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

October 20th, 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 $\Rightarrow$ 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
   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】
Previous Trend
Was bought as an alternative to leafy greens when their prices went up.

【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) (increase men in 20’s & 30’s)

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

Increasing supporters of bean sprout recipes

・ Increase in eating at home

New Added Value

Markth JP, March 2010 Independent Survey
5. Bean Sprout Supporters

- 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”

### 2008.4 Cookbook on Bean Sprouts

- Published 2009: Bean Sprout Cookbooks

### 2009 Special Issues of Magazines
6. Activities of JBSA

(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
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
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>

<table>
<thead>
<tr>
<th></th>
<th>Stir-fry</th>
<th>Toppings (ie: Ramen)</th>
<th>Boiled</th>
<th>Steamed</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td># replies</td>
<td>724</td>
<td>502</td>
<td>230</td>
<td>55</td>
<td>40</td>
</tr>
<tr>
<td>Ratio</td>
<td>68%</td>
<td>Other: hotpot, BBQ, salads</td>
<td>14%</td>
<td>25%</td>
<td>6%</td>
</tr>
</tbody>
</table>
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

(2) Promotion 4/5

Improving image of bean sprouts by holding ISGA Tokyo Convention

Flyers promoting the functionality of bean sprouts
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

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
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>

<table>
<thead>
<tr>
<th>Date</th>
<th>Channel</th>
<th>Program</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010.03.02</td>
<td>(tv asahi)</td>
<td>Super Morning</td>
<td>“A Friend to the People: Changes in the Popular Food”</td>
</tr>
<tr>
<td>2010.05.06</td>
<td>(TBS)</td>
<td>N Sta</td>
<td>“The Model Vegetable in Price: Changes in that Vegetable”</td>
</tr>
<tr>
<td>2010.07.18</td>
<td>(tv tokyo)</td>
<td>Tokyo Magazine</td>
<td>“New Bean Sprout Recipes to Help the Family Budget”</td>
</tr>
<tr>
<td>2010.11.15</td>
<td>(NHK)</td>
<td>Asa-Ichi</td>
<td>“The Real Power of Bean Sprouts”</td>
</tr>
<tr>
<td>2011.01.29</td>
<td>(fuji tv)</td>
<td>Real Scope</td>
<td>“The Hi-Tech Bean Sprout Factory”</td>
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<tr>
<td>2011.03.22</td>
<td>(fuji tv)</td>
<td>FNN Super News</td>
<td>“Introducing the Realities of the Bean Sprout Scarcity”</td>
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<td>2011.07.25</td>
<td>(NHK)</td>
<td>Asa Ichi</td>
<td>“Food Poisoning Pitfalls You May Not Know”</td>
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</table>
## 7. Future Issues

### (1) Classification Proposal

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Classification</th>
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<tbody>
<tr>
<td><strong>A</strong></td>
<td><strong>B</strong></td>
</tr>
<tr>
<td>Bean Sprouts</td>
<td>Young or Mini Sprouts</td>
</tr>
<tr>
<td><strong>M OYASHI</strong></td>
<td></td>
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<table>
<thead>
<tr>
<th>Seed</th>
<th></th>
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<tbody>
<tr>
<td>Mung bean, Soybean, Black matpe</td>
<td>Alfalfa, Broccoli, Radish, Clover, etc.</td>
<td>Radish (Kaiware daikon), Broccoli, Cabbage, Cress, Sunflower, etc.</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Growing Method</th>
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<tbody>
<tr>
<td>Darkened Rooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Container growing or Floor growing</td>
<td>(a) Rotary drum or container growing</td>
<td>(b) Tray growing (germinated seeds)</td>
</tr>
<tr>
<td>Darkened Rooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>sometimes using light to green them</td>
<td></td>
<td></td>
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<tr>
<td>Green House</td>
<td></td>
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<thead>
<tr>
<th>Processing</th>
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<tbody>
<tr>
<td>Dehusking—(De-rooting)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-Washing—Draining</td>
<td>Dehusking—Washing—(Disinfection)</td>
<td>No processing</td>
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<tr>
<td>No processing</td>
<td></td>
<td>No processing</td>
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<table>
<thead>
<tr>
<th>Main packaging Style</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Mostly film bag (sealed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some plastic tray pack</td>
<td>Plastic tray pack</td>
<td>Plastic tray pack</td>
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<tr>
<td>Plastic tray pack</td>
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<td>Plastic tray pack</td>
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</table>

<table>
<thead>
<tr>
<th>Main style of consumption</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Cooked</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raw</td>
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<td></td>
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<tr>
<td>Raw</td>
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<tr>
<td>Raw</td>
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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.”