

# シンガポールでの日本産水産物・水産加工品 PRセミナー（2021年度第3回）報告書

主 催：水産物・水産加工品輸出拡大協議会  
事務局：全国漁業協同組合連合会（JF全漁連）

## **JAPAN MARINE PRODUCT SEMINAR AND BUSINESS MEETING**

日本産水産物 PRセミナー&商談会

Sponsors:

Japan Aquatic Products Export Council  
National Federation of Fisheries Co-Operative  
Association (JF-Zengyoren)



**Nichiryō Foods Pte Ltd**

# 開催概要

- 開催日時 : 2021年12月16日(木) 15:00~15:30
  
- 主催者 : 水産物・水産加工品輸出拡大協議会
- 事務局 : 全国漁業協同組合連合会
- 受託者 : Nichiryō Foods Pte Ltd
  
- 目的 : Zoomを使ったテレセミナーを開催し、輸出重点品目（タイ）と合わせ、シンガポールで人気のカニに焦点を当て、レストラン、量販店、サプライヤーに紹介し輸出拡大を図る。
  
- 結果 : 58名のシェフ、バイヤー、消費者が参加
  
- 手配業務 : シンガポールで開催する海外PRセミナーに係る業務全般  
(必要手続、サンプル輸入業務および管理、参加者募集、現地宣伝等)  
セミナーに係る資料／報告書作成

# CRAB SEMINAR



Frozen scaled red snapper(Madai) fillet marinated with Yuzu

16th DEC 2021  
THURSDAY  
3 PM ZOOM



INVITATION



Japan Aquatic Products Export Council

## 開会あいさつ (JF全漁連 内田常務)

本日はWEBセミナーにご参加いただき誠にありがとうございます。 Good afternoon! Thank you very much for joining our webinar today.

今回のテーマは、これから年末、旧正月と需要が増していくズワイガニ製品とマダイです。

This time, the theme is snow crab and red sea bream, both of which will be in high demand during the year-end and Chinese New Year holidays.

ズワイガニは、日本では「冬の味覚の王様」とされ、例年冬になると大勢の人がカニの産地になる北陸、山陰地方へ観光旅行を行います。

Snow crabs are recognized as the " King of winter delicacies " in Japan. Every winter, a great number of people travel to the Hokuriku and San-in regions, where crabs are harvested.

1年間の疲れをいやし、楽しむため、温泉に入り、食事ではズワイガニのボイル、刺身、鍋などを食べて舌つづみを打ちます。

To heal the fatigue of the year and enjoy ourselves, they relax in the hot springs and relish their meals of boiled snow crab, sashimi, and hot pot etc.

現在日本では、コロナが収束してきており、旅行も活発になってきていますが、今年11月6日の北陸地方の金沢市の初セリでは、

一尾のズワイガニが最高値500万円で温泉旅館に買われました。

The Covid 19 situation is now under control in Japan, and traveling is becoming more active.

At the first auction in Kanazawa City in the Hokuriku region on November 6 this year, a snow crab was auctioned off to a hot spring ryokan for the highest price of 5 million yen!

聞いた話では、旅館では話題を盛り上げるコマーシャルとして買ったということで、5-6名の宿泊客にカニをふるまったとの事です。

宿泊客にとってもサプライズになったようですが、1名あたり100万円ぐらいのサービスになります。

I heard that the ryokan bought the crab as a good advertising opportunity to make a splash, and they served the crab to 5-6 guests who stayed at the ryokan for the night.

It must have been a great surprise for the guests, but the service cost them one million yen per person!

本日のセミナーはWEBでの開催のため、ご説明が中心になりますが、後日、Nichiryō Foodsの社員が皆様と商談させていただきますので、品質面の評価や質問などをいただければ幸いです。

Today's seminar will be web-based and will focus on explanations, but Nichiryō Foods staff will visit you at a later date.

We would appreciate it if you could give us your feedback on the quality of our products and ask us any questions you may have.

本日はよろしく願いいたします。 Thank you for your time and attention today.

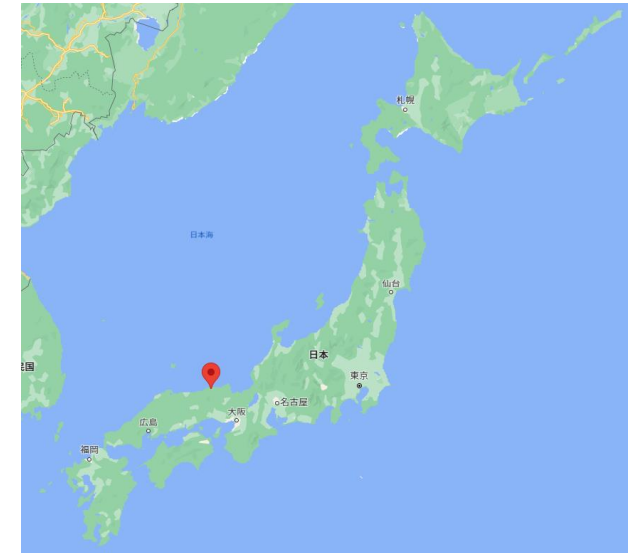


## ①Boiled Kasumi Crab Flakes (Red Snow Crab)

- The Kasumi fishing port in Hyogo prefecture is the only one port in the Kansai region where red snow crab can be landed.
- Inhabiting the mineral-rich deep ocean water at depths of 800 to 1,500 meters, they are characterized by their high sweetness and fresh texture.
- They are also characterized by their freshness, as the landing port is closer to the fishing grounds than that of other regions.
- This product is made from freshly boiled and peeled Kasumi crab.
- It can be used for various dishes such as Kaisen-don (seafood rice bowls, salads, and Gunkan-roll ("battleship rolls") with Kani-miso (crab innards) .



Product Standard: 500g/P×20P



## ②Kani-miso Tube, ③Kani-miso Cup

- Let me introduce some products that use Kani-miso (crab innards) from red snow crab caught in Kusumi Port, Hyogo Prefecture.
- The "Kani-miso Tube" is produced with abundant crab meat without using any food additives.
- The "Kani-miso Cup" is made from fresh red snow crab from Kasumi and cooked in a traditional way without losing its flavor.
- Both can be used simply as snacks, or over hot rice, as well as in porridge or sushi.

Standards: (Kani-miso tube) : 300g/P×10P/CS×3 cups)  
(Kani-miso cup) : 100g/P×6P/CS×6 cups



シンガポールの皆様、こんにちは。星と申します。Hello, everyone in Singapore. I am Hoshi.

今日は、これから需要増のシーズンを迎える、カニの加工品をご紹介します。

Today, I would like to introduce you to processed products of crab, which will be in high demand in the coming season.

まずは、「茹で香住かに（紅ずわいがに）ほぐし身」です。The first product is "Boiled Kasumi Crab Flakes (Red Snow Crab)".

関西地区で唯一紅ズワイガニが水揚げされるのが、兵庫県香住漁港です。

The only one area in the Kansai region where red snow crab can be landed is the Kasumi fishing port in Hyogo Prefecture.

水深800~1,500mのミネラルが豊富な海洋深層水の中で生息しており、強い甘みと、みずみずしい食感が特徴です。

They inhabit the mineral-rich deep ocean water at depths of 800 to 1,500 meters.

They are characterized by their high sweetness and fresh texture.

また、他産地に比べて、漁場から水揚げ港が近いため、鮮度が良いのも特徴です。

They are also characterized by their freshness, as the landing port is closer to the fishing grounds than that of other regions.

今回は新鮮な香住ガニを茹でて、むき身状態にして製品化しました。This product is made from freshly boiled and peeled Kasumi crab.

海鮮丼やサラダ、かにみそと合わせて軍艦巻き等様々な用途でご使用頂けます。

It can be used for various dishes such as Kaisen-don (seafood rice bowls), salads, and Gunkan-roll ("battleship rolls") with Kani-miso (crab innards).

続いて、兵庫県香住港産の、紅ずわいがにのかにみそ（かにの内臓）を使った商品のご紹介です。

Next, I would like to introduce a product that uses Kani-miso (crab innards) from red snow crab caught in Kusumi Port, Hyogo Prefecture.

「かにみそチューブ」は、食品添加物を一切使わずに、かにの身をふんだんに入れて仕上げました。

The "Kani-miso Tube" is produced with abundant crab meat without using any food additives.

「かにみそカップ」は、新鮮な香住産紅ズワイガニの「かにみそ」を伝統製法で風味を損なうことなく、炊き上げました。

The "Kani-miso Cup" is made from fresh red snow crab from Kasumi and cooked in a traditional way without losing its flavor.

どちらも、そのまま酒の肴や温かいご飯に、また雑炊やお寿司などにも利用できます

Both can be used simply as snacks, or over hot rice, as well as in porridge or sushi.

以上で、私からの商品紹介を終了させていただきます。

This concludes my presentation of the product introduction. Thank you very much.



#### ④ Frozen Boiled Horsehair crab (Kegani)

- Horsehair crabs grown in the seas of Hokkaido by eating delicious shellfish and kelp are boiled and quick frozen so that they can be delivered without losing their fresh flavor.
- The crab meat is very firm and filled with umami flavor.
- “Kegani” has The richest and the most meltingly flavorful ”Kani-miso” of all crabs.
- Simply defrost it and it can be used for crab hot pot, crab rice, baked crab, crab, porridge, crab soup, etc.

Standard :4kg × 2cs





## ⑤ Frozen Snow Crab Half Portion 400g

- Snow crabs grown in the cold environment of the North Sea are boiled and frozen.
- Since each part of the crab is arranged in an easy-to-eat shape, you can easily enjoy it in a variety of dishes.
- As it is already cooked, you can use it for shabu-shabu, crab hot pot, tempura, baked in butter, crab fried rice, crab Ramen, etc. by simply defrosting it.

Standard :12pc×2cs



## ⑥ Frozen scaled red snapper(Madai) fillet marinated with Yuzu

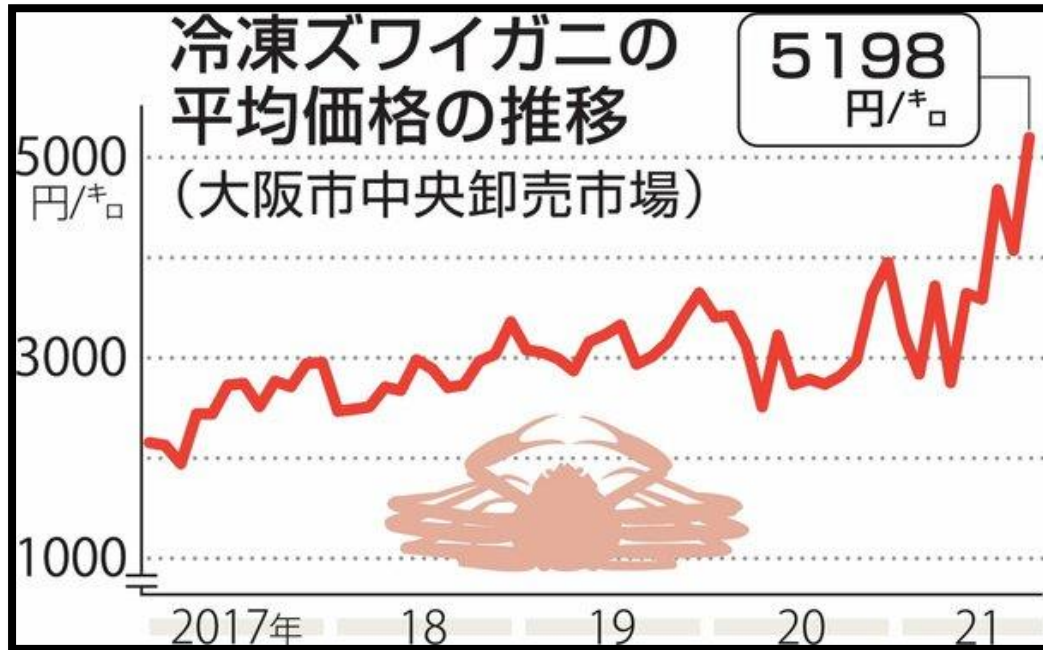
- Sea breams from Amakusa, Kumamoto Prefecture, are landed, live cured (Ikejime), filleted, parboiled, and marinated in yuzu vinegar for five hours and then frozen.
- As the red snapper is parboiled, you can feel the umami flavor of the fat from the red snapper as well as the subtle flavor of yuzu.
- Since the abdominal bones have been removed, you can simply slice the fish after defrosting and serve it immediately at your restaurant.



Standard: 200~300g/half, About 10kg/DB



# Why are crabs so expensive this year?



“Average price change of frozen snow crab”  
Kyoto Shimbun, November 4th

The causes of soaring price is...

\*Resource depletion

\*Changes in consumer behavior.

**KING CRAB** : Banned from fishing in Alaska this year.

**SNOW CRAB** : Permitted fishing quantity is about one-tenth that of last year.

Increased demand for home parties in the **United States** and recovery of restaurants.

Demand is increasing also in **China**, and competition is held in the two major consumption country.

シンガポールの皆様、こんにちは。岩崎と申します。 Hello, everyone in Singapore. I am Iwasaki.  
引き続き、カニや真鯛の加工品をご紹介します。I would like to continue to introduce processed crab and sea bream products.

まずは、「冷凍ボイル毛蟹」です。The first one is “Frozen Boiled Horsehair Crab” (Kegani)  
北海道の海でおいしい貝や昆布を食べて育った毛蟹をボイルして急速冷凍することにより、新鮮な風味を落とさずにお届け可能です。  
Horsehair crabs grown in the seas of Hokkaido by eating delicious shellfish and kelp are boiled and quick frozen so that they can be delivered without losing their fresh flavor.

身が締まっていて、うまみをぎゅっと閉じ込めた「かに身」です。The crab meat is very firm and filled with umami flavor.  
蟹の中でも一番濃厚でとろけるような味わいの「蟹みそ」です。 The richest and the most meltingly flavorful “Kani-miso” of all crabs.  
解凍するだけで、カニ鍋、かに飯、焼きガニ、蟹雑炊、蟹汁等にお使い頂けます。  
Simply defrost it and it can be used for crab hot pot, crab rice, baked crab, crab porridge, crab soup, etc.

続いて、「ボイルずわい蟹ハーフポーション400g」です。 Next is the “Boiled Snow Crab Half Portion 400g”.  
北の海の寒冷な環境で育ったずわい蟹をボイルして冷凍しています。 Snow crabs grown in the cold northern sea environment are boiled and frozen.  
ずわい蟹の各部位を食べやすい形に盛り付けている為、手軽に様々な料理で楽しめます。  
Since each part of the crab is arranged in an easy-to-eat shape, you can easily enjoy it in a variety of dishes.  
加熱済みですので、解凍するだけで、しゃぶしゃぶ、カニ鍋、てんぷら、バター焼き、かにチャーハン等にお使い頂けます。  
As it is already cooked, you can use it for shabu-shabu, crab hot pot, tempura, baked in butter, fried rice with crab, etc. by simply defrosting it.

続いて、「真鯛湯引き柚子メフィレ」です。 Next is the “Scaled(Yubiki) red snapper(Madai) fillet marinated with Yuzu”.  
熊本県天草産の真鯛を水揚げ後、活締めしてから、フィレ加工し、湯引きにした後、柚子酢に5時間漬け込んでから、冷凍しています。  
Red snapper from Amakusa, Kumamoto Prefecture, are landed, live cured (Ikejime), filleted, parboiled, and marinated in yuzu vinegar for five hours and then frozen.  
湯引きにしているため、真鯛の脂の旨味が感じられ、またほのかに柚子の風味が感じられる商品となっています。  
As the red napper is parboiled, you can feel the umami flavor of the fat from the red snapper as well as the subtle flavor of yuzu.  
腹骨も除去してあるため、解凍後、スライスするだけでお店ですぐに提供いただくことが可能です。  
Since the abdominal bones have been removed, you can simply slice the fish after defrosting and serve it immediately at your restaurant.



最後に、現在のカニの状況について簡単に説明いたします。 To close, I will briefly explain the current state of crabs.  
今年のカニはかつてないほど高騰しています。 This year's crab prices are skyrocketing like never before.

これだけ高くなった背景には、資源不足と各国の消費行動の変化があるためと考えられます。

The background of this increase is thought to be due to resource depletion and changes in consumer behavior in each country.

アメリカのアラスカでは今年9月タラバガニが減り、漁が可能な資源量を下回っていると推定され、アラスカでのタラバガニ漁は今シーズン禁漁となりました。

It is estimated that the number of king crabs decreased in Alaska, USA in September of this year, and the amount of resources that can be caught is not enough, so the fishing of king crabs in Alaska is banned this season.

またズワイガニも今年の漁獲可能量が約2540トンとなり、昨年の約10分の1になっています。

In addition, the permitted fishing quantity of snow crab this year is about 2540 tons, which is about one tenth of last year.

そのようななか、新型コロナの影響で外食店が休業に追い込まれたアメリカでは、ホームパーティー向けに量販店でのカニの扱いが増えたとのこと。

Meanwhile, in the United States, where restaurants have been forced to close due to the influence of the new corona, the handling of crabs at mass retailers for home parties is increasing.

その後、ワクチン接種の普及により、再び安全に外食できると感じる人が増え、飲食店でもカニ需要が復活したということです。

Since then, with the spread of vaccination, the number of people who feel that they can eat out safely again has increased, and the demand for crabs has revived at restaurants.

また近年カニの人气が沸騰している中国でも、変わらずカニの需要は増加中です。

In China, where the popularity of crabs has been increasing in recent years, the demand for crabs continues to increase.

ただでさえ少ないカニ原料を、この二大消費地が取り合っており、日本が多少無理して高額で輸入するという状況となっております。

These two major consumption areas are competing for raw materials for crab, which is already in short supply, and Japan is in a slightly overwhelming situation with high imports.

難しい状況ではございますが、引き続きご愛顧いただけると幸いです。 It is a difficult situation, but we look forward to your continued support.

本日紹介したものはごく一部で、他にも沢山の商材をご紹介します。

These are just a part of our products that we have introduced to you today. We can introduce many more to you!

シンガポールの皆様、ご要望がございましたら、Nichiryō Foods社を通じて、是非、私たちにご要望をお聞かせください。

Dear everyone in Singapore, if you have any requests, please let us know through Nichiryō Foods!

以上で、私からの説明を終わらせていただきます。ご清聴ありがとうございました。

This is the end of my presentation. Thank you very much for your kind attention.

# Product Demonstration by Chef Chi of Ishinomaki Grill and Sake



Good afternoon, customers, friends and colleagues.

My name is Chin and I am from Nichiryō Foods Singapore.

Thank you for your time to attend our Dec Seminar where our theme is on Crab or Kani.

This time round, we brought in 6 products namely Kegani, Boiled Zuwai Half Portion, Zuwai Flakes and Kani Miso tube and cup and Yuzu Madai Fillet (Sashimi grade),.

This will be our last video for today. After which, our sales representatives will forward you a link for a quick survey and at the same time we hope you can request for free samples to try out. We will be more than happy to serve you.

Our next Seminar is scheduled next month in January and we look forward to seeing you soon. Thank you very much once again



## Thank you for attending the webinar!

We would appreciate if you could do a short survey about the webinar. You will be redirected to the survey after the webinar ends. If you missed it, the survey link will be sent to you via email or from our sales team.

For restaurants and suppliers, our sales team will be contacting you shortly so you will be able to request for samples.



# 総括

前回のマグロに続き、シンガポール側の要望に応え、人気の高いカニに焦点を当てたため、多くの視聴者を得た。東南アジアでは、日本のカニに対する評価が大変高く、高額にもかかわらず高い需要がある。タラバガニも扱いたかったが、今シーズンはアラスカのアラスカタラバガニが禁漁となったため、紹介できなかった。

重点品目としては「真鯛湯引き柚子メフィレ」を紹介した。真鯛を水揚げ後、活締め・フィレ加工・湯引きした後、柚子酢に漬け込んでから冷凍するので、真鯛の脂の旨味と共に、柚子の風味が感じられる逸品であり、販売に力を入れたい。

今回は、BtoC の販路(KAIZENYA、MASAMIYA etc.)を意識して、水産加工品をテーマにする考えである。

## 参加店等

シンガポール 寛寿司、信屋（居酒屋）、神楽酒（居酒屋）、実柚（和食）、海洋寿司（和食）、バナラ（バー）、楽楽（居酒屋）、別府（和食）、海（和食）、糀（和食）、SHINSAT（和食）、一の字（鰻屋）、相撲屋（和食）、徳（居酒屋）、MITSU（寿司）、平嶋水産（鮮魚店）、MASAMIYA（B to C）、居心地（和食）、悟喰（和食）、KAIZENYA（B to C）、山川（和食）、ひまわり（和食）、なにわ（居酒屋）etc.

Which products featured in the seminar are of interest to you?

10 responses

