



Soul of Tohoku / Iwate Sanriku Food Industry Restoration Project Proposal

2011/12/14
Soul of Tohoku Head Office

Soul of Tohoku Representative Izumi Okabe

■Activity Purpose

1. Restoration of Sanriku' s Primary Industries – Creation of Sanriku Brand

2. Future Vision of the Sanriku Coast Area – Establish Food Industry Links Centered on Sanriku

Our primary objective shall be to carry out restoration of the primary industries of fishing and agriculture of the Sanriku Coast in Iwate Prefecture, which has suffered from the March 2011 Tohoku Earthquake, through branding of the Iwate Sanriku food industry. The results shall be local revitalization together with advancement of tourism. Our secondary objective shall be to establish new food industry links to economy, employment, tourism, and nature centered upon the Sanriku Coast area. We shall propose a future vision of Sanriku through establishment of connections between Iwate Prefecture' s Sanriku coast and inland areas, and create a network which connects to capital metropolitan areas outside of the prefecture and worldwide industries.

■Action Plan

1. Restoration of Sanriku' s Primary Industries – Creation of Sanriku Brand

●Development of Cuisine by Famous Chefs through Kitchen Cars

Famous chefs from throughout the nation will tour the coast (including communities such as Ofunato, Kamaishi, Otsuchi Town, Yamada Town, and Miyako), using each region' s notable ingredients to propose local special dishes. As the chefs provide recipes and introduce them to local restaurants, we intend for these special local dishes will increase visitors to the regions. By bringing out the unique characteristics of each region, we seek to create local attachment while drafting tourism plans which highlight the differing natural features and flavors found throughout the overall Sanriku area. We believe that cuisine shall become a resource which drives the tourism industry. Branding cuisine will increase the value of ingredients and manufactured food products, creating new economic growth.

●Development of Sanriku Brand Food Products

We will adapt the local special dishes created by our chefs into food products capable of representing the region. And, under the chefs' supervision, we will develop food products ranging from luxury foods to everyday foods oriented for sales and distribution. These food products shall open up new marketing routes, for example consumption as souvenirs by visitors to the region, and in capital metropolitan markets.

●Utilization as Ingredients at Famous Restaurants

Until now, there has been not much attachment to Tohoku ingredients among capital metropolitan areas, and it has been difficult to expand these markets. However, as the Soul of Tohoku chefs use these regions' ingredients at famous restaurants throughout capital areas such as Kyoto, Tokyo, Kobe, and Osaka, they will expand markets nationwide. This is expected to be a very effective marketing tool. Before long, we would like these ingredients to be used by famous overseas chefs visiting Japan for culinary studies.

● **Advancement of Technique and Artistic Sense through Symposiums and Events**

The techniques and artistic sense of accomplished chefs are a driving force behind raising awareness of cuisine. We believe that carrying out symposiums on Iwate Sanriku cuisine, which bring these chefs together with food industry professionals such as food coordinators and commentators, will be extremely effective towards future branding. Also, through the chefs' participation in cooking demonstrations, classes, and as judges in events such as cooking contests, we hope to increase the status of Tohoku's ingredients, cuisine, and future food industry professionals.

■ *** Specific Implementation**

1. Development of Cuisine by Famous Chefs through Kitchen Cars

Over a period of one year, four or five chefs (including Michelin star holders) will make rounds of five to seven coastal areas, selecting one or two local ingredients from each area, and develop two dishes each time. These recipes will be released and provided to local restaurants.

E.g. 1) Otsuchi: Nambu Hanamagari Salmon

E.g. 2) Yamada Town: Oysters

E.g. 3) Taro: Early Harvest Wakame Seaweed, Abalone

2. Development of Food Products

For the five to seven coastal areas, we will select one or two ingredients and develop four or five types of food products. The products will be developed for three target markets: local souvenir products; general consumption products oriented for capital metropolitan supermarkets, department stores, and distribution specialists; and highly refined products suitable for gifts.

For purposes of distribution development, we will employ experts capable of supporting each market. We will also hold publicity events in each region. The events will be open to participation by producers, manufacturers, and distributors, and will promote the unique charms of each region.

Of course, connections with local industry members and production facilities will be necessary, and development of the Sanriku Brand enterprise shall be sought through decision upon local sales distribution companies. Upon sales of 30 products for 3 years, our business earnings target shall be one billion yen.

3. Utilization of Ingredients at Famous Restaurants

We will introduce the ingredients selected from each region to 100 famous restaurants. Menus using these ingredients will be constantly released on the Soul of Tohoku website. We will also compile these images into a Sanriku Brand book, gradually expanding knowledge of these ingredients. The publisher will sell this book in capital metropolitan areas.

4. Advancement of Technique and Artistic Sense through Symposiums and Events

For events, we will participate as judges of Iwate Prefecture's "Culinary Artisans (Shoku no Takumi)". We will also carry out culinary instruction and recipe instruction to the top-performing "Culinary Artisans". We are also considering opening new events such as festivals for the new generation of Iwate Chefs and children's cooking festivals. These events will be affiliated with the symposiums. We plan to hold events and symposiums twice yearly.

We plan for 10 chefs to attend each event. There will be 1,000 participants.

2. Future Vision of the Sanriku Coast Area – Establish Food Industry Links Centered on Sanriku

●Culinary Links within the Prefecture

We would like to propose a plan incorporating the viewpoint of the greater region, making use of the strengths of the prefecture' s coastal and inland areas. To give an example of the food products, this would allow us to propose food products with a combination of coastal and inland produce. Also, we expect it will be necessary to establish a logistics system that allows smooth transport of ingredients from coastal areas, which have lost land due to the earthquake, to inland manufacturing facilities. We believe that enhancing the networks connecting coastal regions to inland regions will result in mutual links that create employment.

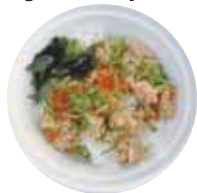
●Culinary Links outside of the Prefecture

Through awareness with the establishment of Sanriku branding, we believe that sales distribution of Sanriku ingredients and food products will also increase outside of Iwate Prefecture. The effects of successfully branded cuisine will include employment among top culinary personnel, restaurants, and primary industry, as well as improvements in technology at manufacturing facilities, and these effects shall also encourage tourism. If tourism increases, high-quality accommodation facilities and inns will become necessary, which will lead to further employment. High-quality local cuisine as well as Sanriku' s unique scenery will be essential for tourism. This will mean that it is necessary to make preparations for natural environment conservation. The links which Sanriku' s food industry creates will contribute to culinary technique and artistic sense, employment, tourism, accommodation infrastructure, maintenance of the natural environment, and conservation of Sanriku' s scenery.

1. Restoration of Sanriku's Primary Industries – Creation of Sanriku Brand

Development of Cuisine by Famous Chefs through Kitchen Cars

**"Cuisine using the Salmon which Miraculously Return to their
Spawning River despite Earthquake and Tsunami Damage"**



Salmon Miso-zuke Don
(Rice bowl topped with
miso-marinated salmon)



Otsuchi "Akabu Shuzo"
Hatsushibori Fukko Kasu-jiru
(Soup with sake lees from the first
pressing of the season at the local
Akabu Sake Brewery)



Participating Chefs



Masahiro Kurisu
of "Tankuma Kitamise"



Terumune Ishikawa
of "Tenpura Tenki"



Takuji Takahashi
of "Kinobu"



Kimio Nonaga
of "Nihonbashi Yukari"



Exchange with Local Chefs



Sharing Recipes with Local Restaurants

Example: Otsuchi Salmon Branding

Otsuchi is said to be the birthplace of Aramaki salted salmon. The residents of Otsuchi take great pride in salmon as their local fish. One could say that salmon is the soul of Otsuchi.



Development of Sanriku Brand Food Products



"Fukko Kasu-jiru"
made with
Otsuchi Salmon



Easy-to-Prepare
Salmon Miso-zuke Don

Using Local Ingredients at Famous Restaurants



- Mainstream Consumer Acceptance
- To Overseas Chefs



Advancement of Technique and Artistic Sense through Symposiums and Events



Symposiums



Cooking & Food Product Contests

Increased Awareness
Increased Prestige

Creation of Excellent Culinary Personnel
Improvement of Food Product Manufacturing

■Recipe

Salmon Miso-zuke Don



(200 Servings)

Salmon, sujiko (salmon ovary), crushed nori seaweed, toasted white sesame

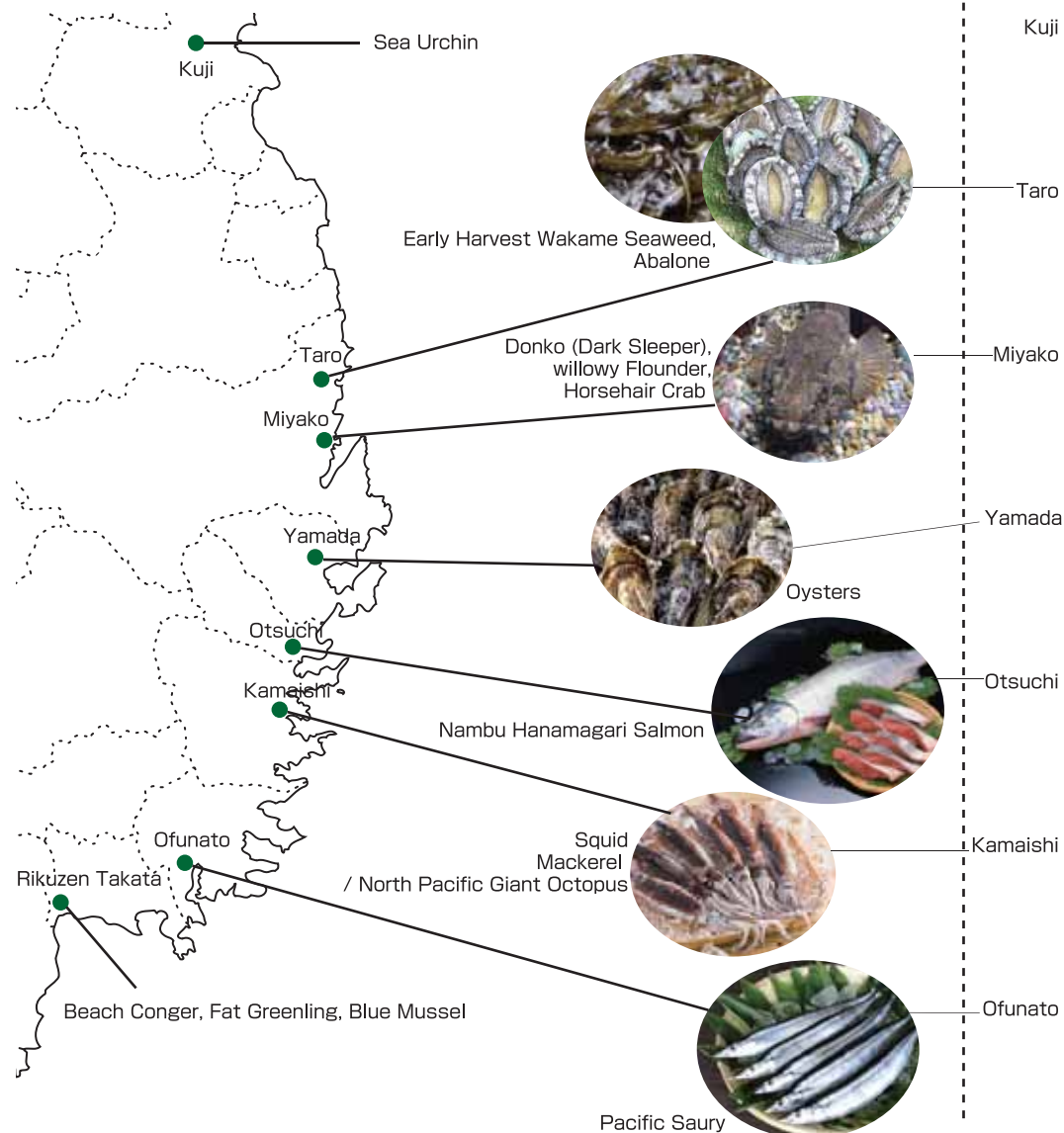
A. 1800 cc Water, 1800 cc sake with alcohol boiled off, 180 cc light soy sauce, 560 cc dark soy sauce, 600 g green onion, 400 g ginger, 4 yuzu (Japanese citron), 12 hot red chiles

B. 1.5 kg Coarse white miso paste, 700 g inaka (country-style) miso paste, 600 cc dark soy sauce (dilute in advance with boiled-off sake), 300 cc ginger juice, 500 g ginger (minced), peels of 20 yuzu fruits (minced), 2.5 kg green onions (minced)

C. 500 cc sake with alcohol boiled off, 500 cc water, 20 cc light soy sauce, 70 cc dark soy sauce, 50 cc mirin (sweet cooking sake)

1. Combine "A" and mix to create a marinade.
2. Marinate salmon fillets in the marinade for 10 hours. Leaving the salmon in the marinade, bring to 100° C for 40 minutes to a core temperature of 85° C for two minutes, then cool.
3. Combine "B" with 20 kg of the flaked salmon and mix.
4. Blanch cleaned sujiko in 60° C water, and break apart. Clean in hot water, drain and salt. Mix well. Wash and clean under cold running water.
5. Remove excess moisture from salmon roe, and salt 2% by weight. Combine "C" to create a salmon roe marinade, and marinate for 1 hour.
6. Roughly combine the prepared salmon and salmon roe.
7. Top bowls of rice with salmon mixture, and scatter with crushed nori, green onion, and toasted white sesame to finish.

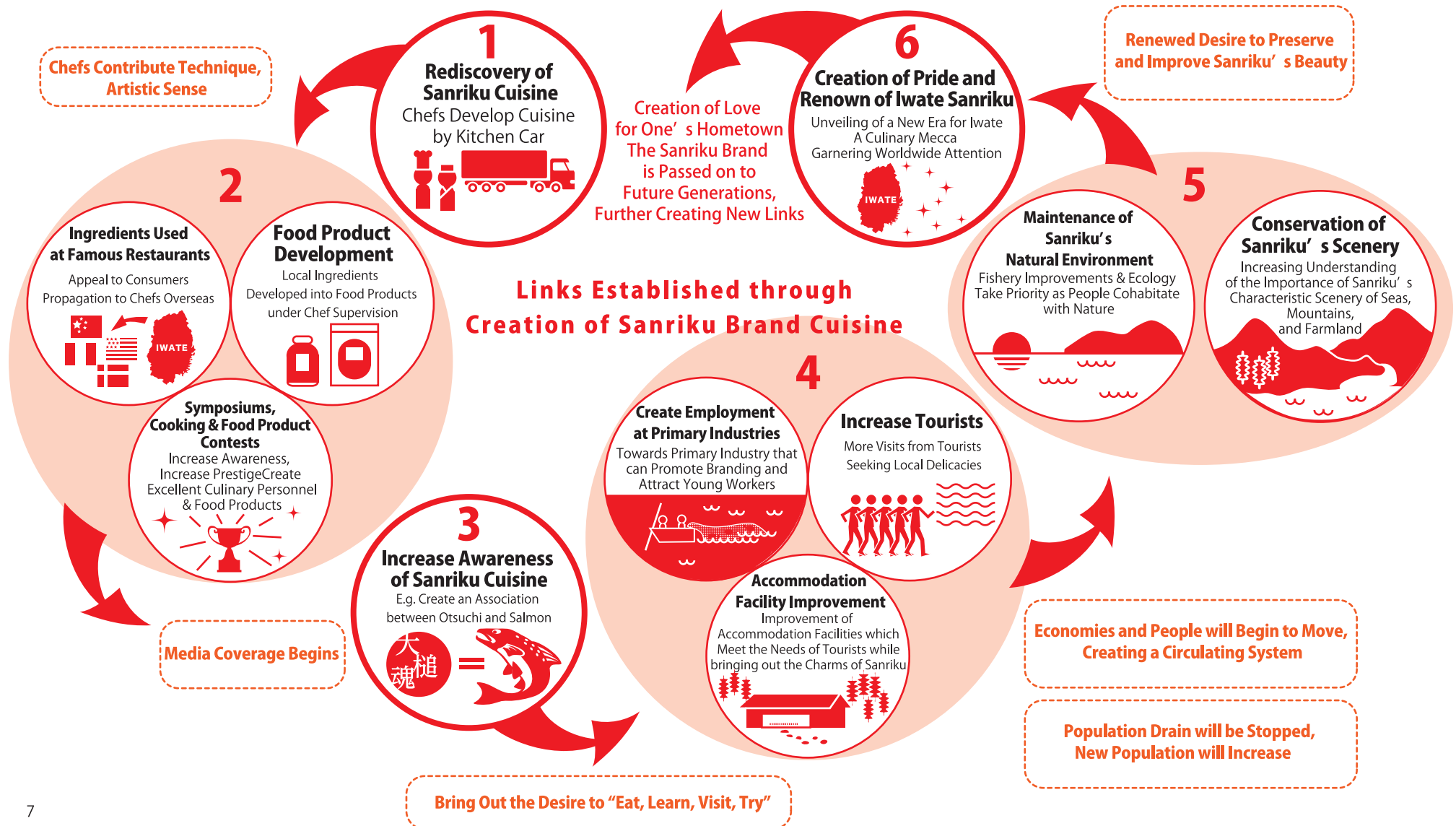
Local Produce Specialties by Region – Image Map



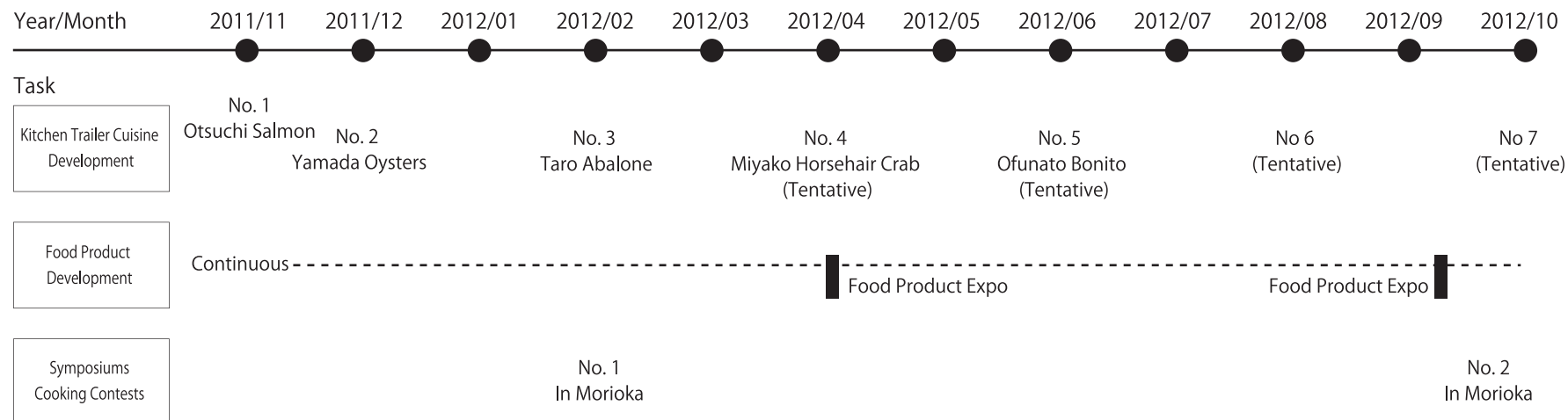
Earthquake Damage Status (As of 2011/10/06)



2. Future Vision of the Sanriku Coast Area – Establish Food Industry Links Centered on Sanriku



■ Workflow from 2011/10 to 2012/10



■ Workflow from 2011 to 2016

