

ASA-IM Japan Partners w/ATO to Promote Soy @ FOODEX

ASA-IM Japan partnered with ATO (FAS) Tokyo to demonstrate to the Japanese Trade the versatility, great taste and health benefits of cooking with soy at FOODEX JAPAN 2010. Satono Yuki Shokuhin/ Shikoku Kakoki which is one of the largest Tofu Makers in Japan and Taiki Bussan, a soy trading company, provided the materials for cooking demonstrations at the US Pavilion FOODEX JAPAN. The activity organized by ATO Tokyo entitled "V5 Gateway to American Food 2010" first began in 2009 in Japan to provide US Cooperators and Companies opportunities to educate the trade about US food and agricultural products including soy.

The tofu based recipes included soy okara hors d'oeuvres as well as healthy tofu burgers. Both received significant media interest resulting in print media articles the following day.



Photo: Chef Ema Koeda, Taiki Bussan President Kanai and Staff as well as ASA-IM Japan CD Brabant & Marketing Manager Tateishi at Foodex 2010 Cooking Demo