促進

事業実施報告書
別添資料

平成 28 年 3 月

アイ・シー・ネット株式会社

別添資料 1
セミナー参加者向けの質問票

Questionnaires to all Participants Japanese Food Seminar

Date: _____

Name: _____

Age: _____ Male / Female

Occupation: _____ Company/Institute: _____

1. Your evaluation of the proposed recipes

1/1 Wasabi-flavored Beef Roll with vegetables(牛肉とたっぷり野菜のわさび風味のり巻き)

Taste (How did you like it?): _____

Ingredients (Do you think you can find and buy them?) _____

Applicability (Do you think you can use the recipe in your restaurant and/or your family?)

1/2 Beef Salad flavored with Yuzu and pepper (牛肉のゆずこしょう焼きサラダ仕立て)

Taste (How did you like it?): _____

Ingredients (Do you think you can find and buy them?) _____

Applicability (Do you think you can use the recipe in your restaurant and/or your family?)

1/3 Rice cake crepe flavored with Matcha (抹茶の和風餅クレープ)

Taste (How did you like it?): _____

Ingredients (Do you think you can find and buy them?)_____

Applicability (Do you think you can use the recipe in your restaurant and/or your family?)

1/4 Fried Oyster (かきフライ)

Taste (How did you like it?):_____

Ingredients (Do you think you can find and buy them?)_____

Applicability (Do you think you can use the recipe in your restaurant and/or your family?)

2. Are you satisfied with the contents of the Seminar/?

—

3. Understanding of Wachoku (Japanese cuisine) (How do you like it?)

—

4. Understanding of Wagyu (Japanese beef) (How do you like it?)

—

5. Understanding of Japanese condiments (How do you like them?)

6. Any observation about the Seminar

Many thanks

別添資料 2
シェフ向けの質問票

Questionnaires for Professional Chefs Japanese Food Seminar/Forum

1. How do you judge Japanese ingredients?
 - a) flavor, texture, scent, freshness
 - b) appearance (colors, shape, etc.)
 - c) uniformity
 - d) packaging. display
 - e) sense of the seasons
 - f) any weakness

2. Cooking methods, recipe (How do you use Japanese ingredients?) (eating raw, boiling, grilling, baking, frying, steaming, etc.)
 - a) beef
 - b) fish
 - c) oyster
 - d) your favored ingredient ()

3. Quantity of Japanese ingredients used per month (How much do you expect to use Japanese ingredients?)
 - a) beef
 - b) oyster
 - c) miso
 - d) shoyu (Japanese soy sauce)
 - e) mirin
 - f) other ()
 - g) other ()

4. Prices of Japanese ingredients (How should be the price of the Japanese ingredient acceptable for you?)
 - a) beef
 - b) oyster
 - c) miso
 - d) shoyu (Japanese soy sauce)
 - e) mirin
 - f) other ()

g) other ()

5. Your comments on the durability (shelf-life) and the way of conservation of Japanese ingredients

a) shelf-life

b) freshness of purchased Japanese ingredients

c) problems (or points for improvement) related to the maintenance of freshness of Japanese ingredients

6. Possibility of acquiring Japanese ingredient

6/1 Where do you purchase Japanese ingredients?

a) beef

b) oyster

c) miso

d) shoyu (Japanese soy sauce)

e) mirin

f) other ()

6/2 Do you use mail-order services to purchase Japanese ingredients?

a) beef

b) oyster

c) miso

d) shoyu (Japanese soy sauce)

e) mirin

f) other ()

6/3 How do you collect information on Japanese ingredients?

a) beef

b) oyster

c) miso

d) shoyu (Japanese soy sauce)

e) mirin

f) other ()

6/4 Do you have difficulty in purchasing Japanese ingredients?

a) beef

- b) oyster
- c) miso
- d) shoyu (Japanese soy sauce)
- e) mirin
- f) other ()

6/5 Do you have any channel through which you can acquire Japanese ingredients which are otherwise difficult to acquire? What is that channel?

別添資料 3
和食に関するプレゼンテーション資料



About Japanese cuisine “Washoku”

- Japanese Government promotes Japanese food.



- “Washoku, traditional dietary cultures of the Japanese, notably for the celebration of New Year” registered as “UNESCO Intangible Cultural Heritage”

Promotion of the “Washoku”

- Organization of various events
- Participation in Expo 2015 in Milano



Logo for the promotion of Washoku

Japanese food quality

Oishii : Delicious!

UNESCO Intangible Cultural Heritage

- Gastronomic Diet of the French: 2010
- Traditional Mexican Cuisine : 2010
- Mediteranean Diet (Greece, Italy, Spain, Morocco, Portugal, Croatia, Cyprus) : 2010
- Washoku (Japan) : 2013



UNESCO Intangible Cultural Heritage

Washoku

- Diversified and fresh ingredients and respects thereof
- Nutritious balance as basis of healthy dietary life
- Expression of natural beauty and four seasons
- Relation to annual events (Shogatsu: New Year's Day)



Japanese Food & Cuisine



What makes Japanese cuisine unique?

Japanese food ingredients based on the country's climate and natural features.

Knowledge to use them turned into dietary culture.

To explore the roots of Japanese cuisine, it is important to understand the Japanese climate and topography.

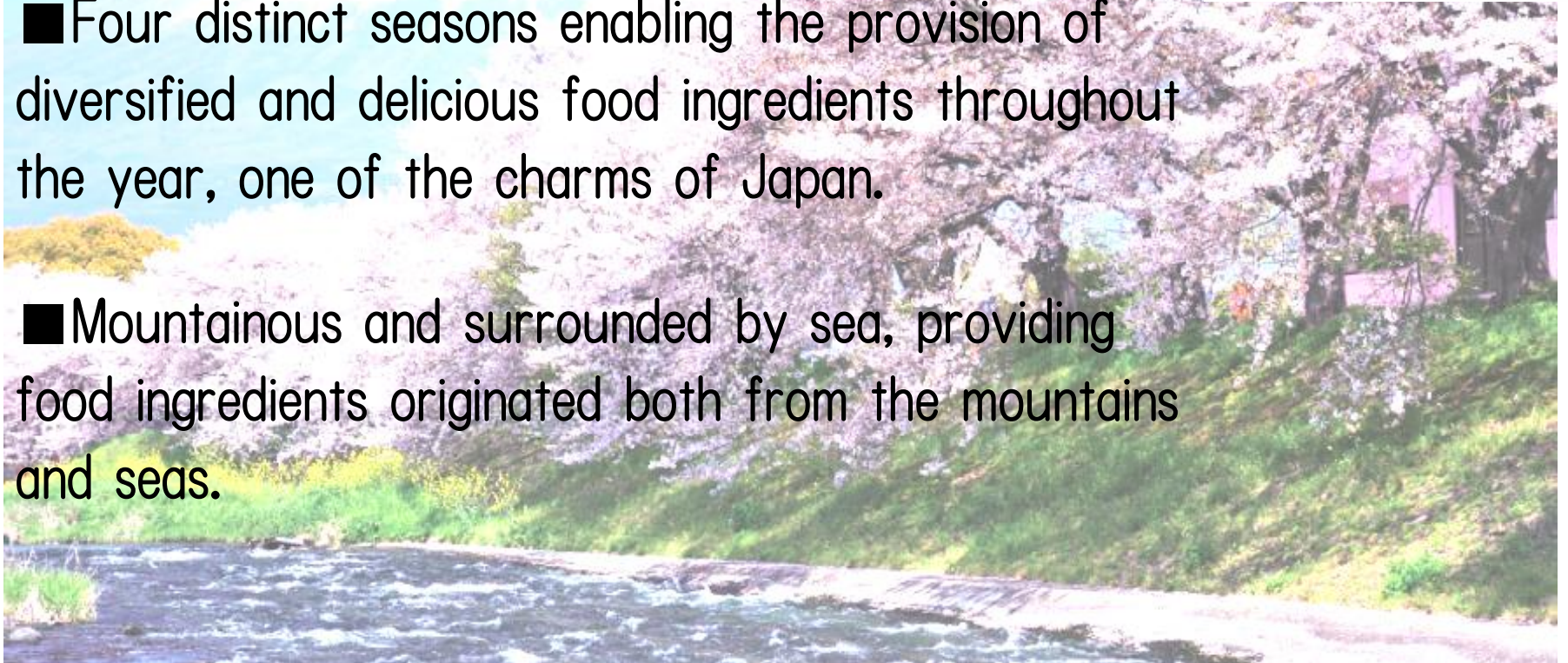


What makes Japanese cuisine unique?

■ Diversity of climatic conditions of Japan: resulting in the emergence of a variety of dietary customs and cuisines and unique traditional dishes in each region.

■ Four distinct seasons enabling the provision of diversified and delicious food ingredients throughout the year, one of the charms of Japan.

■ Mountainous and surrounded by sea, providing food ingredients originated both from the mountains and seas.



Features of Japanese cuisine

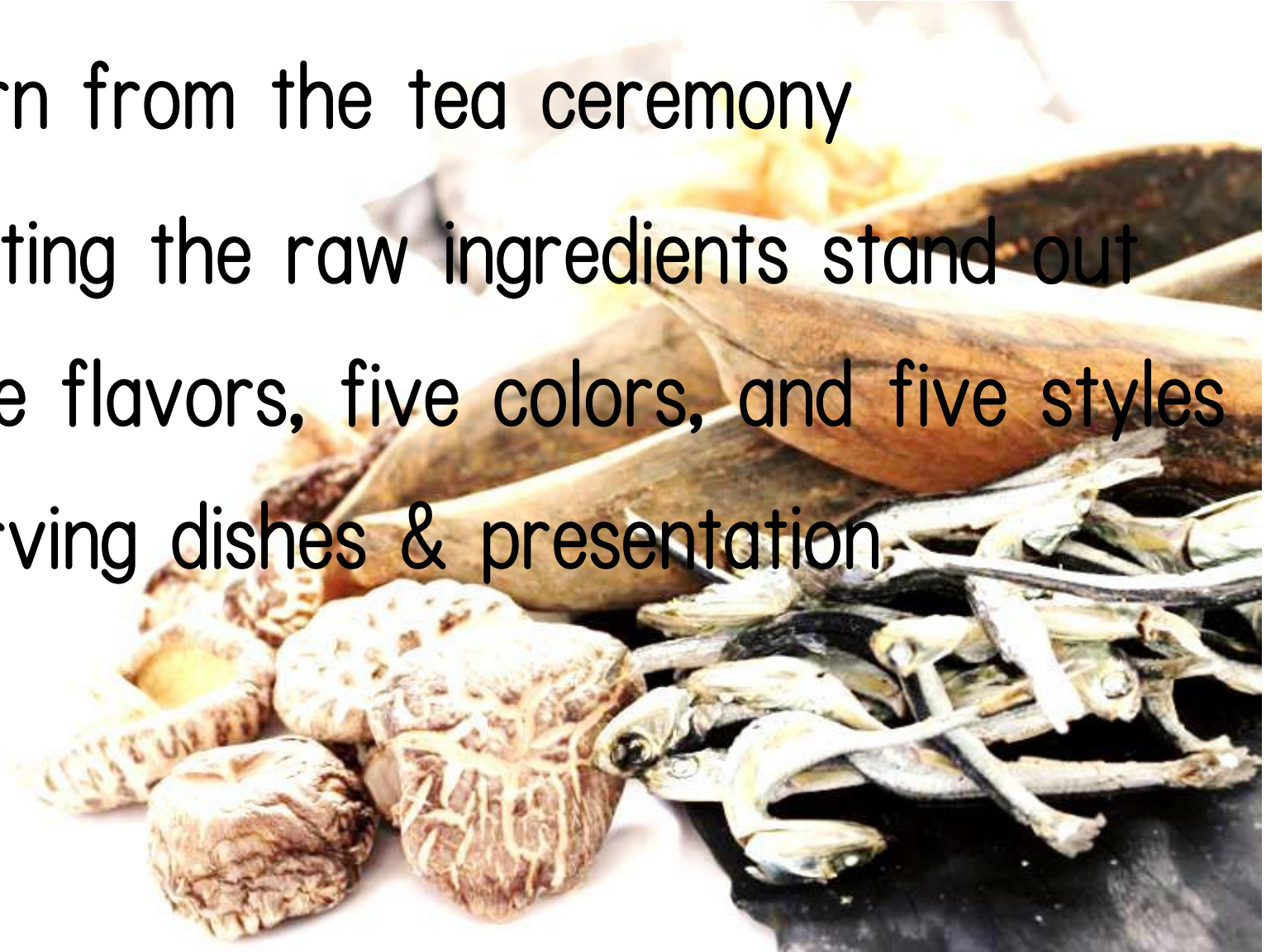
Japanese cuisine is made with the rich food ingredients produced under Japan's unique climate.

Dishes carefully prepared by hand are the essence of Japanese cuisine.



Features of Japanese cuisine

1. Born from the tea ceremony
2. Letting the raw ingredients stand out
3. Five flavors, five colors, and five styles
4. Serving dishes & presentation





Born from the tea ceremony

Tea ceremony cuisine was developed to mitigate the rough taste of green tea.

The hospitality of the tea ceremony is the origin of Japanese cuisine.



Letting the raw ingredients stand out

To enjoy the pure and natural tastes of fresh ingredients, many simple cooking methods have been developed.

The examples include raw fish cuisine such as sushi and sashimi, as well as tempura and kabayaki (eel broiled in soy-based sauces).



Five flavors, five colors, and five styles

Five Flavors: sweet, sour, salty,
bitter and *umami*

Five Colors: red, yellow, green,
white, and black

Five Styles: boiling, grilling,
steaming, deep frying, and raw

.

Combination of five flavors, five
colors, and five styles.



Serving Dishes & Presentation

a wide range of dishes and utensils designed to complement different foods with their colors, designs, materials, sizes, shapes, manufacturing methods and other aspects

Different dishes may also be used for different seasons.

Typical Japanese Dishes

Japanese cuisine is rich with seasonality

A photograph showing a light-colored wooden box and a woven basket resting on a bamboo mat. The box is open, and the basket is partially visible behind it. The background is a soft, out-of-focus light color.



Thank you for your attention!



別添資料 4
和牛に関するプレゼンテーション資料



■ universal Wagyu mark

The Wagyu brand is increasing in popularity all over the world

Authentic Japanese Wagyu comes sealed with the universal Wagyu mark

Wagyu is increasing in popularity all over the world. This mark is only given to authentic Japanese Wagyu and we hope that you use it as a guide to selecting high-quality, great tasting authentic Wagyu meat products. Try one of the authentic Wagyu products today.

What breeds of cattle produce Wagyu?

Only breeds that satisfy the following conditions can be accredited as Wagyu beef.

■ Breeds

1. Japanese Black Cattle
2. Japanese Brown Cattle
3. Japanese Shorthorn Cattle
4. Japanese Polled Cattle
5. Cross breeds resulting from interbreeding of 1.- 4. above
6. Cross breeds from the interbreeding of 1.- 5. or 5. above. Proof of the above must be able to be evidenced by means of a registration system in accordance with the Improvement and Increased Production of Livestock Act and through the cattle traceability system*.

* Japan has established a beef traceability system that provides production records of domestic cattle in Japan from the time they are born up until the time they reach the consumer.
Homepage Address: <https://www.id.nrc.go.jp/english/top.html>
For more information, please see p.45 and 46, "High-level Measures to Ensure Meat Safety", of the guidebook

■ Breeding environment

1. Must be cattle born and bred in Japan.
2. Ancestry of the cattle must be able to be confirmed by a traceability system.

High-grade Wagyu. Beef brands bred in specific regions of Japan.

Included under the category of Wagyu are beef brands that are extremely popular that have been bred using improved feeding methods and feed individually developed in specific regions throughout Japan. A large majority of these beef brands are given the name of the production area such as Matsuzaka Beef, Yonezawa Beef and Maasawa Beef.

Grading system to clearly identify meat yield and quality

To ensure fair trading, beef in Japan is currently graded by the Japan Meat Grading Association. Beef is graded based on the yield grade and meat quality. The yield grade refers to the ratio of meat to total weight of the carcass and is classified into three grades from A to C with A being a grade of higher yield. Meat quality is classified into five grades from 5 to 1 based on beef marbling, color and brightness of the meat, firmness and texture of the meat and color and brightness of the fat. The lowest of the four individual grades is the final grade allocated to the meat. A thorough grading system of 15 grades through a combination of the above two elements ensures a clear indication of Wagyu meat quality and yield grade.

■ Standard grades and how they are displayed <Example>

Yield Grade	Meat Quality Grade					B 3
	5	4	3	2	1	
A	A	A	A	A	A	B 3
	5	4	3	2	1	
B	B	B	B	B	B	B 3
	5	4	3	2	1	
C	C	C	C	C	C	B 3
	5	4	3	2	1	



Wagyu Product Guide

- A new range of selections -

This catalog, while also reviewing standard cuts that are popular in the marketplace, will also focus on introducing cuts that until now have been used with less frequency.

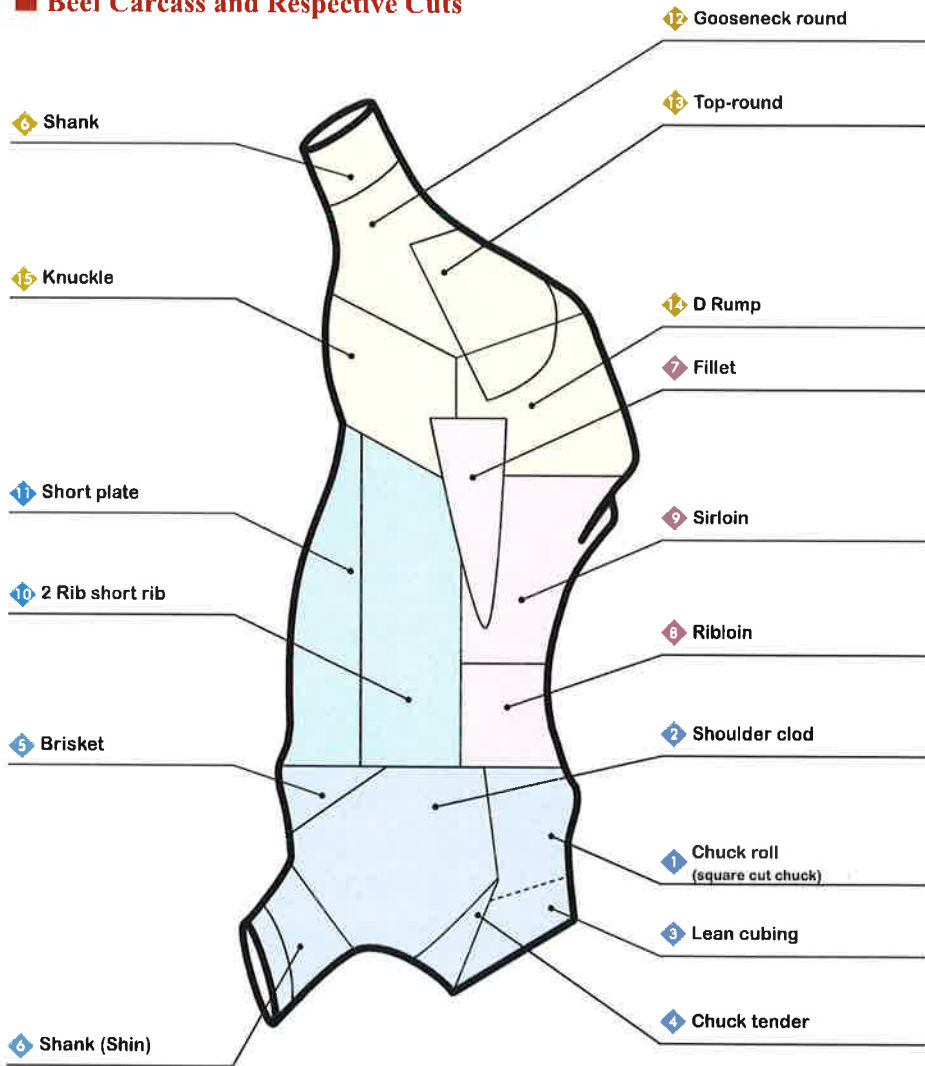
We hope that this catalog serves as a guideline to exploring the possibilities for new product development.





Illustration of Beef Cuts

Beef Carcass and Respective Cuts



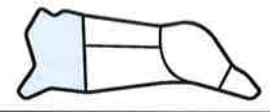
Recommended Cooking Methods for Each Cut

★ = Specially Recommended Cuts

Part of Meat		Steak	Barbecue	Roast Beef	Stewing	Sukiyaki	Shabu-shabu
Primal Cut	Sub-primal Cut						
Forequarter	1 Chuck roll* (Square cut chuck)	⊙	⊙		⊙	⊙	⊙
	2 Shoulder clod	⊙	⊙		⊙	⊙	⊙
	3 Neck		○		⊙	○	
	4 Chuck tender		⊙	⊙			
	5 Brisket		⊙		⊙	○	⊙
	6 6 Shank		○		⊙		
Loin	7 Fillet*	⊙	⊙	⊙			
	8 Ribloin	⊙	⊙			⊙	⊙
	9 Sirloin	⊙	⊙	⊙		⊙	⊙
Short plate brisket	10 2 Rib short rib*	○	⊙		⊙	○	
	11 Short plate*	○	⊙		⊙	○	⊙
Round	12 Gooseneck round*		○	○	⊙	⊙	○
	13 Top-round	⊙	⊙	⊙	○		⊙
	14 D Rump	⊙	⊙	⊙		○	○
	15 Knuckle	⊙	⊙	⊙		⊙	○

1

Chuck roll*



Overview of Raw Meat

The chuck roll is the forequarter portion that is cut between the 6th and 7th rib perpendicular to the dorsal line excluding the shoulder clod and the brisket. It is divided into the chuck and the neck. The chuck roll can be well-marbled and the meat is tender and tasty making it perfect for sukiyaki and barbecuing.



Culinary Applications

Steak	Barbecue	Stewing
Sukiyaki	Shabu-shabu	



PRIMAL CUT

Photo Trimmed **Removing the neck** **For the neck, see P. 13**

Cross-section between the 2/3 iliacal vertebrae: Marbling can be clearly seen in this cut and shows that it has been cut perpendicular to the muscle fibers.

Cross-section between the 7/1 cervical vertebrae: The point from which marbling starts is used as the partition line.

Cross-section between the 6/7 thoracic vertebrae: Cross section between the chuck and the ribcage. The core of the loin is large with a proportionate balance of lean meat and fat.

Cross-section between the 3/4 cervical vertebrae: Partition line between the neck and chuck (May differ depending on standards)

RETAIL CUT

Cut A
This portion is closest to the neck. The meat is a little tough and fibrous however has a strong flavor with little fat. (High proportion of lean meat)

Machine slicing: When packaging, take extreme care as the fat is subject to cracking.

Fold the upper and bottom portions back when packing.

Shabu-shabu slices

Cut B
Dividing into the chuck eye log and the chuck flap

Inserting a cleaver between the intercostal muscle and the chuck eye log

Dividing

Chuck eye log and chuck flap

Chuck eye log

Slicing

Steak cuts

Barbecue cuts

Chuck flap Trimmed

Slicing

Steak cuts

Barbecue cuts

Cut C
Removal of cap muscle: Cutting along the connective tissue

Steak cuts

別添資料 5
日本酒に関するプレゼンテーション資料

Japanese Food Forum
“Learn Washoku and Wagyu”
— Japanese Sake —

Friday 11th March 2016

5th Sake Samurai and Sake Sommelier

Mariko Kiyonaga

■ Profile

Mariko Kiyonaga

Born in Fukuoka, Japan.

Entitled as Sake Sommelier and 5th generation Sake Samurai, an official sake ambassador, recognized by Sake association of Japan.

<http://www.sakesamurai.jp/person10.html>

Past invitations as a jury for sake competitions are Kanzake Contest 2011 and Delicious sake Award 2015 in wine glass.

Mariko has visited 80 sake breweries in Japan and tasted over 300 kinds of sake.

Her motto towards sake is to drink delicious sake with much fun and beautiful manner.

Moved to Singapore with her family in April 2014 for 10 months.

The interest towards sake in Singapore is growing, and that motivated her to organize sake events here regularly since then.

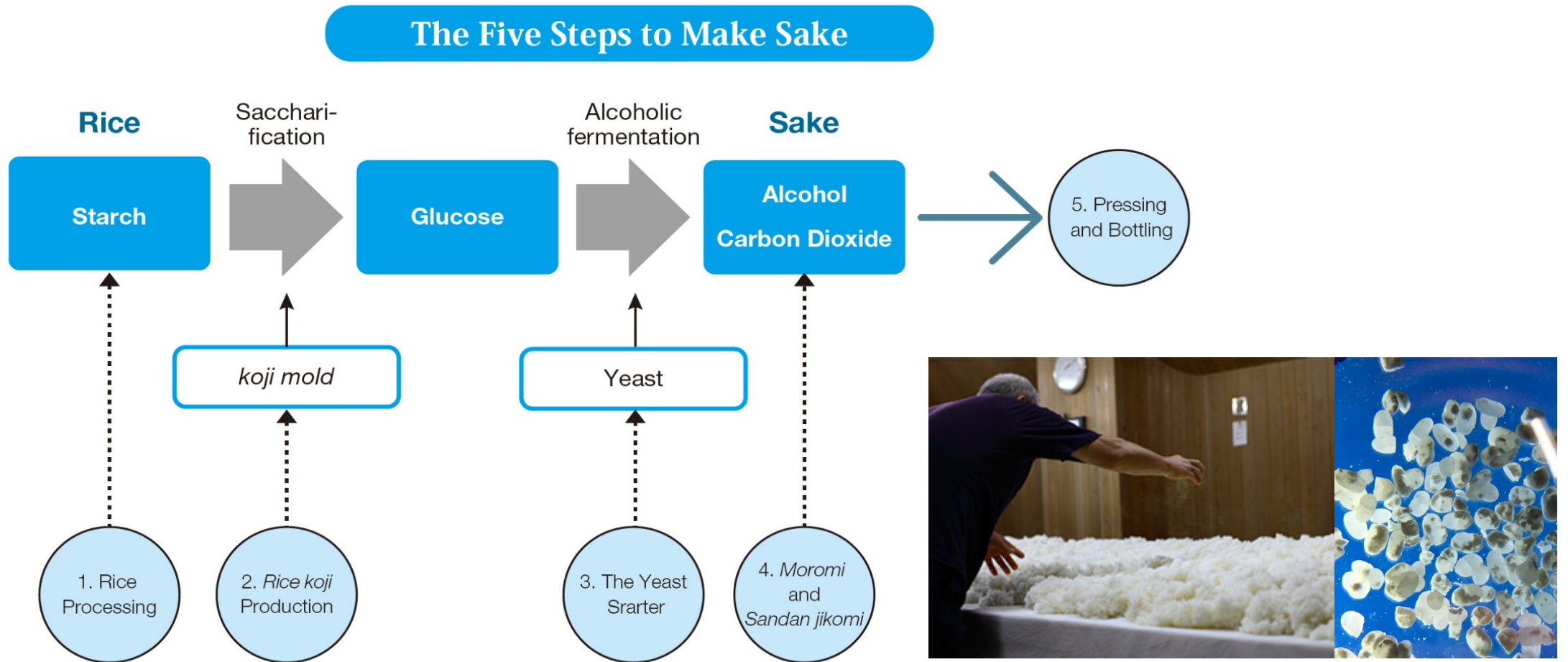
One of most remarkable event here was " Sake de Kanpai on the Day of Sake" in October 2015.

It attracted 50 F&B outlets and over 1370 residents in Singapore to participate.

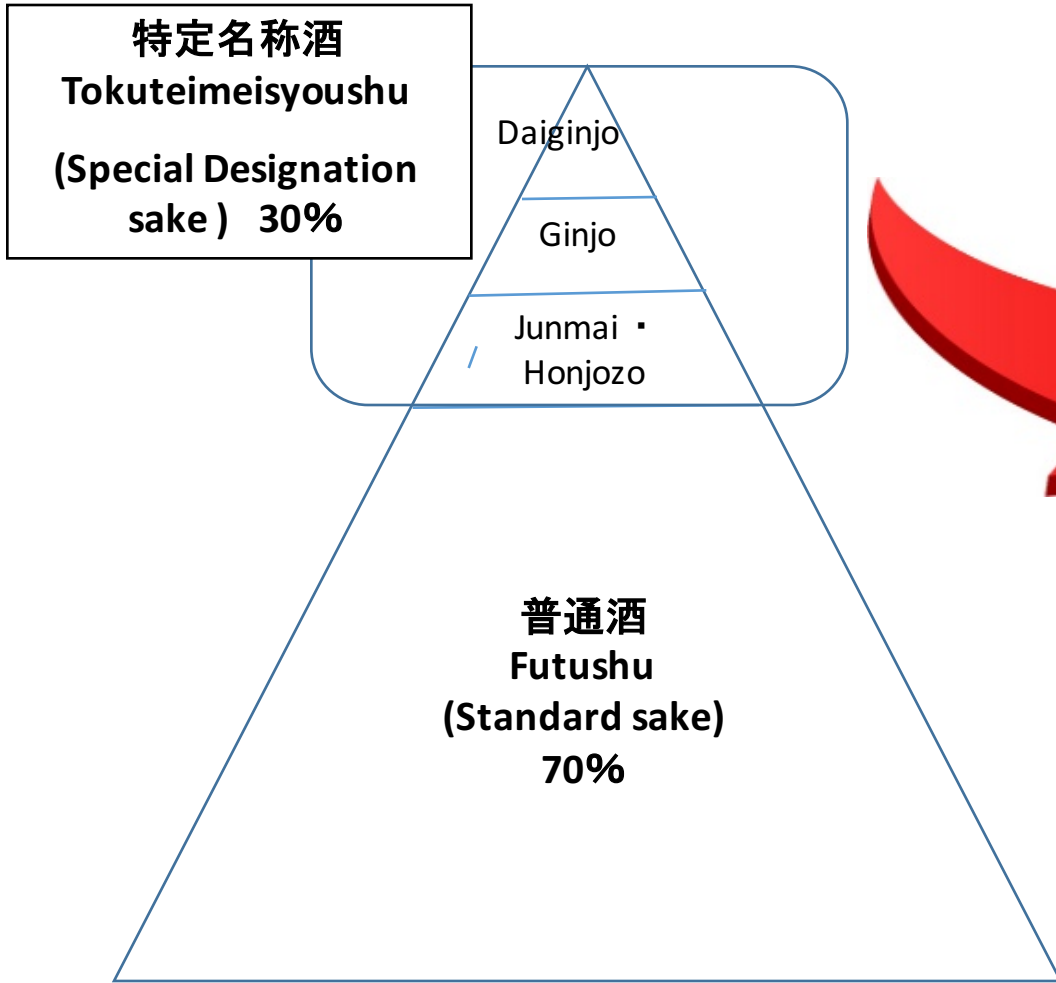


What is sake?

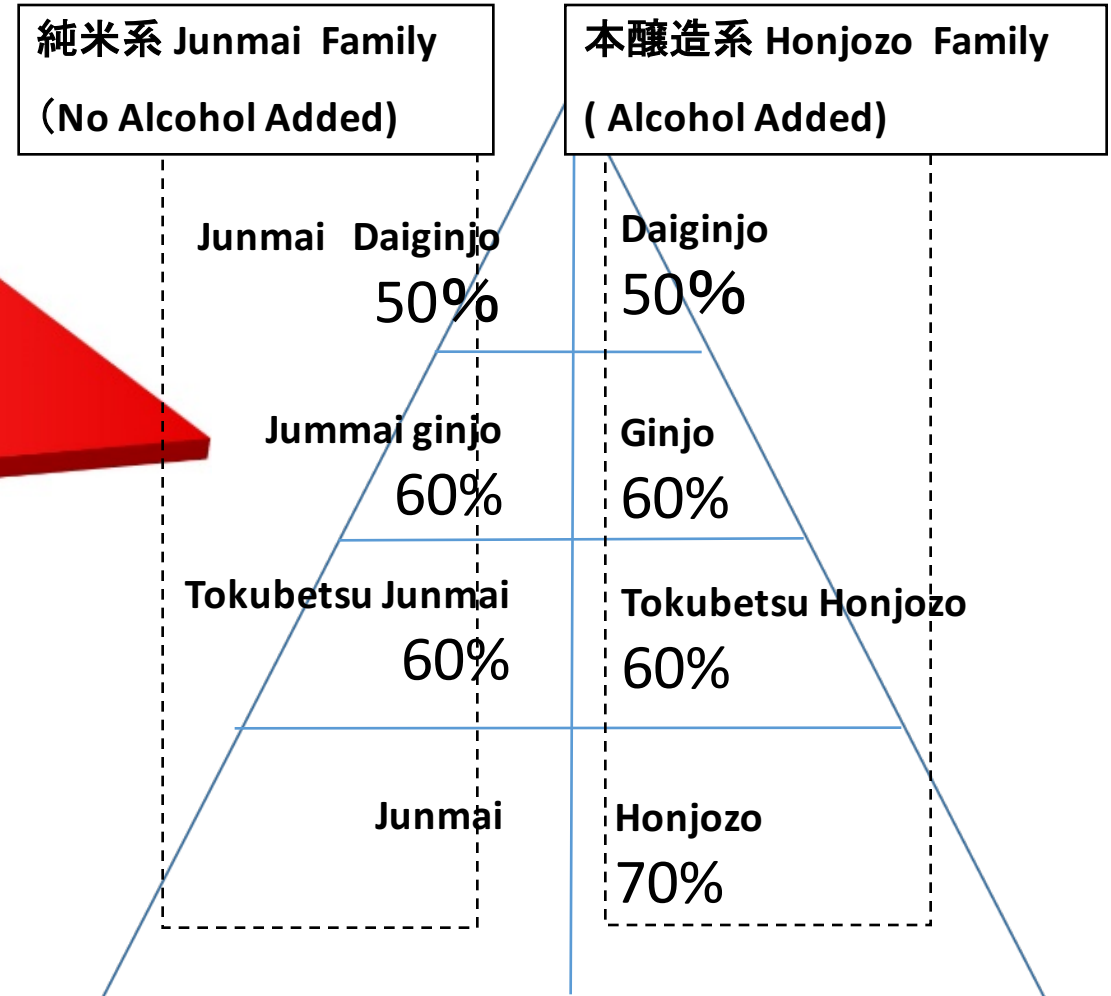
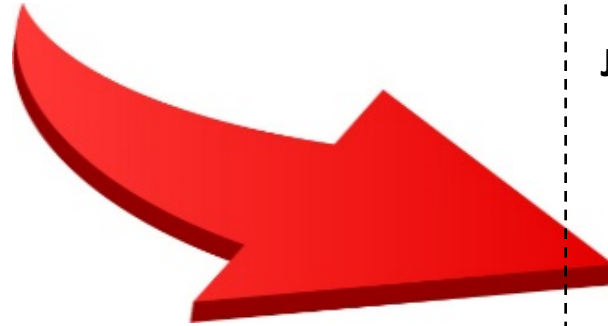
Sake is Japanese alcoholic beverage made from rice, water, yeast and mold known as Koji mold. It is a brewed beverage made by multiple fermentation of rice.



■ Sake category




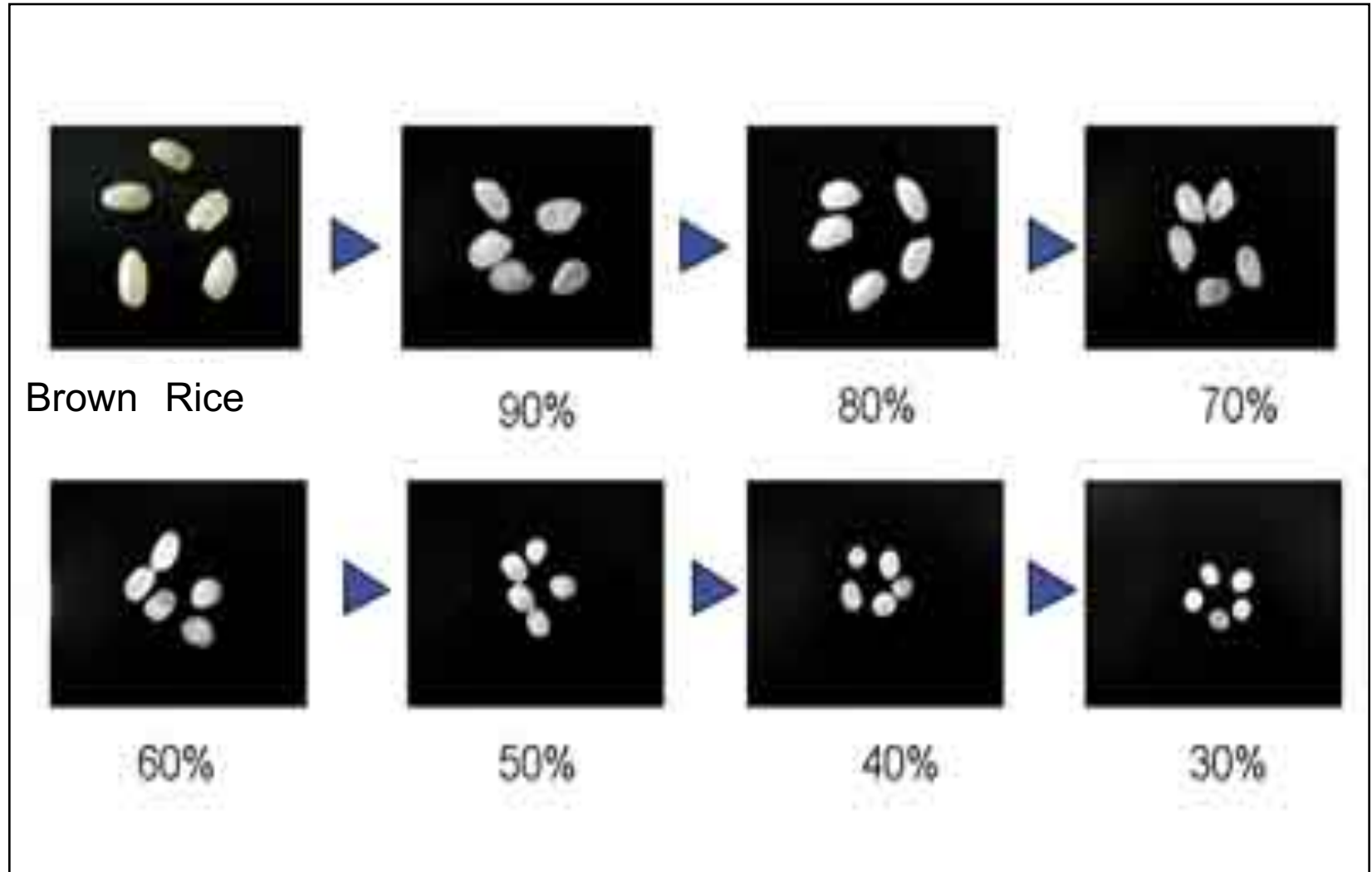
<Different Type of Sake>



<特定名称酒 Special Designation Sake>

Rice Polish

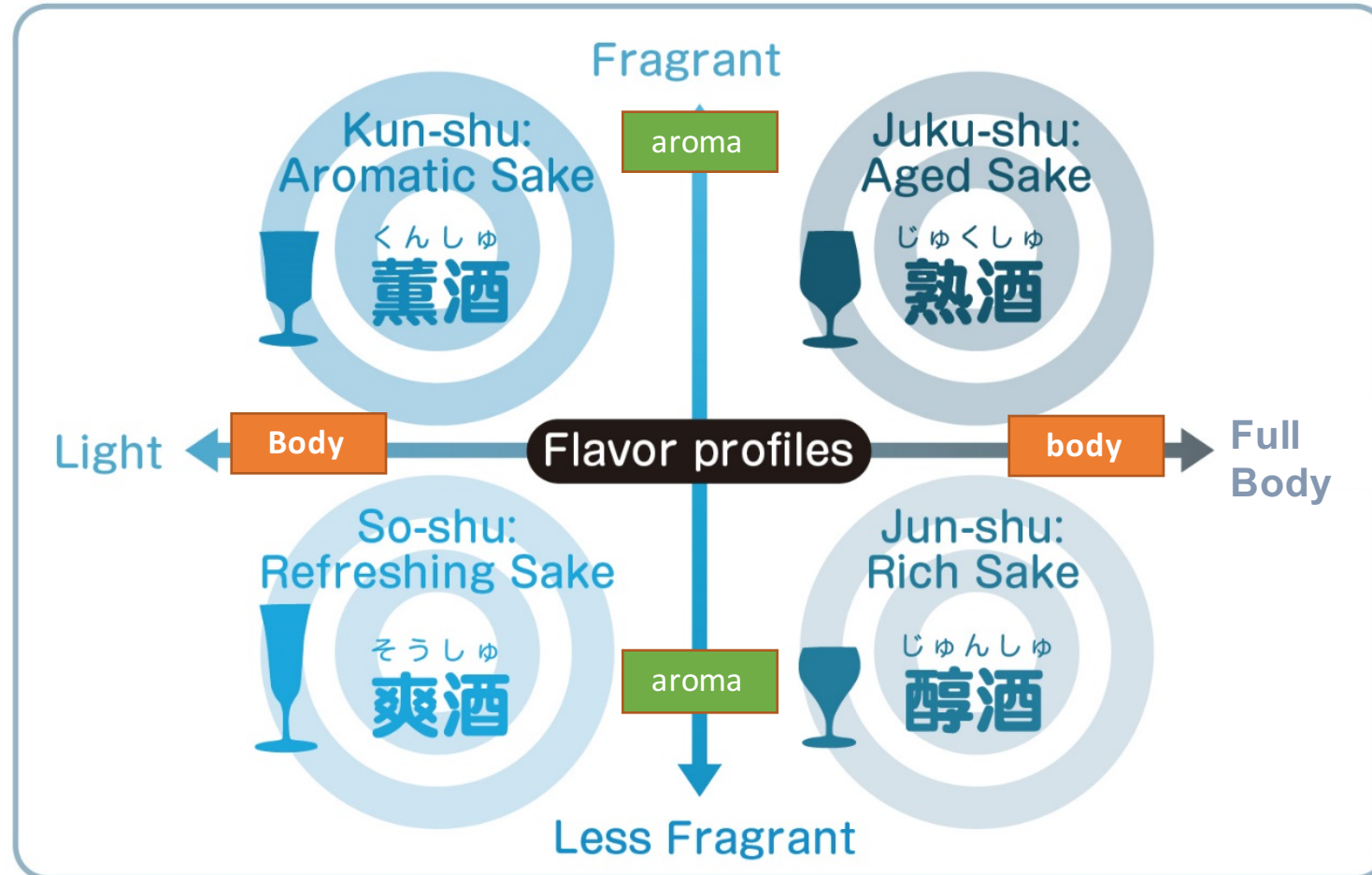
使用米	会津産五百万石(使用割合100%)
原材料名	米・米こうじ
精米歩合	60% 
アルコール分	15度以上16度未満
日本酒度	±0
酸度	1.7



■ 特定名称酒 Special Designation Sake

純米系 Junmai Family(No Alcohol Added)	本醸造系 Honjozo Family (Alcohol Added)
<p><純米大吟醸> Junmai Daiginjo Made with rice, water, yeast and mold only. Uses rice that has been polished down to 50%.</p>	<p><大吟醸> Daiginjo Made with rice, water, yeast, mold and distilled alcohol(must be less than 10% of the weight of the rice). Uses rice that has been polished down to 50%.</p>
<p><純米吟醸> Junmai Ginjo Made with rice, water, yeast and mold only. Uses rice that has been polished down to 60%. Brewed through Ginjo process only.</p>	<p><吟醸酒> Ginjo Made with rice, water, yeast, mold and distilled alcohol(must be less than 10% of the weight of the rice). Uses rice that has been polished down to 60%. Brewed through Ginjo.</p>
<p><特別純米> Tokubetsu Junmai Made with rice, water, yeast and mold only. Uses rice that has been polished down to 60%.</p>	<p><特別本醸造> Tokubetsu Honjozo Made with rice, water, yeast, mold and distilled alcohol(must be less than 10% of the weight of the rice). Uses rice that has been polished down to 60%.</p>
<p><純米酒> Junmai Made with rice, water, yeast no rice polishing rate requirement.</p>	<p><本醸造> Honjozo Made with rice, water, yeast, mold and distilled alcohol(must be less than 10% of the weight of the rice). Uses rice that has been polished down to 70%.</p>

■ Four Sake classifications



The four sake classifications based on aroma and flavor.

■ Today's Sake ■

■ MARUISHI BREWERY: AICHI PRE.

【TOKUGAWA IEYASU DAIGINJO】

★『Jun-Shu』 ①

- Rice: Yamadanishiki
- Rice Polishing Ratio:40%
- Alcohol:16%



■ TSUKASAGIKU BREWERY: TOKUSHIMA PRE.

【KIRAI JUNMAI】

★『Jun-Shu』 ②

- Rice: Ginnosato
- Rice Polishing Ratio:60%
- Alcohol:15.5%



■ KAETSU BREWERY: ISHIKAWA PRE.

【KAGA'S FULL MOON JUNMAI】

★『So-Shu』 ③

- Rice: Gohyakumangoku
- Rice Polishing Ratio:60%
- Alcohol:15.5%



■ SASAKI BREWERY: MIYAGI PRE.

【SHIBORI TATE NAMA HONJYOZO】

★『Jun-Shu』 ④

- Rice: Totyonishiki
- Rice Polishing Ratio:63%
- Alcohol:18.5%



