

Japanese Cultural Food Presentation

Kerry Clifford, Marisa Mozer,
Jamie Houdek, Candace
Richards, and Freida Pan



Geographical Location

日本



- Japan is pronounced “Nippon” in Japanese
- “Sun-origin” - referred to as the “Land of the Rising Sun”
- Island in East Asia on the Pacific Ocean
- Famous cities: Tokyo, Yokohama, Osaka, Nagoya, and Sapporo
- Kanto is called the “Greater Tokyo Area” and Tokyo is the signature city in this area

Demographics

- Population: 127,253,075 (July 2013)
- Nutritionally:
 - No.1 Lowest obesity rate in the developed World
 - Obese: BMI \geq 25
 - Health insurance policy similar to Medicare in the United States
 - Less children being born

Traditional Japanese Culture

- Samurai: “bushi,” military nobility of medieval and early-modern Japan
 - Known for their toughness
 - Loyalty is the key concept of the Samurai Spirit
- Kimono: traditional garment
- Cherry Blossom: known as “Sakura”
 - Transient natural life, and the blossoms only last a week or two
 - “Hanami” is the Japanese tradition festival of watching cherry blossom and celebrate the beauty of the blossom.
 - Thousands of people fill the parks to hold feasts under the cherry blossom trees

Traditional Japanese Culture



Modern Japanese Culture

- Technology: Sony and Toshiba
- Fashion Icon: Shibuya and Mori girl
- Anime industry and video games
 - Studio Ghibli



Meaning of Food: “Gohan”

- Steamed rice: staple food in Japanese daily life



Common Foods

- Rice
 - Main carbohydrate food in Japan
- Fish
 - Shrimp, salmon, trout, tuna, carp
 - Grilled, baked, raw
 - Two courses at each meal:: one cold and one hot fish
- Soy
 - Soy beans → fermented soy sauce
 - Tofu, miso, tempeh, natto

Common Foods continued

- Eggs
 - Ingredient in noodles and batters, omelets, custards, soups
- Seaweed
 - Soups and used for wrapping sushi
 - Served as a vegetable
 - Provides minerals
 - (iodine)→ helpful for thyroid



Bento for Kids



- Bento Box: “lunch box”
- Innovation and creativity
- The cartoon pictures, color, and the arrangement would make the nutritious bento box more appealing to the picky kids



Aesthetics

- Effort into the arrangement and the color of their dishes



Courtesy

- Before eating, Japanese people say “itadakimasu”
 - Meaning: “I receive this food”
 - Thanks to whoever prepared the meal
- During the meal: hold the bowl and use the chopsticks
- After eating, say “gochiso sama deshita”
 - Meaning: “It was quite a feast”
- Needed for every meal consumed

Chopsticks



- Used in eating most kinds of Japanese foods
- Rules to follow:
 - Hold chopsticks towards their end
 - When not using, lay them down with the tips to left
 - Do not stick them into the food
 - Do not pass food directly from your set of chopsticks to another's
 - Do not spear food with chopsticks
 - Do not point with chopsticks
 - Do not wave your chopsticks in the air
 - Use the opposite end to take food from the shared plate if the chopsticks have been already used

More Table Manners

- It is considered as polite to empty your dishes to the last grain of rice
- After eating, try to move your dishes back to the same position when you begin with (lids, chopsticks on the holder)
- When drinking alcoholic beverages, it is good manner to serve each other. Check your friends' cups and refill their drinks if their cups are close to empty.
- Eat your sushi in one bite
- Drink the soup out of the bowl if it were a cup
- Make slurping sound if you are dinning in a noodle shop

Lets pretend that you are....

Ordinary Japanese housewife and are responsible for preparing meals for an usual busy working day

Breakfast

- Steamed rice
- Grilled salmon
- Miso soup
 - Ingredients: tofu, green onion, seaweed
- Natto
 - Fermented soy beans
 - Stir well, then place the natto on the top of the steamed rice
 - Caution: very strong smell
- Nori
 - Dried seaweed



Bento

- Vegetables: broccoli, salads
- Protein and starch:
 - Korokke: a flat patty, mixed with chopped meat, seafood or vegetables with mashed potatoes
 - Covered with white flour, eggs and breadcrumbs, then deep fry until its brown
 - Tamagoyaki: layers of cooked egg, prepared in a rectangular omelet pan
 - Steamed rice or Onigiri: oval shaped or triangular white rice, filled with ume, salmon etc.
 - Wrapped in dried seaweed
- Tea

Korokke



Tamagoyaki



Onigiri



Snacks

- Senbei
 - Japanese rice crackers
 - Savory
 - Baked rice with flavoring sauce
- Green tea



Dinner

- Tempura
 - Battered and deep-fried vegetables or seafood
 - Dipping with sauce
- Curry Rice
 - Beef, carrots, potato and curry sauce mix
- Vegetable salad
- Grilled fish
- Omurice
 - Rice is stir-fried with ketchup and chicken



1-Day Common Sample Menu

- **Breakfast:**
 - Steamed rice
 - grilled fish
 - miso soup
 - nori
- **Lunch**
 - Bento box with korokke, steamed vegetables, tamagoyoki and steamed rice
- **Dinner**
 - Vegetable salad
 - Omurice
- **Snacks**
 - Senbei (Japanese rice crackers) with tea
- **Dessert**
 - Wagashi (red bean paste)

Food Safety/ Food Security

- Relative risk for food insecurity is higher in minority households, except for Asian households
- 2010 Census Bureau Demographic Data
 - 763,325 identified as Japanese
 - 0.2% of the population
 - Out of 14,674,252 Asian population

Food Security and Economic Status

- Food security due to high socioeconomic status
- The Japanese are tied for the highest **Median Personal Income** with Asian Indians
- The Japanese population and Asian Indians are also tied for the lowest rate of receiving public assistance

Socioeconomic Characteristics by Racial/Ethnic and Asian Ethnic Groups

Numbers are in percentages, except for income

Click on a column heading to sort up or down

	Not Proficient in English	Less Than High School	College Degree	Advanced Degree	High Skill Occupation	Married, Spouse Present	Homeowner	Median Personal Income	Median Family Income	Living in Poverty	Public Assistance
Whites	0.7	15.3	25.3	3.0	21.4	64.5	78.2	\$23,640	\$48,500	9.4	1.3
Blacks	0.8	29.1	13.6	1.2	12.3	38.0	54.4	\$16,300	\$33,300	24.9	4.5
Latinos/Hispanics	30.3	48.5	9.9	1.6	9.6	56.3	52.4	\$14,400	\$36,000	21.4	3.5
Native American Indians	2.6	27.4	10.8	0.9	11.9	50.2	64.2	\$14,500	\$32,240	25.1	6.1
Indians	8.4	12.6	64.4	12.5	51.6	74.9	56.8	\$26,000	\$69,470	8.2	0.9
Cambodian, Hmong, or Laotian	44.3	52.7	9.2	0.4	9.8	66.6	53.3	\$16,000	\$43,850	22.5	9.9
Chinese	31.3	23.6	46.3	8.5	41.9	67.1	65.7	\$20,000	\$58,300	13.1	1.8
Filipinos	7.0	13.1	42.8	4.3	29.7	62.7	67.6	\$23,000	\$65,400	6.9	1.6
Japanese	10.0	9.5	40.8	4.6	32.0	60.7	70.8	\$26,000	\$61,630	8.6	0.9
Koreans	32.9	13.8	43.6	5.6	27.0	69.0	51.9	\$16,300	\$48,500	15.5	1.6
Pacific Islanders	7.1	21.7	13.6	1.6	13.8	61.4	48.1	\$19,100	\$50,000	16.7	4.4
Vietnamese	40.4	37.8	13.8	2.5	22.6	61.2	60.0	\$16,000	\$51,500	13.8	4.8

Specific Food Safety Concerns

- *Bacillus cereus*
 - Gram-positive, spore-forming, facultative aerobic bacterium
- Foodborne disease
 - Severe nausea, vomiting, diarrhea
- Two associated toxins: enterotoxin and emetic toxin
- *Bacillus* emetic toxin is especially resistant to heating and low pH
 - Common in cooked rice, fried rice, pastas, and noodles
 - Results from Ding et al. study suggest that the emetic toxin is produced faster in a rice cooker than enterotoxin and is more heat stable
- Occurs when cooked rice is stored at room temperature for a period of time
 - Re-heating treatment did not reduce risk of disease

Adaptation to American Culture

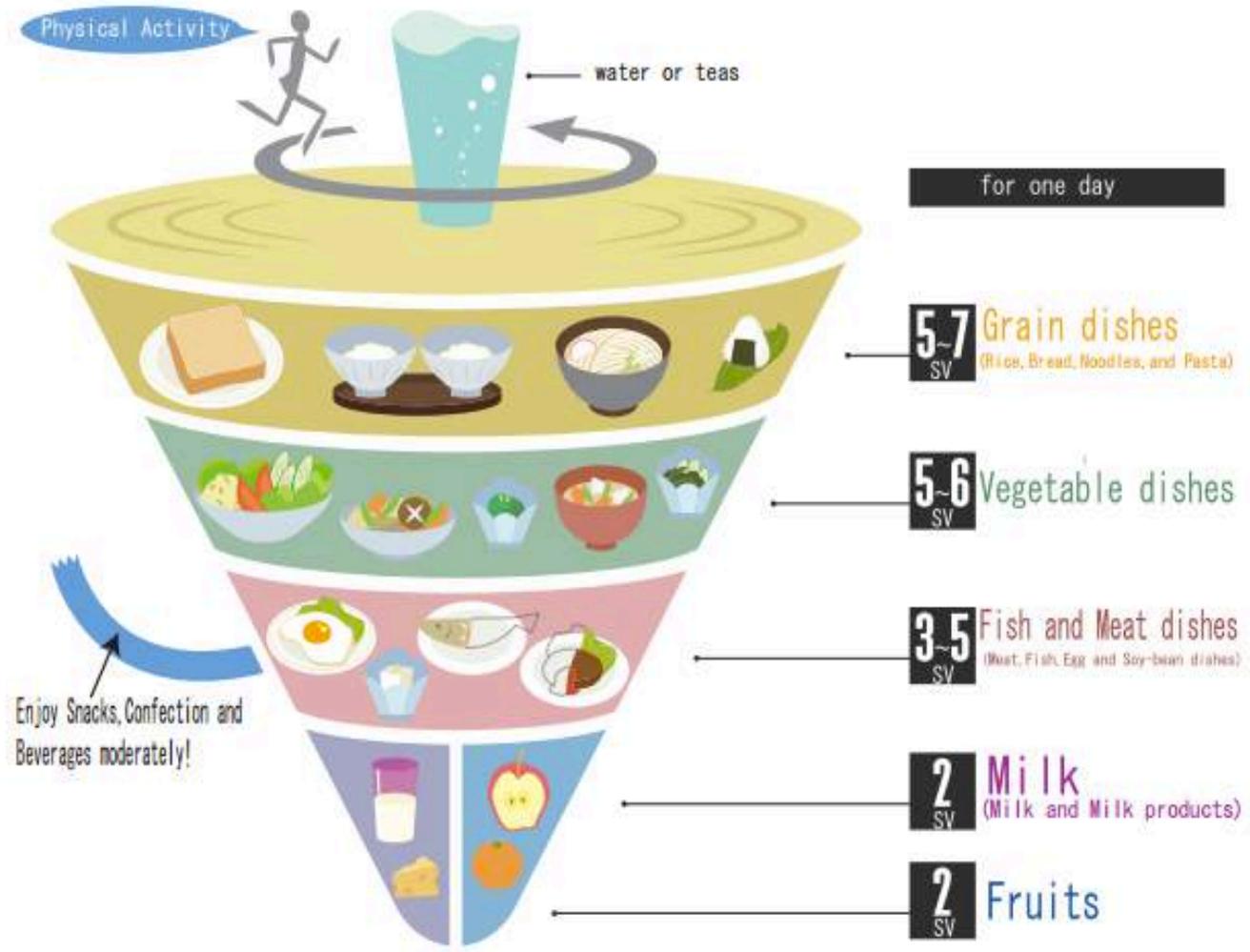
- Until the end of 19th century, traditional Japanese diet primarily consisted of fish and vegetables
 - Extremely low in fat and cholesterol
 - High in carbohydrates, vegetables, fish and salt
- Japanese-Americans tend to consume a diet higher in animal fats and simple carbohydrates and a diet lower in complex carbohydrates than Japanese individuals practicing a traditional diet

Findings from Kuto et al. study

- 176 Japanese-American females
 - 88 mothers and their daughters
- 51 item FFQ
- Successive female generations of Japanese-Americans stray from a traditional diet to a diet that is higher in fat, sodium, sugar, and calories
 - Salty snacks, regular soft drinks, and alcoholic beverages were all higher in the third generation

Asian Diet Pyramid





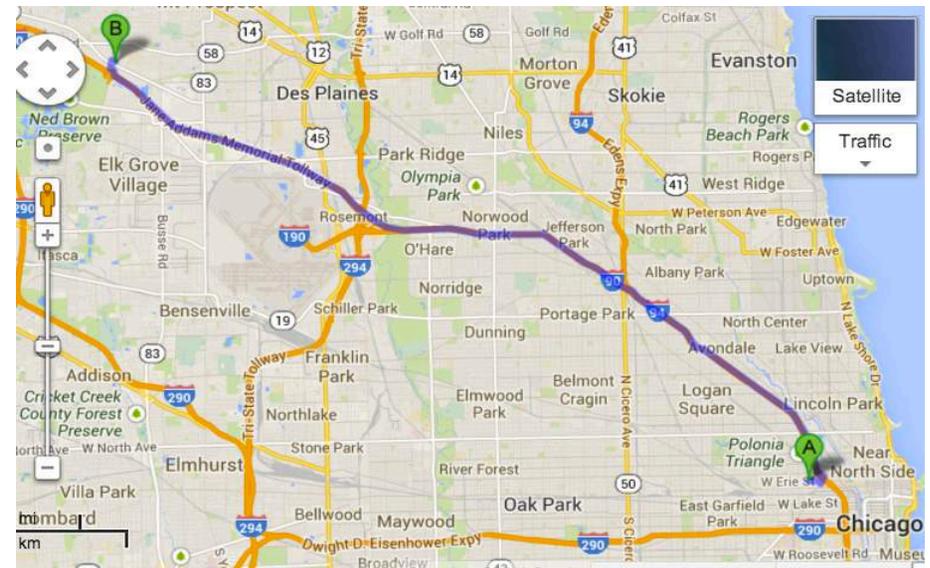
※ SV is an abbreviation of "Serving", which is a simply countable number describing the approximated amount of each dish or food served to one person

Japanese Food in Chicago

- Main shopping area near Chicago for Japanese food: Mitsuwa Marketplace
 - Supermarket, specialty shops, restaurants



- Only true Japanese grocery location near Chicago-Arlington Heights
- Other (more local) Asian grocery stores have some Japanese ingredients, but not all
 - Especially in Chinatown





STORE LOCATIONS



Find a Mitsuya Marketplace location in your area and get store information.

» TORRANCE STORE

9:00AM - 9:00PM

21515 S. Western Avenue, Torrance,
CA 90501
(310) 782-0335

▶ MAP

» IRVINE STORE

9:00AM - 9:00PM

14230 Culver Dr., Irvine, CA 92604
(In Heritage Plaza Shopping Center)
Tel: (949) 559-6633

▶ MAP

» COSTA MESA STORE

9:00AM - 9:00PM

665 Paularino Avenue, Costa Mesa, CA
92626
(714) 557-6699

▶ MAP

More than just grocery stores...

- Sake tasting
- Soba noodle eating contest
- Crepe making
- Tea party
- Zojirushi Fair (appliance fair)

Sake Tasting

1/18 (Sat) - 19 (Sun)
Banzai Bunny Sparkling Sake (4 Varieties)
バンザイバーニー
スパークリング酒 (4種類)
果味氣泡清酒
(4種口味)
300ML



1/25 (Sat) - 26 (Sun)
Sawanotsuru
Koshujikomi Umeshu
沢の鶴 古酒仕込み 梅酒
沢之鶴 日本梅酒 720ML
Sawanotsuru Junmai Sakagura
澤之鶴 純米酒蔵 紙パック 澤之鶴 純米酒蔵 1.8L



伊藤園大茶会

1/16 (Thu) - 1/26 (Sun)



Itoen Tea Party

Sample 15 kinds of delicious Japanese tea. Other items available for sampling as well.
各種茶葉の試飲(日本茶 全15種類)
その他のサンプリングもございます。

伊藤園品茶會

可以在活動現場品嚐15種日式茶飲料・更有其他飲品試喝。



Health benefits of fermented soybean products

- Fermentation breaks down some of the harder to digest proteins/nutrients in soybeans
- High in protein
 - Great meat alternative
- Presence of pro/prebiotics
 - Improved gut health
 - Reduce risk of diseases caused by chronic inflammation
 - Notes: preparation is important

Soy foods and supplementation: a review of commonly perceived health benefits and risks by D'Adamo et al.

- Human trials, prospective human trials, observational human studies, animal models, in vitro studies, and laboratory analyses of soy components
- Conclusion: Moderate amounts of traditionally prepared (minimally processed) soy foods may provide some health benefits while minimizing adverse health effects

Natto

- Produced by *Bacillus subtilis*
- High in plant protein
- High in vitamin K
- Contains nattokinase
 - Thrombolytic enzyme
 - Demonstrated *in vivo*



Miso

- Produced by fermenting soybean with a the *aspergillus oryzae* fungus
 - Other variations include fermenting with barley, brown rice, and other grains
- High in protein, vitamin B12
- Buttery texture
- Umami/salty taste
- *Note: Stir it in at the end!



Tempeh

- More fermented soybeans...
 - Fungus *rhizopus oligosporus*
 - Added to partially cooked soybeans
 - Gaps filled with a thin layer of white fungi
- High in protein, vitamin B12
- Nutty taste, similar to meat





Japan has the longest life
expectancy at birth in the
World

Dietary Concerns with Food Habits

- Japanese Diet:
 - Portion Sizes
 - Lacks Variety
 - Higher in FAT (frying)
 - Lacks Dairy Sources
 - Rich in soy products
 - Lack of Aldehyde Dehydrogenase
 - MSG: Monosodium Glutamate
 - Salt that is chemically converted into a flavor enhancer



Serving Size	81g.	Total Fat	10g	0% Fiber
Servings	1	Sat. Fat	0g	Sugars
Calories	342	Trans Fat	0g	0% Protein
Fat Cal.	113	Cholest	0mg	
		Sodium	2400 mg.	100%

* Percent Daily Values (D.V.) are based on a 2,000 calories diet.

FRIED NOODLE W/SOUP
 Ingredients: [Noodle] Wheat Flour, Starch, Vegetable Oil, Salt, Vegetable Protein (Water, Soy Bean Flour, Spice), Vitamin A 0%, Vitamin C 0%, Calcium 18%, Iron 10%



Nutrition Facts
 Serving size 1packet (7.8g)
 Servings Per Container 3

Amount Per Serving		% Daily Value*	
Calories	20	Calories from Fat	0
Total Fat	0g		0%
Saturated Fat	0g		0%
Trans Fat	0g		
Cholesterol	0mg		0%
Sodium	1120mg		47%
Total Carbohydrate	4g		1%
Dietary Fiber	0g		0%
Sugars	2g		
Protein	less than 1g		
Vitamin A	0%	Vitamin C	0%
Calcium	0%	Iron	0%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories :	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram :
 Fat 9 • Carbohydrate 4 • Protein 4

Best before:

- High Sodium
- High Carbohydrate
 - Rice
 - Sugar Sweetened Beverages
 - Candy

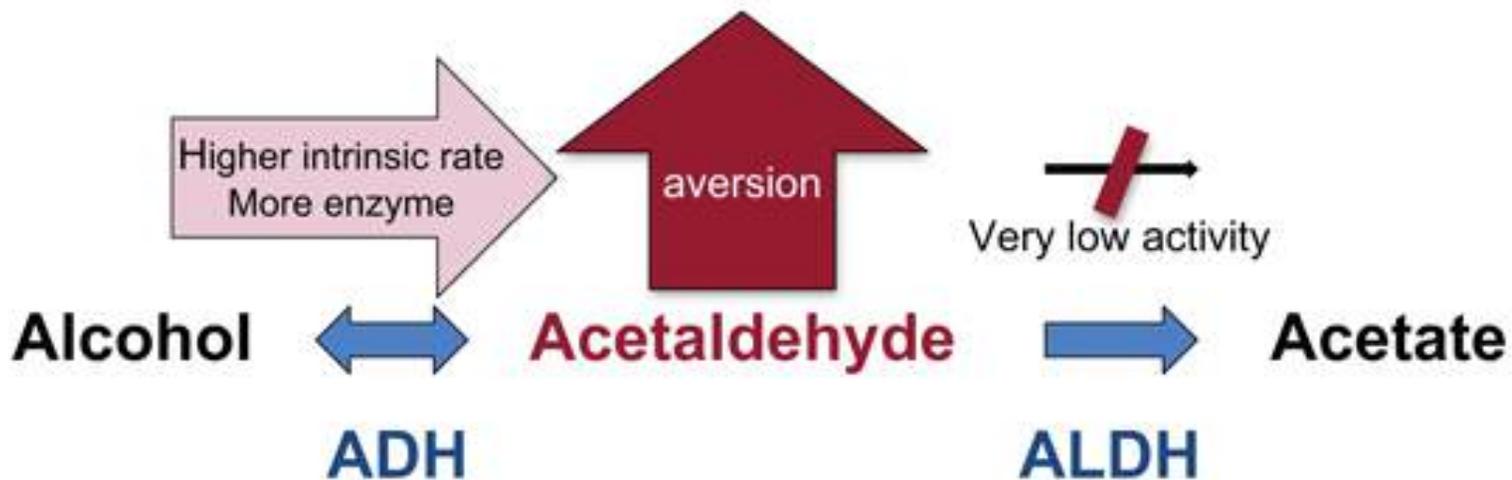
Fish Intake and Type 2 Diabetes

Nanri et al. 2011

- Objective:
 - To determine the association between fish intake and type 2 diabetes risk in Japanese adults
- Methods:
 - 22,921 men and 29,759 women aged 45-75 y with no history of diabetes
 - Diet was assessed using a 147-item FFQ
- Results:
 - 971 new cases of type 2 diabetes were self-reported
 - Men: fish intake was significantly associated with a decreased risk of type 2 diabetes, $p = 0.04$
 - Women: no association

Asian Flush After Drinking Alcohol

- Build up of acetaldehyde → lack enzyme acetaldehyde dehydrogenase
- Flushing, blushing and erythema of skin, neck and torso
- 30-50% of Japanese decent carry alternate aldehyde genes
- Use caution when counseling patients on alcohol consumption
- Altered rates of alcoholism in these populations



Lactose Intolerance

- Nose et al. 1979
 - Lactose Intolerance of Japanese
 - 85% above 3 years of age
 - 90% of adults
- Infant's lactase enzyme decreases after weaning
- Dairy/milk products are not prevalent in the Japanese culture
- Calcium intake between 400-500 mg/day→
 - Soy and green leafy vegetable sources²
- Despite low calcium intake, there is a lower incidence of fractures in post menopausal women²

Dietary Modifications for Diabetic Diet

- Portion control
 - 3-4 carb choices per meal for women
 - 4-5 carb choices per meal for men
 - 1-2 carb per snack
- Meal consistency
 - 3 meals per day
 - 1-2 snacks if needed
- Use of Whole Grains and Alternate grains
 - Increasing Fiber
 - Adding nutrients in alternate grains



Dietary Modifications for Heart Healthy Diet

- Decrease consumption of fried/pickled foods
 - Grill vegetables
- Decrease saturated fat consumption
 - Limit High Fat Meat and Oils used in Frying foods
- Limit sodium consumption < 2300 mg
 - Avoid adding salt to food items
 - Use other spices for taste
- Avoid MSG containing food items
 - Processed foods
 - Ask for no MSG in food at Japanese restaurants
- Consume HBV proteins
 - Eggs, Chicken, Fish

Dietary Modifications for Renal Diet

- Limit consumption high phosphorous foods
 - Limit Soy and use other high biological value proteins
- Limit consumption of high potassium foods
 - Dark Leafy Greens and Salmon
- Reduce sodium consumption
 - Use alternative spices

Cultural Concerns

- Watch portion sizes
 - Large portions common at Japanese restaurants
- Food Safety
 - Sushi/Uncooked meats raise risk of food borne illness
 - Use of refrigeration is not as prominent
- Common Food Allergies
 - Peanut Oils (may not cause reaction)
 - Soy Sauce
 - Eggs
 - Fish



Modifications

- Food Preparations
 - Less frying of meats/vegetables
 - Choose to bake, roast, or stir fry
 - Choose mono-unsaturated fatty acid oils (olive or canola oil) instead of vegetable oils
 - Use alternative spices instead of salt
 - Use whole grain rice or alternate grains to white rice
- Eating Habits/Lifestyle Changes
 - Consume less pickled foods
 - Increase fruit consumption (Variety)
 - Reduce intake of rice at each meal, go Whole Grain
 - Continue to consume lean meats (fish)
 - Continue Fresh vegetables at every meal
 - Ensure adequate food safety
 - Keep alcohol in moderation

Recipe: Yakisoba

- Originated in Japan
 - Chinese influence-
Chow Mein
- Fried noodles
- Meat (typically pork)
- Vegetables (typically cabbage and carrots)
- Yakisoba sauce- high in sodium



Low Sodium Chicken Yakisoba

Ingredients:

- 1 tbsp sesame oil
- 2 tbsp fresh ginger, chopped
- 4 cloves of garlic, diced
- 1 pound of boneless, skinless, chicken
- 1 cup of shiitake mushrooms
- 4 cups of Napa cabbage, shredded
- 2 cups of carrots, shredded
- 1/2 cup of scallions, diced
- 6 oz 100% Buckwheat noodles
- Low sodium yakisoba sauce (see below)

Directions:

1. Cook buckwheat noodles
2. In a wok or a large frying pan, heat the grapeseed or sesame oil until it is hot. Add the garlic, ginger, and mushrooms until they have taken on a golden-brown color. Add the chicken. Cook until the chicken has turned from pink to white, about 10 minutes.
3. Add carrots, cabbage, and half of scallions to pan cooking on medium heat for 5 minutes.
4. Add noodles and yakisoba sauce to the pan, cooking another 2-5 minutes.
5. Serve with sprinkled scallions on top.

Low Sodium Yakisoba Sauce

- 2 tbsp of no salt ketchup
- 4 tbsp of sodium free mirin
- 1tsp of molasses
- 4 tbsp of low sodium soy sauce substitute
- a few shakes of no sodium chili oil

Nutrition Information

1 Serving Beef Yakisoba:

Calories:	530 kcal
Fat:	17 g
Saturated Fat:	6 g
Cholesterol:	65 mg
Sodium:	1,150 mg
Potassium:	791 mg
Carbs:	62 g

1 Serving Low-Sodium Chicken Yakisoba:

Calories:	260 kcal
Fat:	4.5 g
Saturated Fat:	1 g
Cholesterol:	35 mg
Sodium:	750 mg
Potassium:	570 mg
Carbs:	39 g

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