



Six Miyagi companies will come together under the Hoya Hoya Society and jointly exhibit at FOODEX JAPAN 2019 to promote new ways to enjoy “Hoya”

The Hoya Sales Development Project Team (Secretariat served by the **Hoya Hoya Society**, headed by Keiko Tayama) will exhibit a booth at the FOODEX JAPAN 2019 (at Makuhari Messe) from March 5–8, 2019. Six business entities from Miyagi Prefecture will jointly exhibit the booth to introduce the attractiveness of and promote new ways to enjoy Hoya (sea squirt). The booth plans to offer tastings of raw Hoya (*sashimi*), deep-fried Hoya (*tempura*), and soup stock, “Hoya Dashi,” made from Hoya shells, not utilized previously. Each company also will offer proposals for other Hoya products of their own. Please visit us for coverage!

Booth Number: 9E84 at Hall 9



Hoya Hoya Society Official Website: <https://hoya-hoya.com/>

[Background information to the joint exhibition]

Miyagi Prefecture has dominated the total production of Hoya in Japan at 70%. The sea product was expected to play a major role in economic recovery after the earthquake and tsunami; however, in 2013, the import of seafood from eight prefectures in the Tohoku and Kanto regions were banned in South Korea, which had consumed 70% of the Hoya before the historical disaster. Exploring and expanding a new market for Hoya is needed to recover from the loss of 70% of its trading partners.

Enjoyment of eating Hoya is not much known in other regions but Tohoku, and Hoya is often misunderstood by those who have tasted stale Hoya. We wish to wipe out this negative image, raise recognition, and expand the market of this delicacy from the sea. Hoya is rich in nutrition

and available in processed products which are easy to use. We will present proposals to promote Hoya as an appealing addition to buyers from food service, supply chain, and trading companies.

■ **Hoya does not smell fishy**

When Hoya are landed and left unshelled for a while, they develop a flavor that many find unpleasant. It is not well known that they offer a refreshing taste if prepared immediately after landing. According to a survey of 100 women in their 20s and 30s, 80% responded that they found Hoya tasty and wished to try it again. In an attempt to appeal to visitors, our booth at FOODEX is offering tastings of processed Hoya products treated at the factory by the port right after landing.

■ **Unveiling the unknown appeal of Hoya, including its nutritious value**

Hoya has significant nutritious value, such as Plasmalogen (recently well-discussed element contributing to the prevention of dementia), zinc (required to make skin, bones, and hair), taurine, glycogen, and vitamin B12 (contributing to fat burning). We will unveil the nutritious value of Hoya at the booth.

■ **Serving soup stock made from Hoya shells, which had not been utilized before**

In some parts of Miyagi Prefecture, locals traditionally have enjoyed *Zouni* (soup with rice cake) with stock from chopped Hoya in shells. We will serve the soup stock made from Hoya shells at the booth. The stock can be used as a tasty base soup for Raman, bisque, steamed egg hotchpotch, and other dish of your choice.

■ **Participating companies and showcased items**

Representatives from participating companies will attend the booth on different days.

Senrei Co., Ltd.: Senrei Fresh Hoya Sashimi (CAS Frozen)

Maruse Akiyama Shoten: Hoya Shiokara (Frozen), Hoya shells for soup stock (frozen)

Yamanaka Inc.: Karashi Mentai Hoya (Frozen), Flavored Hoya (Shiso Flavor, frozen)

Sanriku Ocean: Shelled Hoya meat (frozen), Sanriku Boiled Hoya in shell (frozen)

Kesenuma Suisan Shigen Katsuyou Kenkyukai: Hoyster Sauce (room temperature),
Kesenuma Hoya Soy Sauce (room temperature)

Honda Suisan: Bikatsu Hoya (cleaned Hoya in shell), Hoya preserved in salty rice malt

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■ **Organization Overview**

Name : Hoya Sales Development Project Team Secretariat, Hoya Hoya Society

Chairperson : Keiko Tayama

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