

The Philosophy of Suzuhiro

Suzuhiro has a philosophy that we pass down from generation to generation and that guides the work that we do. Our mission is: "To transfer the precious lives of fish into the lives of human beings." We at Suzuhiro use many fish to make Kamaboko for our customers. There are five to seven fish in every steamed Kamaboko. We want to appreciate the lives of fish, try not to waste the lives of fish, and conserve the ocean environment. To succeed in our mission, we promise to continue to do the following:

① We use all natural methods to bring out the best flavor in each piece of Kamaboko.

② We do not use any chemical additives, artificial seasoning, coloring, or preservatives. For example, our green coloring comes from spinach, and our yellow coloring comes from pumpkin.

③ We try to reuse the fish skin and bones, which are not used in the Kamaboko. For example, we produce fertilizer from fish skins and bones, which local farmers use.

④ We make efforts to conserve the ocean environment. For example, when we are choosing our fishing partners, we pay attention to their methods. We exchange information on sustainable fishing methods with our fishing partners, and expect them to share our conservation philosophy.

⑤ We try to actively contribute to solving international malnutrition problems. For example, we plan to launch a socially-focused business to improve nutrition in developing countries by manufacturing and providing fish protein products.

