



CHOSHI
銚子

No. 1 in Japan for Fished Sardines Choshi!



01 DHA (Docosahexaenoic Acid)

- Stimulates the brain to improve memory and mental computation
- Protects against Alzheimer dementia



04 Magnesium

- Supports enzyme activity
- Regulates body temperature and blood pressure

06 Vitamin B

- Recovery from fatigue
- Promotes healthy skin, hair, etc.



02 EPA (Eicosapentaenoic Acid)

- Protects against blood clots
- Protects against arteriosclerosis, myocardial infarction and cerebral infarction



Canned sardines are a treasure trove of nutrients!

Check out these nutritional benefits of sardines.

07 Vitamin D

- Protects against diabetes
- Strengthens muscles and bones



03 Calcium

- Strengthens bones
- Protects against osteoporosis

05 Iron

- Protects against and improves anemia
- Strengthens bones

08 Vitamin E

- Antioxidant action which protects against aging
- Keeps blood vessels healthy



Sardines are chock full of protein essential for building strong bodies and maintaining health.

Healthy Canned Sardine Recipes



MARINADE

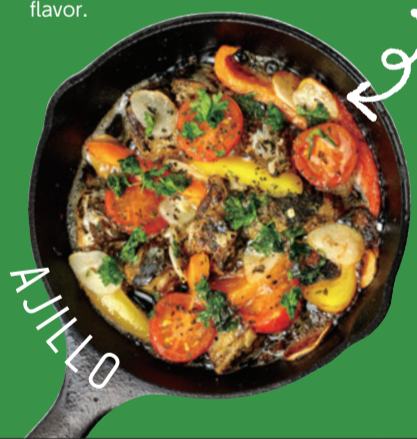


Nanban Style Sardines (marinated with red pepper and onions)

Canned sardines are rich in EPA and DHA, which are expected to improve blood viscosity and lower blood pressure. Red peppers, which also lower blood pressure, provide a spiciness and flavor that makes this dish delicious without the need for much salt. Additionally, vinegar has been shown to lower blood pressure.

Sardines Al Ajillo

Keeping an intestinal environment healthy improves your immune strength, which leads to cancer prevention and improvement of allergies. DHA and EPA, which are abundant in canned sardines, provide anti-inflammatory effects that help promote maintenance of the intestinal environment. Adding the liquid from a sardine can to the olive oil will moderate the salt content and enrich the flavor.



AJILLO



PASTA

Pasta with Sardines

The accumulation of waste products in the intestine contributes to such problems as obesity and unhealthy skin. Lycopene, which is found in cherry tomatoes, has a strong antioxidant effect that helps with the removal of oxygen free radicals and, thereby, protects against blotchy skin. To cut carbohydrates, replace the pasta with a generous heaping of enoki mushrooms.

Product & Contact Information

Product Name	Frozen Sardines
Raw Ingredients	Sardines (Product of Chiba Prefecture)
Product Specifications	(standard) 40-80g
Net Content	15kg
Best-Before Period	365 days while kept frozen (-18°C or lower)
Method of Storage	Please store frozen (-18°C or lower)

Packaging



Exported by:

Emac Co., Ltd.
2-205-3 Myojin-cho, Choshi-shi,
Chiba-ken 288-0002
TEL : 0479-23-2190

Manufactured by:

Daiichi Namura Uodonya Co., Ltd.
2-205-3 Myojin-cho, Choshi-shi,
Chiba-ken 288-0002
TEL : 0479-22-6758



We support the Sustainable Development Goals (SDGs).



Association for the Promotion of Sardines
Takahide Naruko, President

We swiftly freeze high-quality sardines, mackerel and other marine products fished out of the waters of Japan's Choshi Fishing Port and supply them in a form that can be enjoyed with the same freshness as their freshly-fished state, even after thawing.

Visit the Sardine Popularization Association's website to learn more.



Japan's No. 1 Fishing Port by Volume - Choshi Fishing Port

Choshi Fishing Port has been designated as a fishing port of particular importance for the Japanese fishing industry, with fishing boats from every part of Japan, from as far north as Hokkaido and as far south as Okinawa, coming here to unload their catches. The nutrient-rich water from the Tone River mixes with the warm "Kuroshio" ocean current and the cold "Oyashio" ocean current in the Choshi Offing. Because of this, the area where they meet is filled with plankton, making it one of the best fishing grounds in the world for sardines, mackerel, saury, flounder, red bream and numerous other species of fish.



Sardines Account for 80% of Fish Caught

Sardines are the fish of Choshi City. They have been a popular fish among local residents for centuries, with Choshi City even hosting a "Sardine Festival." Pacific sardines caught and delivered to Choshi Fishing Port in the winter and summer are said to be particularly delicious, as their fatty content is highest during these seasons.



What kind of fish are sardines?

Pacific sardines (scientific name: *Sardinops melanostictus*) delivered from Choshi are small fish that swim in schools off the coast of Japan eating mostly plankton. In Japan, they are a regular part of people's diet. Fresh sardines have no unpleasant smell, just the right amount of sweetness and can be eaten raw, making them a popular choice as a sushi topping. Sardines are also known as "seven stars" due to the seven or so spots found on their body. In recent years, these fish have attracted growing interest as a functional food due to their high levels of essential fatty acids, namely EPA and DHA, and they can be prepared and eaten in variety of tasty ways.

Why are we able to supply high-quality sardines from Choshi?

In addition to Choshi Fishing Port being close to fishing grounds, a processing plant nearby the market enables the sardines to be swiftly processed, ensuring that they are frozen while still in highly fresh condition. They are then loaded onto temperature-controlled container vessels which depart from Choshi Port. This established 'cold chain' is what enables us to supply sardines that keep their freshness even after thawing.

From Choshi Fishing Port to You



Japan's No. 1 Fishing Port - Choshi Fishing Port

A variety of fishing boats from all over Japan put into port here. This is Japan's largest fishing port by volume. Around 200 species of fish and shellfish are brought ashore.



Automated Production Line

We utilize a production line for cardboard-packaged frozen products, pallet loading equipment, automated de-panning and feeding equipment and various other state-of-the-art equipment.



Environmental Efforts

We do not use any freon gas, as it is a greenhouse gas, and instead rely on non-freon refrigeration and freezing equipment.



Product Shipping

We perform a final inspection prior to product shipping. Products are carefully shipping in trucks designed for refrigerated transportation.



Product Export

Products are safely stored and managed as frozen cargo. They are loaded onto temperature-controlled container vessels which deliver them overseas.

Commitment to Quality

For the sardines that we export and supply to you, we have stringent, proprietary quality standards in place to ensure our sardines are as fresh after thawing as they are when just fished from the water. First, we have experts examine the sardine catches on the boats and in the market to determine whether they meet our high standard of quality and freshness for export. Only those sardines that pass this inspection are transported to the processing plant. Next, we perform double quality inspection during the sorting process at the processing plant, with one inspection performed by a machine and another, visual inspection performed by trained personnel. Sardines that meet our inspection criteria are sent on to the next process of rapid freezing, after which product temperature testing is performed to check that the sardines are frozen completely to their centers before being shipped. When necessary, we also confirm that the sardines are highly fresh by measuring their K-value*, which is a general scientific indicator of freshness used in Japan.

*K-value: Fish muscle movement is powered by a chemical compound known as Adenosine Triphosphate (ATP), which breaks down in the following manner after the fish dies. ATP → Adenosine Diphosphate (ADP) → Adenosine Monophosphate (AMP) → Inosine Monophosphate (IMP) → Hypoxanthine Riboside (HxR) → Hypoxanthine (Hx). K-value represents the percentage (%) of HxR+Hx to total ATP and its decomposition products. **The smaller this value, the higher the freshness.**



HACCP-certified facility



Quality and hygiene control inspection