

【農林水産物・食品の広報】

天皇誕生日祝賀レセプションにおける国産水産物の魅力発信(イタリア)

開催日: 令和7年2月20日

場 所: 在イタリア日本国大使公邸

主催: 大使館

在イタリア大使館

【概要】

- 天皇誕生日レセプション(イタリア政府関係者、国会議員、各国外交団の代表、当地国際機関幹部、在留邦人など、総勢220名以上が参加)において、我が国産水産物の魅力を発信するため、日本産ブリ・ホタテの料理を提供。
- ブリ・ホタテが日本国内で人気の水産物であること、海外での人気も高まりつつあること、栄養面の魅力、様々な調理方法で食べられること等を紹介するリーフレットを作成し、適宜説明の上、両水産物を味わっていただいた。
- 参加者からは、「舌の上で溶けるようだ」、「これまで食べた中で最もおいしいホタテだ」など、好意的な感想が聞かれ、ブースを何度も訪れる参加者もいた。特に、同レセプションで提供した日本酒と一緒に味わう参加者の姿が印象的であった。
- イベント終了後、大使館HPにおいて、当該イベントの実施について情報発信した。
https://www.it.emb-japan.go.jp/itpr_ja/20250303_nihon_suisanbutsu_miryoku.html

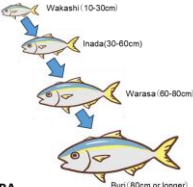
Speciality of Japan

Yellowtail (Buri)



Fatty and Delicious Fish Species Unique to Japan
Yellowtail (Buri/Hamachi) is a type of edible fish that has been commonly consumed at the Japanese dining table for a long time. It is considered an inherent species in Japan's neighboring oceans. In general, "Buri" is used as a collective term for both natural and farmed fish, while "Hamachi" is used only for farmed fish. Production of both natural and farmed is stable.

"Shusse-uo (Promotional Fish)," a Sign of Auspiciousness
Yellowtail is a prime example of "Shusse-uo (Promotional Fish)". Shusse-uo means fish that are given different Japanese names according to their stages of growth. Having unique names with variations in each region implies affection, particularly for yellowtail, among Japanese people. "Shusse-uo (Promotional fish)" is considered auspicious in Japan and is one of the ingredients commonly used for dishes to celebrate a departure.



Abundant Fatty Acids such as DHA, EPA
Both natural and farmed yellowtails are rich in high quality proteins and fats. 100 g of natural yellowtail contains 21.4 g of protein and 12.71 g of the total amount of fatty acid. For example, 100 g of yellowtail contains 1,700 mg of docosahexaenoic acid (DHA), which is said to stimulate the brain, and 940 mg of eicosapentaenoic acid (EPA or EPA), a component which is considered to improve blood flow.

Yellowtail is Tasty Both Raw and Cooked
Yellowtail with the flavor of grease is exceptional and can be enjoyed even with simple seasoning. Sashimi, sushi and carpaccio are delicious, but heating improves umami of the fat. The taste of yellowtails can be enjoyed in a broad range of recipes such as salt-grilling, teriyaki, miso-marinated and shabu-shabu. "Buri Daikon", in which various parts of yellowtail are stewed with Daikon radish, is very popular as a classic dish in the winter.

Source: JETRO HP



日本産ブリ・ホタテを使用した料理



日本産ブリ・ホタテを味わう来場者

日本産ブリを紹介するリーフレット
(ホタテ版、イタリア語版も作成)