

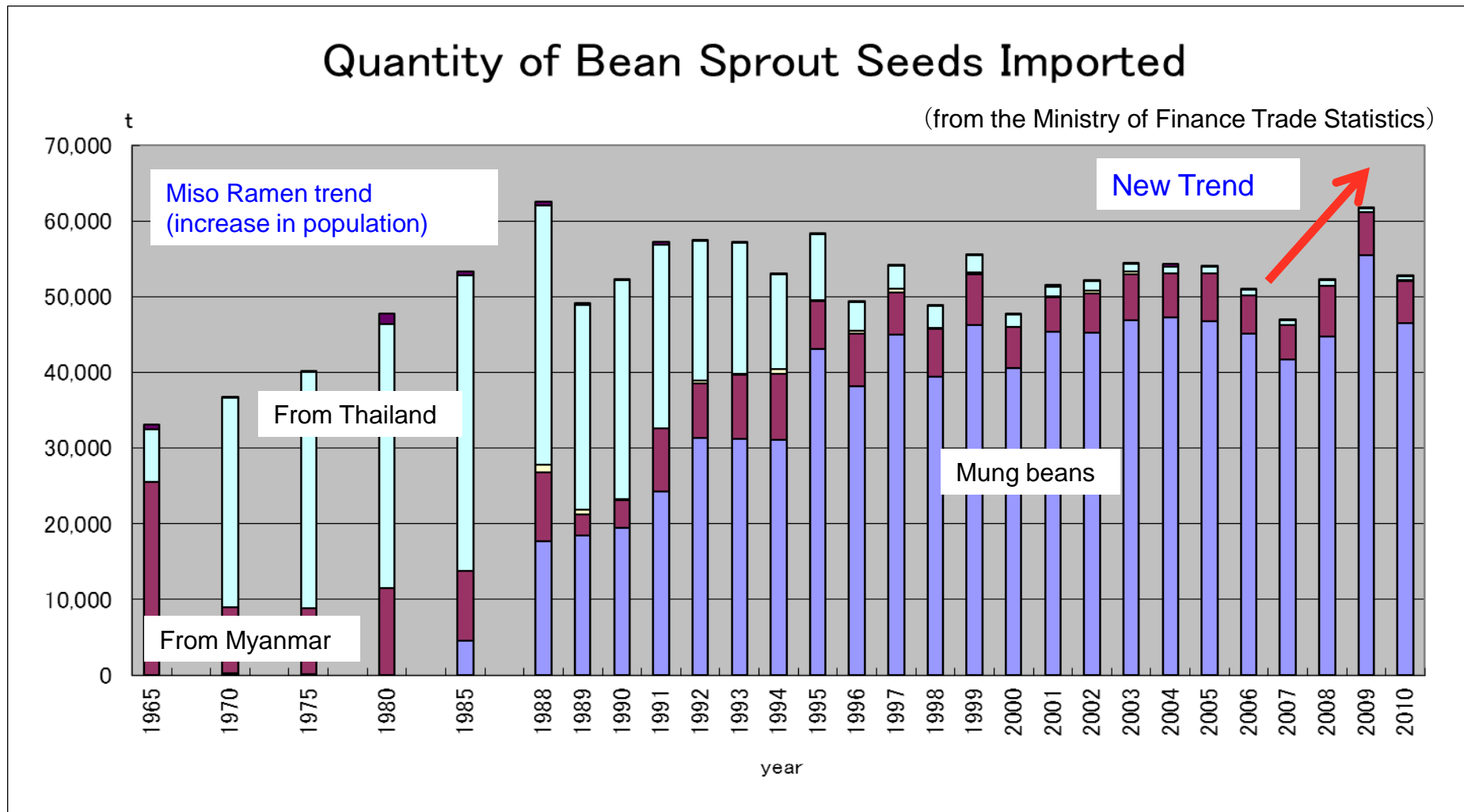
# The Development of the Bean Sprout Market in Japan & the Activities of the Bean Sprout Grower's Association of Japan

October 20<sup>th</sup>, 2011

ISGA Las Vegas Convention

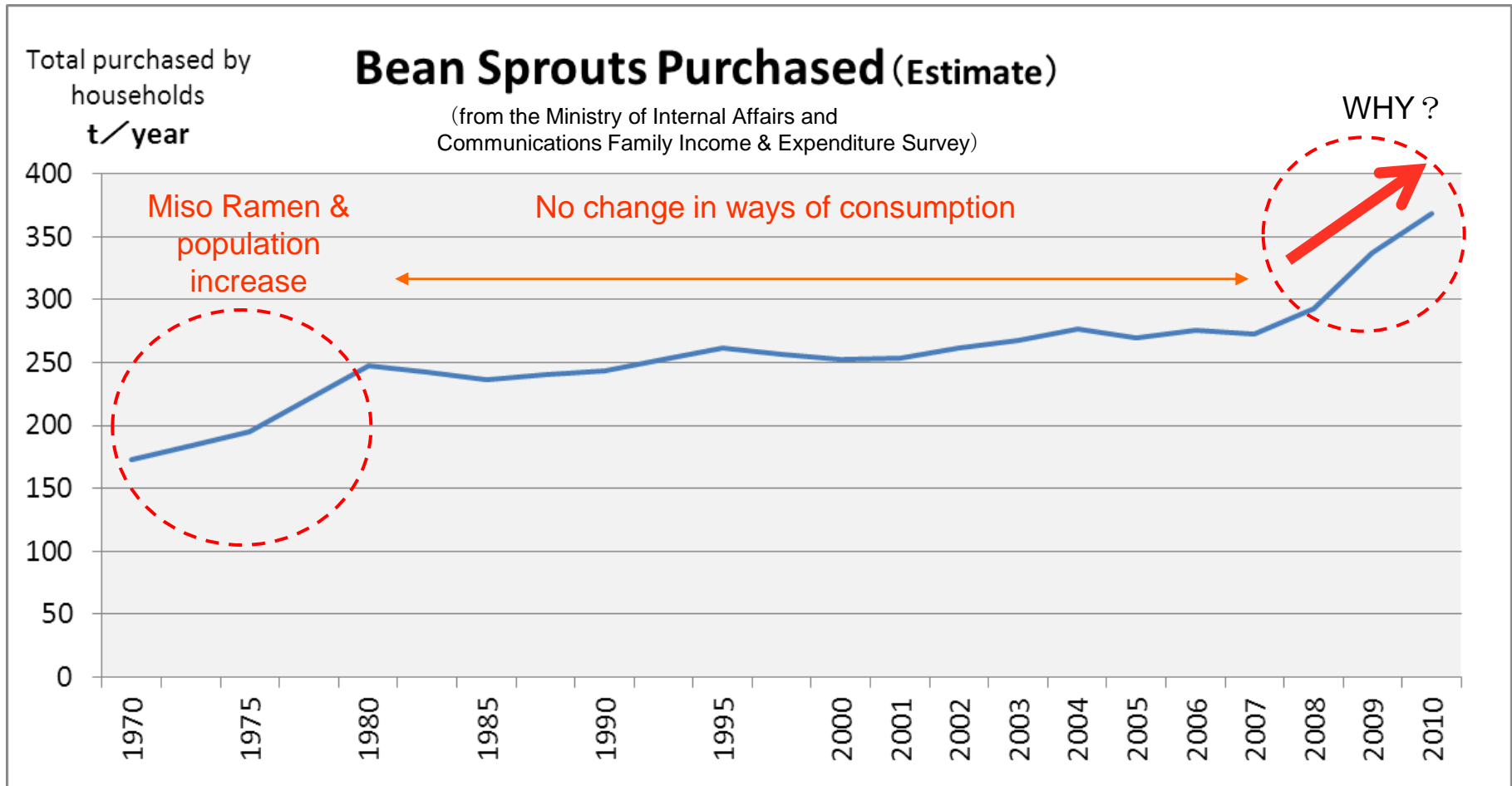
The Bean Sprout Grower's Association of Japan

# 1. The Japanese Bean Sprout Market



- Japanese Bean Sprout Market      More than 90% mung bean sprouts (3 types: black matpe & small-seeded soy beans)
- Bean Sprout Production in Japan      1200 ~ 1300 tons per day      (Based on assumed raw material import)
- Yield (sprouts / seeds)      Increase due to modernization of factory production

## 2. Trends in Bean Sprout Consumption



- Bean sprouts purchased (annually per person) 1970: 1,672g ⇒ 2010: 2,969g (1.8 times)
- The “Miso Ramen” trend since 1965
- Since 2007, expanding market due to various new ways of consumption

### 3. The Reevaluation of Bean Sprouts as a Vegetable

- |                    |   |
|--------------------|---|
| 1) FUNCTION        | Recognized anew as a functional vegetable<br>Prevents Obesity/ Fights Arteriosclerosis/ Recovery from Fatigue/ Dieting effects, etc |
| 2) SAFETY          | No chemicals: A safe vegetable grown only with water  |
| 3) VARIETY         | Can be used in various dishes: Chinese, Western, Japanese   |
| 4) EASE OF COOKING | Can be cooked in 30 seconds   |
| 5) TASTE           | Goes great with meat/ brings out the flavor of dishes   |
| 6) DIETING         | Almost zero calories- a great food for dieting  |

Worldwide trend for “safe” and “healthy” foods

## 4. Increasing Consumption of Bean Sprouts

Inexpensive & Delicious →

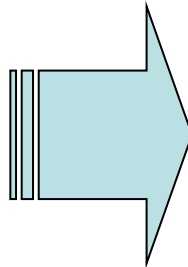
Can be used in various recipes

Great for dieting →

Can help prevent Lifestyle Related Diseases

### 【Trend in Purchasing】

Was bought as an alternative to leafy greens when their prices went up.



### <Current Trend>

New Added Value

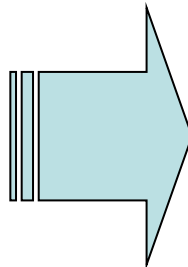
1. Easy to cook
2. Great for dieting
3. Great tasting

Increasing supporters of bean sprout recipes

【Trend in “eating out”】  
not eating out for lunch  
49% (12% increase since 2004) (16% increase for women)

• not eating out for dinner  
62% (19% increase, 24% women)

Mark II JP March 2010 Independent Survey  
20's 8, 20's)



• Increase in eating at home



## 5. Bean Sprout Supporters

## (1) Bean Sprout Cookbooks

- April 2008: “Bean Sprout Recipes,” a cookbook specialized in bean sprouts, is published.

- Sept. 2009: NHK/ Nippon TV Network Cooking Program broadcasts special on “bean sprouts”

Published **2010**



Published **2011**



## 2008.4 Cookbook on Bean Sprouts



## Published 2009: Bean Sprout Cookbooks

## 2009 Special Issues of Magazines





## 6. Activities of JBSA

もやしのモッピー知恵袋

Page 1 of 1



### NEWS

- ・ドイツにおける病原性大腸菌の被害に関する報道について **New!**
- ・組織変更のお知らせ
- ・もやし原料種子の更なる高騰について (2010年度産の緑豆について)
- ・講演会レポートを掲載しました

東日本大震災でお亡くなりになった皆様に深い哀悼の意を捧げると共に、被災された皆様に対し、心からお見舞い申し上げます。

### もやし生産にかかる表示ガイドライン

「もやし生産にかかる表示ガイドライン」を策定しました。(平成21年5月26日)  
もやし生産業界として策定した表示ガイドラインの内容をわかりやすくご説明します。消費者や販売者の皆様にもご理解いただければ幸いです。

[クリック](#)

### オリジナルおすすめメニュー



もやしスープ



もやしのクリーム  
ソースオムレツ



もやしのペペロ  
ンチーノスパゲッ  
ティ



もやしのラビオリ  
入りミネストロー  
ネスープ



<番外編>もやし  
とフルーツのス  
ープ仕立て パ  
ニライズ添え



もやしと油揚げ  
のマスタードソー  
スあえ



もやしとワカメの  
香りサラダ



豚ひき肉ともやし  
の炊き込みご飯



もやしと蒸し鶏の  
香味たれかけ



もやしと豚バラ  
肉の鍋



もやしと鶏肉の  
炊き込みご飯



もやしの豚肉巻  
き

## (1) The Web and Activities

### < Main Activities >

#### 1. Promote popularization of bean sprouts

- Introducing functionality of sprouts
- New menus/ recipes
- Promotional activities, etc.

#### 2. Bean sprout industry PR

- Industry information, etc. PR activities

#### 3. Educational activities

- Lectures/ study groups
- Label guidelines

<http://www.moyashi.or.jp/>

## 5. Bean Sprout Supporters

## (2) Sauces for Cooking

- After 2008, new sauce products developed for bean sprouts appear



Kikkoman



Daisho



KUBARA  
Corporation



Ajinomoto



Marumiya Corporation



Fukuyama jyozo



Riken Vitamin



Chikaranomoto Company



Nihon Shokken



Mikuro



Nippon Ham



Ichibiki



Glico



IshiiFood



Moranbong





## 6. Activities of JBSA

Distributing bean sprouts for free in Tokyo's Ginza at the end of the year  
(Approx. **100 thousand bags**)



## (2) Promotion 1/5

Distribution of poster for sales promotion in the ramen industry



# 6. Activities of JBSA

(2) Promotion 2/5

## Survey about Bean Sprouts (Around 2002)

- 1,057 Valid responses



### < Survey Results >

Q : Do you like bean sprouts?

Yes : 96 %  
No : 1 %

Q : What do you like about them?

- Great taste
- Goes well with ramen
- Crisp texture
- Light, freshness
- Rich vitamin content
- High nutrition content
- **Healthy (low calorie)**
- **Flexibility:** can be used

in

various recipes

- **Easy to cook**
- Inexpensive
- Works with any flavoring

### < Cooking Methods >

	Stir-fry	Toppings (ie: Ramen)	Boiled	Steamed	Other
# replies	724	502	230	55	40
Ratio	68%	Other hotpot, BBQ, salads	22%	5%	4%



## 6. Activities of JBSA

(2) Promotion 3/5

Creation/ distribution of a cooking video using well-known chef



## 6. Activities of JBSA

(2) Promotion 3/5

Creation/ distribution of a cooking video using well-known chef





## 6. Activities of JBSA

Creation/ Distribution of Sales  
Promotion Pamphlets



Flyers promoting the  
functionality of bean sprouts

(2) Promotion 4/5

Improving image of bean sprouts by  
holding ISGA Tokyo Convention



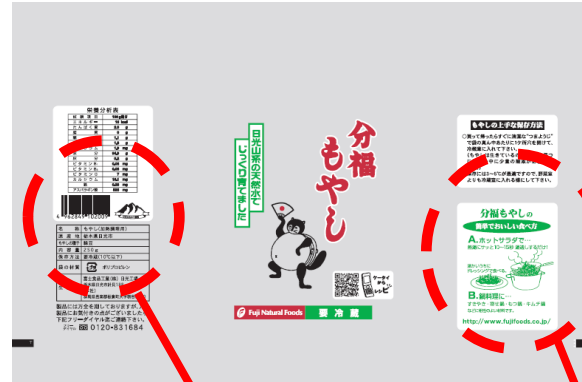
## 6. Activities of JBSA

Lecture meeting held in cooperation with sauce makers



## (2) Promotion 5/5

Creation of label guidelines,  
ex: **cook prior to eating**



Even for salads,  
the label's cooking  
guidelines  
**recommend  
a light boil**

名 称	もやし(加熱調理用)
原 産 地	栃木県日光市
もやしの種子	緑豆
内 容 量	250 g
保存方法	要冷蔵(10℃以下)

**MOYASHI**  
**(cook prior  
to eating)**



## 6. Activities of JBSA

(3) PR Activities 1/2

### <2011 PR response to O104 Outbreak in Germany>

- Lesson learned from the 1996 *kaiware* (radish sprout) O157 outbreak (extreme damage caused by rumors & spread of misinformation)

⇒ **Quick and precise response**

2011.6.6

#### ◆German Bean Sprouts to be blamed? News Report

**Association:** contacted the Ministry of Agri. Forestry & Fisheries asking for their cooperation and explaining the source to be undetermined and sprouts to be safe. They asked that the media cover the incident only after the source had been confirmed.

#### ◆Inquiries from various media

**Association :** Explained the fact that in Japan, bean sprouts are eaten cooked and explained their safety.

2011.6.7

**Association :** Published a document stating that there is no influence on the safety of sprouts in Japan.

This was sent to: **Supermarket related industries : 504 Media : 68**



**Result No damage due to misinformation**



## 6. Activities of JBSA

### (3) PR Activities 2/2

- Many TV programs are planned to introduce bean sprout production factories
  - ◆ Due to the wide range of dishes made available by the publication of various cookbooks.
  - ◆ Also due to the attention given sprouts as their consumption increased 30% in 2 years. ( Family Income & Expenditure Survey )

#### < Examples of production factories shown on TV after 2010 >

2010.03.02	(tv asahi)	Super Morning	“A Friend to the People: Changes in the Popular
Food” 2010.05.06	(TBS)	N Sta	“The Model
Vegetable in Price:			Changes in that
Vegetable” 2010.07.18	(tv tokyo)	Tokyo Magazine	“New Bean Sprout Recipes to Help the Family Budget”
2010.11.15	(NHK)	Asa-Ichi	“The Real Power of Bean
Sprouts” 2011.01.29	(fuji tv)	Real Scope	“The Hi-Tech Bean Sprout Factory”
2011.03.22	(fuji tv)	FNN Super News	“Introducing the Realities of the Bean Sprout Scarcity”
2011.07.25	(NHK)	Asa Ichi	“Food Poisoning Pitfalls You May Not
Know”			



## 7. Future Issues

### (1) Classification Proposal

**Proposal:** Reclassify sprouts, setting common group names to be used worldwide.

Item	C lassification			
	A	B		C
	Bean Sprouts MOYASHI	Young or M ini Sprouts		Green Sprouts or M icro Greens
Seed	Mung bean, Soybean, B lack m atpe	A lfalfa, Broccoli, Radish, C lver, etc.		Radish (Kaiware daikon), Broccoli, Cabbage, Cress, Sunflower, etc.
G row ing M ethod	Darkened Room s	Darkened Room s		Green House
		som etimes using light to green them		
	Container grow ing or F loor grow ing	(a) Rotary drum or container grow ing	(b) Tray grow ing (germ inated seeds)	Tray grow ing
Processing	Dehusking— (De-rooting) —Washing—D raining	Dehusking – Washing – (D isinfection) –D raining	No processing	No processing
M ain packaging S tyle	M ostly film bag (sealed)	P lastic tray pack	P lastic tray pack	P lastic tray pack
	S om e plastic tray pack			
M ain style of consumption	Cooked	Raw	Raw	Raw

## 7. Future Issues

### (2) Promotion of International Cooperation

**Proposal** : Exchange of information for the popularization and spread of bean sprouts in various countries

#### ◇ Exchange information on ways of consumption

Ex) Popular recipes in various countries

\* In Japan, cooking prior to eating is recommended, widening the range of recipes and leading to increased consumption.

Ex) Historic information : Research and reporting on soybean sprouts undertaken in the U.S. 60 years ago.

#### ◇ Exchange of information related to research on functionality

Ex) Cooking before eating will not only make it easier to absorb nutrients, but will improve taste as well.

#### ◇ Exchange in information related to safety

Ex) In Japan, to alert consumers, MOYASHI (bean sprouts) are labeled “please cook before eating.”