



Expanding the Market

MODERATOR: Gabriel Luna





Koutarou Mori

General Manager
Maruha Nichiro Corporation

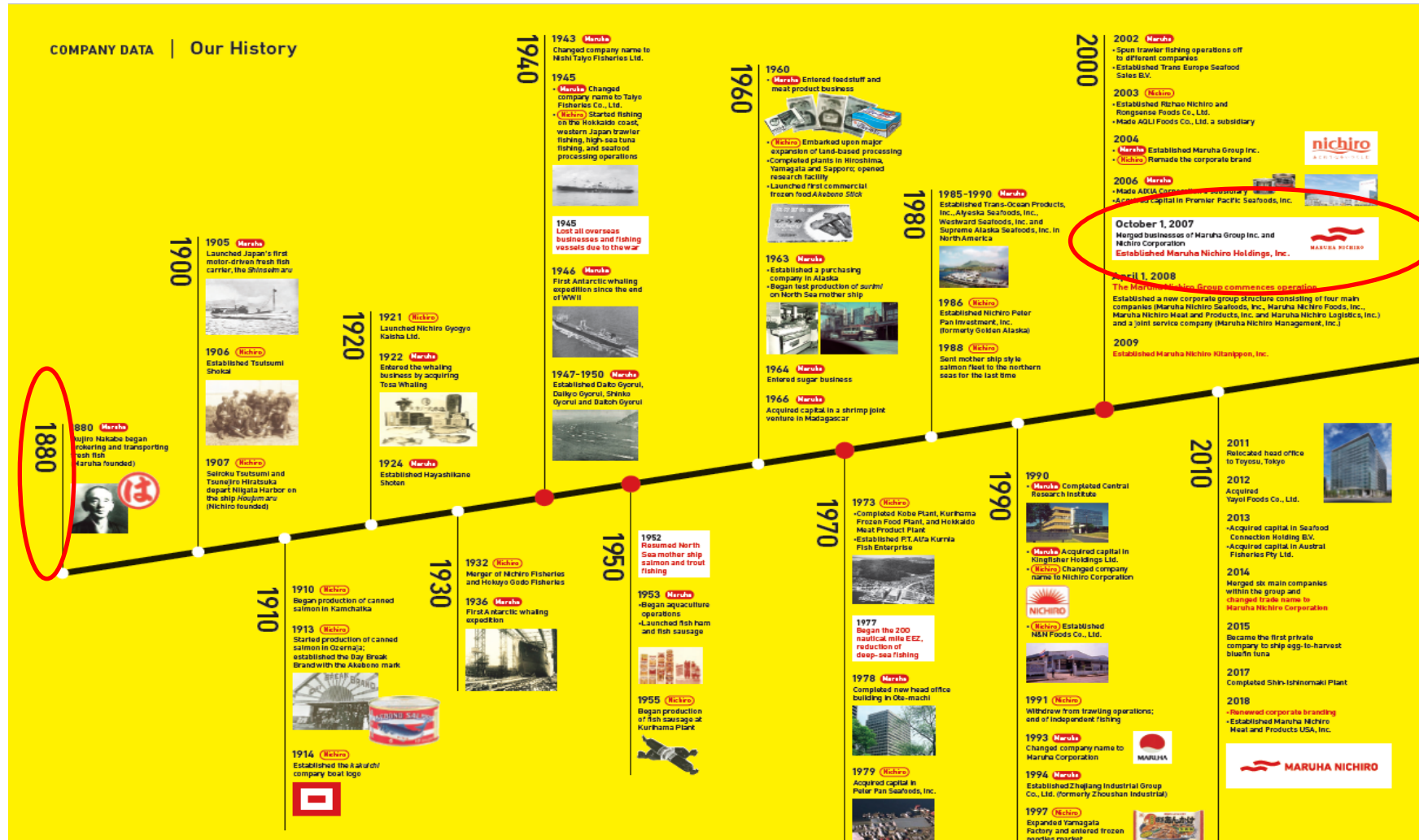
- Maruha Nichiro Corporation has been in the seafood business in Japan for 144 years and is one of the biggest seafood companies in the world. Mori joined the company in 1996 and has remained with them for 28 years, dedicating his career to the shrimp business. His experience includes working as shrimp operations manager for the group company in the US for almost 8 years from 2011, providing him with a thorough understanding of the shrimp business in both Japan and the US. He now works as the general manager of the shrimp department in Tokyo, which handles around 20% share of the Japanese shrimp market.

Maruha Nichiro's Group Slogan



Bringing delicious delight to the world

History




What We Do

Fishing

Fishing is the heart and soul of Maruha Nichiro. For over 100 years, we've prided ourselves on trustworthy, sustainable, and forward-looking fishing practices.

> [Find Out More](#)



Fish Farming

The world's first egg-to-harvest bluefin tuna is no small feat. A passion for the future of fishing helps.

> [Find Out More](#)



Trading

An unmatched global network that spans 70 countries gives us the unique ability to stay on top of the latest market trends and customer needs.

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Food Processing

Outer space to inner space: our food processing products cover a wide range of foods, from space food, to pet food, to supplements.

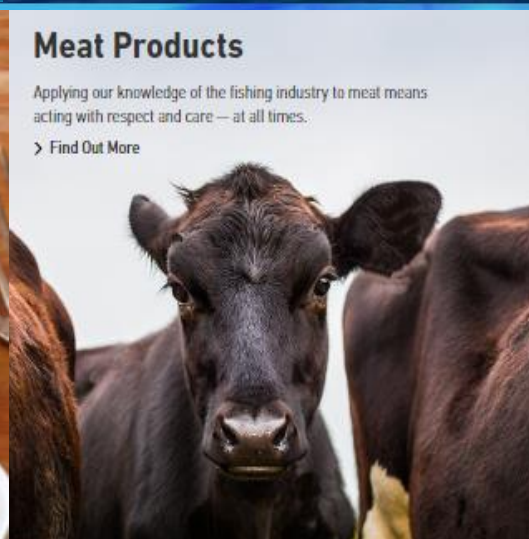
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Meat Products

Applying our knowledge of the fishing industry to meat means acting with respect and care — at all times.

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Distribution

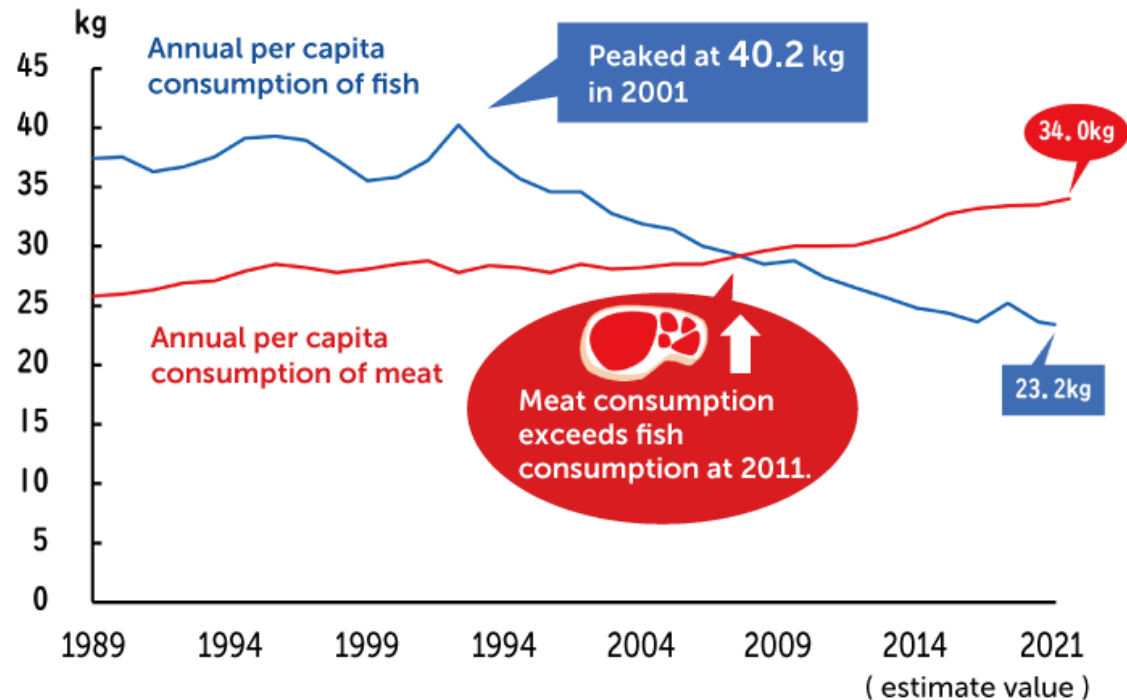
Suppliers and seafood markets benefit from our reliable, long-standing distribution system — together we work to bring the healthiest seafood to you, frozen or fresh.

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Japan's annual seafood consumption

Annual per capita consumption of fish and meat

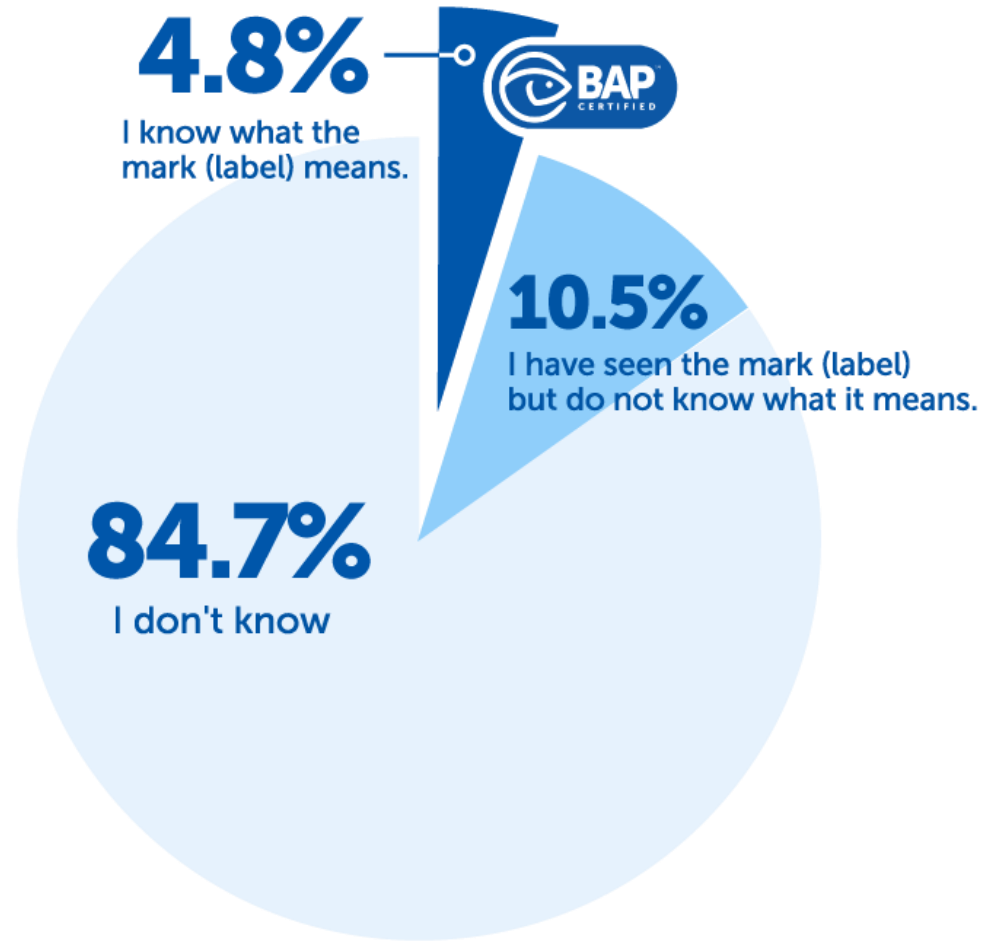


資料：農林水産省「食料需給表」より作成

Japan's annual consumption of seafood per capita peaked at 40.2 kilograms in FY 2001, and was 23.2 kilograms in FY 2021.

Annual per capita meat consumption surpassed that of seafood for the first time in FY 2011 and continues to rise.

Consumer Awareness of BAP



※ Total number of respondents 3,000

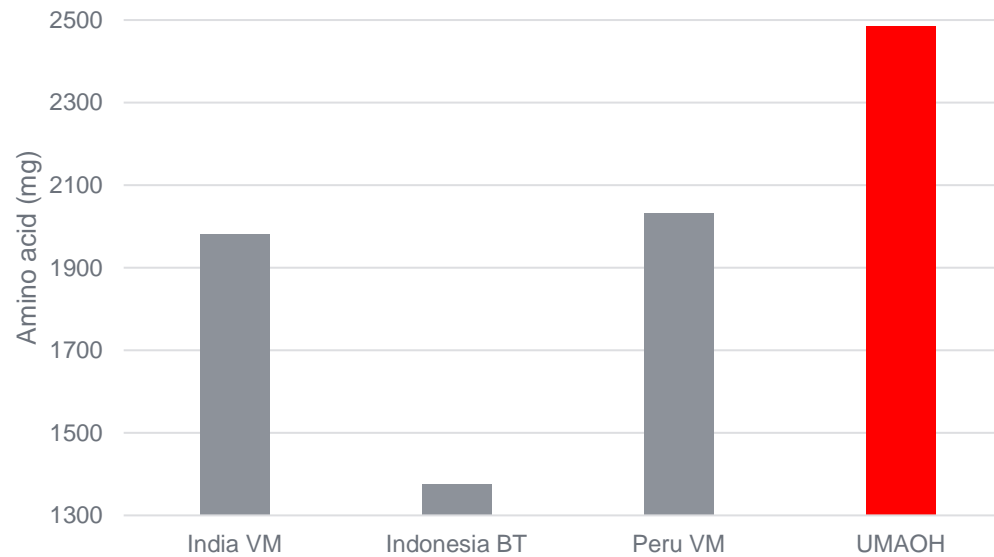
UMAOH (Ecuador VM shrimp)



- HO/HL SO Vannamei shrimp IQF
- UMA(Delicious) OH(KING)
- By our very strict standards for quality control, only 3 suppliers were selected to purchase “UMAOH” brand.
- Uses highly-concentrated and cold salt water to freeze shrimp.
- It can Maintain freshness by taking short time from catching to freezing.(only4hours)
- Rich Amino acid are contained (shown in next slide)
- Uses Antioxidant to prevent black spots

Quantifying Taste

Amino Acids contained in 100g

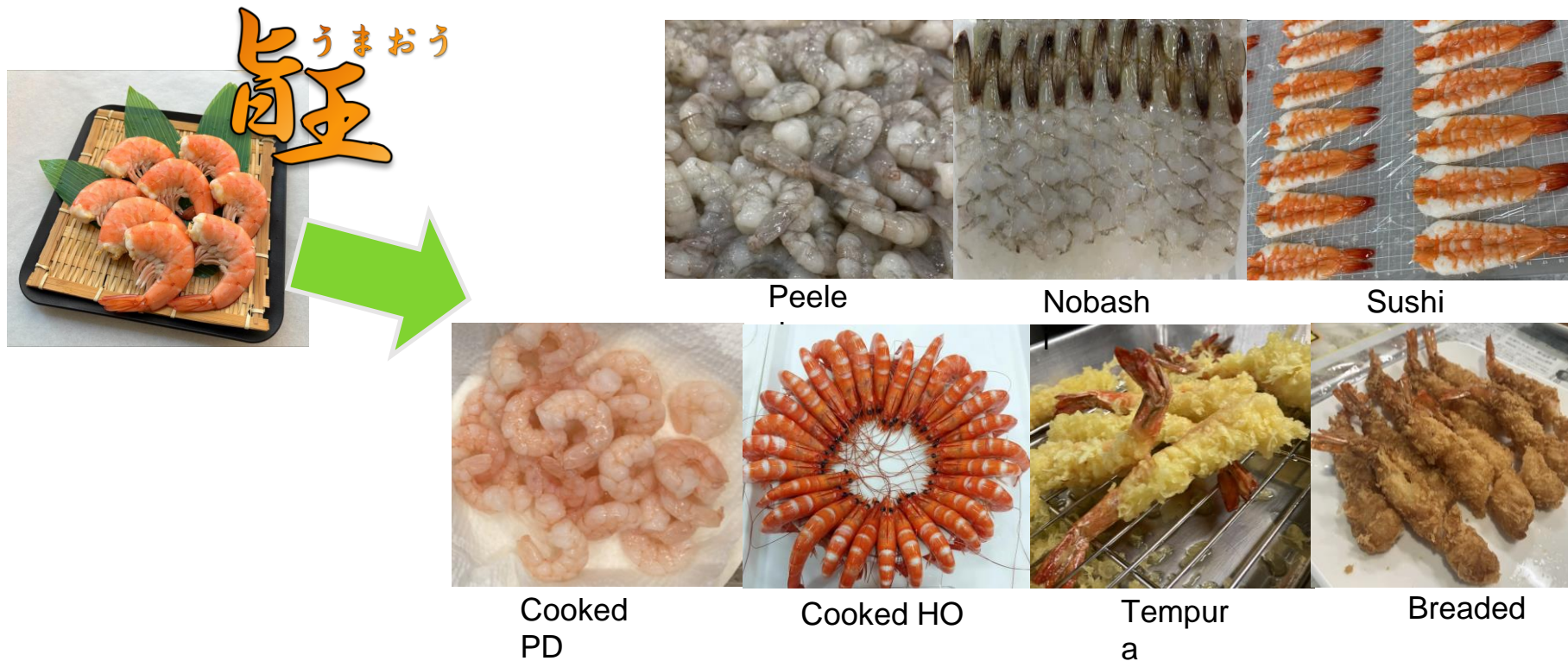


- Contains 2486mg/100g of amino acid
- Better than other Cultured shrimps, and nearly same as Sea-caught shrimp (Australia Tiger: 2589mg/100g)
- This is caused by Quickness freezing time by using Salt-water



Developing Value Added Items

- To expand the greatness of UMAOH, we are planning to develop the Processed items



Award



- Has Awarded for Superior Taste Award 3 Stars (Highest rank)
- International Leader for Accreditation in taste.



Reduction of plastic usage

▪ Making the Plastic Sheets Thinner

We investigate the thickness of the plastic sheets for our products.

And we standardize thinner one.



▪ Downsizing

We also investigate the size of the plastic trays for our products.

And we change it to smaller one.



▪ Our Target 2024

Reduce the usage of plastic for the shrimp product

30MT by these activities.