

JC-COC&JFT
MOVIE SHOWING

"DASHI&SHOYU
ESSENCE OF JAPAN"



KUMIKO WATABE, MSC
DIRECTOR, JAPAN-CANADA CHAMBER OF COMMERCE

OUR PARTNERS



The Japan Foundation, Toronto

JETAABC

JTB International

UBC Older Wiser Learners

Seven Potatoes

TECHNICAL CONSULTANT

Jason Hall

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JAPAN CANADA
CHAMBER OF COMMERCE

Since 2016 when I first saw this beautiful and inspiring movie, "Dashi, shoyu - Essence of Japan," it became my passion to share the learning experience with as many people as possible here in Canada.

With economies of scale prevailing in the world of consumerism, I found it my mission to introduce this precious and economically challenged culinary tradition. It is supported by those who strive to provide healthy ingredients that have truly beneficial effects in terms of human physiology.

After spending 3 years in planning and coordinating, the movie was enjoyed by an audience of about 100 people in Metro Vancouver and Vancouver Island throughout 2019. With each film showing, dashi tasting was offered in combination with a brief presentation on the science of umami. As a result, the events boosted understanding and interest toward Japanese culture by providing both visual and tangible experiences, for which feedback included in this report.

I would like to thank my husband, Jason, all volunteers and partner organisations: the Japan Foundation in Toronto, JETAABC, JTB International, UBC Older Wiser Learners and Seven Potatoes.

Without their generous material and logistical support, the events would not have happened.

I hope the events helped in filling the audience's culinary curiosity and encouraged decisions for healthy lifestyle.

KUMIKO WATABE

DIRECTOR
THE JAPAN-CANADA
CHAMBER OF COMMERCE





ABOUT US

The Japan-Canada Chamber of Commerce

The Japan-Canada Chamber of Commerce (JC-COC) was founded by the late Kazuko Komatsu in 2003.

We are a non-profit organization registered with the federal government of Canada. The main role of JC-COC is to strengthen the relationship between Canada and Japan through encouragement of business and economic activities.

In the coming years, we'd also like to expand our role by adding more cultural and educational activities between the two countries.

Kumiko Watabe

Kumiko was born and raised in Japan and moved to Canada in 2015 after having worked as a liaison officer between Japan and Europe (especially Belgium) for 6 years.

In negotiations and coordination between food industries and multinational ministries of agriculture, she often represented voices linking national foods with cultural identities.

Kumiko holds a BA in International Business and Economics and a MSc in Nutrition, Physical Activity and Public Health.

Feature-length documentary in CINEMA with English narration

DASHI & SHOYU

: ESSENCE OF JAPAN

Every Saturday in Jan. 2015
at 15:00 (3, 10, 17, 24, 31 Jan.)
English Narration with Japanese subtitles

Regular screenings each day in Japanese at
12:50 / 15:00 / 19:30

Theater
Pole-Pole Higashi-Nakano
4-4-1 Higashi-nakano, Nakano-ku, Tokyo
Tel: 03-3371-0088

Advance tickets: ¥1,400 (P code: 465-787)
Adults: ¥1,700 Student: ¥1,400 Seniors: ¥1,200
High school students/Handicapped: ¥1,000
Special Pair Concession: ¥2,200
(Couple, friends, parent and child...etc.)

AWARDS for
Minister for Internal Affairs
and Communications
2014

100min (50min + 50min) / HD / 2014 ©ASIA Documentary Productions / NHK / Point du Jour / ARTE France
Directed by Shohei SHIBATA

This film was broadcast by ARTE in August 2014. It had one of the highest requests for on demand screening in France this year and has so far been rebroadcast six times in France and Germany.

Foodies, this one's for you! This feature-length documentary delves into the secrets of Japanese cuisine, focusing on the "twin pillars" of the art: dashi, a fish stock used as the base for soups and sauces, and shoyu soy sauce. Here's the delicious-sounding blurb from the filmmakers: "With limited space to grow food for all, Japanese cuisine distilled the very best from its oceans, forests and mountains ... To truly be nourished, they believe, you must open all your senses, become aware of the world around you and its transformative properties. And in paying thoughtful attention to the delicate and the rare, they discovered astonishing worlds beneath the visible. To penetrate the secrets of this invisible world we must take a microscopic journey to the genesis of the pure and restrained art of Japan's cuisine."
— From introduction TOKYO FILMGOER <http://tokyofilmgoer.com>

For more details: www.asia-documentary.com/dashi_shoyu/english.html
dashi@asia-documentary.com
Production & Distribution: ASIA Documentary Productions

"Dashi & Shoyu: Essence of Japan" unveils the secrets of the fifth taste "umami" and a unique Japanese bacteria called "koji." In the film, which was co-produced by French and Japanese production companies, two pillars of Japanese cuisine are featured: dashi – one of the purest & simple umami stock, and shoyu – a savoury source made from the tradition of Japanese ancient biotechnology.

This film was broadcast by ARTE in August 2014. It had one of the highest requests for on demand screening in France that year and has so far been rebroadcast six times in France and Germany.

DASHI & SHOYU: ESSENCE OF JAPAN

A documentary that examines how the people of the Japanese archipelago have interacted with nature and the wisdom they have gained with regards to food. "Dashi," an essential ingredient in Japanese cuisine, was discovered within nature and integrated into the diet over a period of thousand years. Cameras follow many who contribute to the making of dashi, from fishermen and farmers to scientists and chefs. Furthermore, special microscopic camera work examines the "koji" mould spores that are unique to Japan and gave birth to soy sauce, sake, miso and other central ingredients of Japanese food.

Director: Shohei Shibata

Camera: Yasuo Kasugai

Music: Dan Parry

Assistant Director: Itaru Matsui

Executive Producers:

Yoshimi Oganeku (ASIA Documentary Productios), Nozomu Makino (NHK), Jun Ito (NHK)

Catherine Alvaressse (ARTE France)

Luc Martin-Gouset (Point du Jour)

*"The West is only beginning to rediscover this ancient wisdom."
French audience comment on ARTE*

MOVIE + TASTING



Typical Event Format

Welcome

"Part I: Dashi"

Presentation on umami

Dashi tasting

"Part II: Shoyu"

Quiz with prizes

Closing

Each event had a simple umami presentation by Kumiko. Then a tasting session with konbu (kelp) dashi, katsuo (dried shaved bonito) dashi, and mixed dashi, followed. Typical prizes for answering quizzes were shoyu, dashi powder and Japanese rice.

**Events were provided
free of charge.**

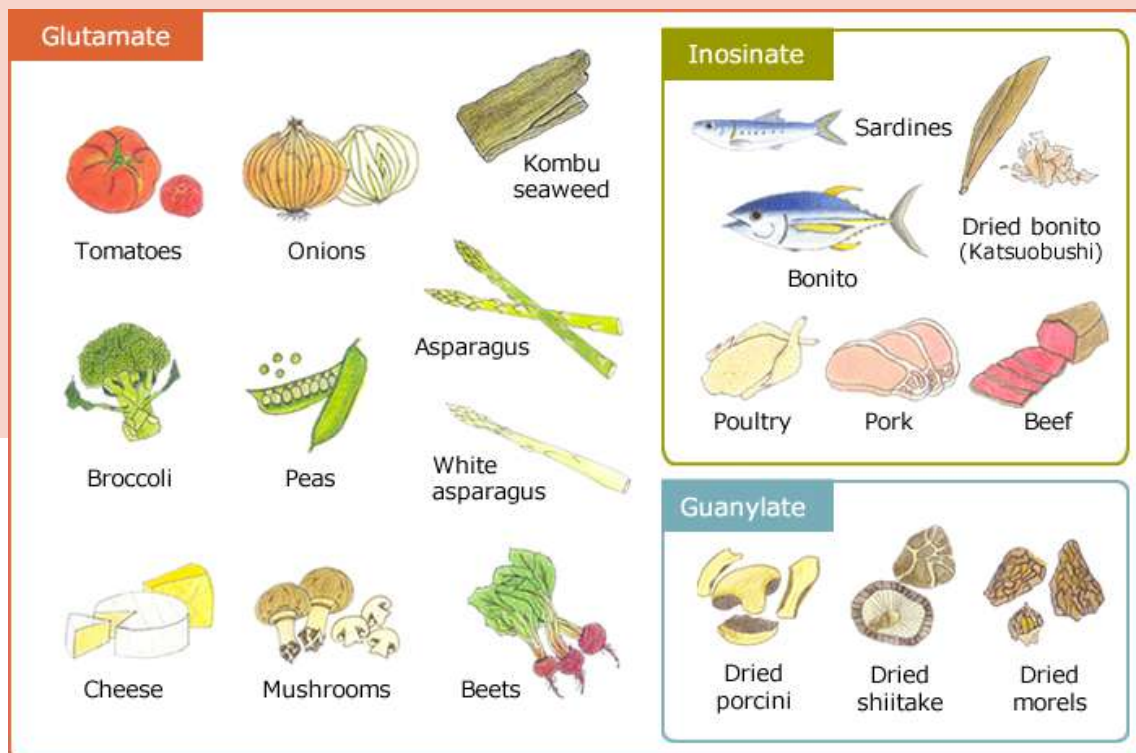
UMAMI - A FIFTH TASTE DISCOVERED BY A JAPANESE SCIENTIST

Source: Umami Information Center
<https://www.umamiinfo.com>

Umami basics

Umami is the fifth taste, joining sweet, sour, salty and bitter. These are unique tastes that cannot be created by mixing other tastes, and are known as the basic, or primary tastes. Umami is a general term used mainly for substances combining the amino acid **glutamate**, and/or the nucleotides **inosinate** and **guanylate**, with minerals such as sodium and potassium.







For human beings, being able to distinguish the five basic tastes is an indispensable survival skill, because it allows us to avoid risky foods and obtain nutrients safely. Umami serves as a signal to the body that we have consumed protein. Sensing umami triggers the secretion of saliva and digestive juices, facilitating the smooth digestion of protein.



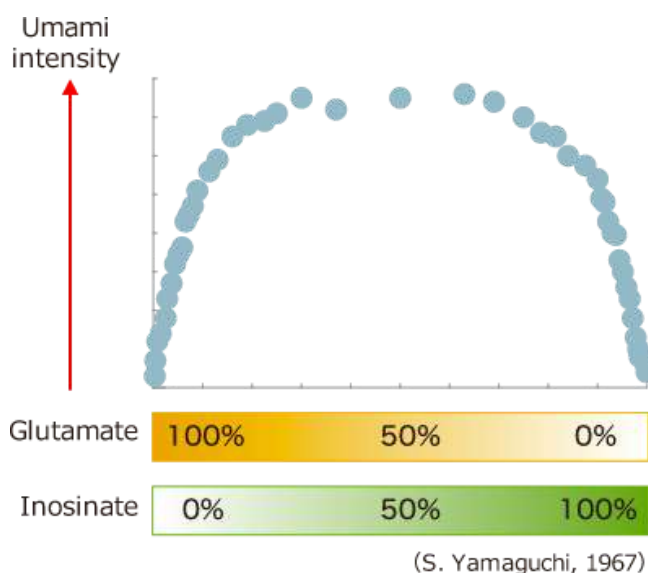
Umami synergy

The main umami substances are glutamate, inosinate and guanylate, and it has been scientifically proven that umami is sensed far more strongly when these are present not individually, but when glutamate is combined with inosinate or guanylate. This is referred to as **umami synergy**.

All over the world, in dishes from soups combining glutamate-rich vegetables and inosinate-rich meat and fish, to the tang of Chinese cuisine extracted from chicken or pork bones and green onions, to **Japanese dashi made from kombu (high in glutamate) and katsuobushi (high in inosinate)**, people have acquired an empirical understanding of umami synergy and applied that knowledge to cooking.

	Japanese	Western	Chinese
Glutamate	 Kombu seaweed	 Onion, Carrot, Celery	 Spring onion, Ginger
	X	X	X
Inosinate	 Dried bonito	 Beef	 Chicken

The strength of the umami synergy between glutamate and inosinate varies according to the ratios of each. When solutions containing slightly varying proportions of glutamate and inosinate were used to perform a sensory evaluation, umami was found to be most powerful with **a glutamate to inosinate ratio of exactly 1:1**. This proportion was deemed 7 to 8 times the intensity of tasting either glutamate or inosinate in isolation.



This kaiseki-style bento box uses over 40 ingredients, but contains fewer than 500 calories, by using the umami of dashi to highlight individual flavors.

Healthy Japanese cuisine in the global spotlight

Recent years have seen a growing shift in the developed world toward fewer calories and animal fats, as people look to prevent lifestyle diseases and maintain good health.

As part of this dietary trend, Japanese cuisine has enjoyed burgeoning popularity, thanks to its health properties. Rather than relying on animal fats, Japanese cooking uses the umami of dashi to highlight the intrinsic flavors of ingredients, and chefs from all over the world have started visiting Japan to study these cooking techniques. Learning how to make Japanese dashi, they master the use of umami as an alternative to animal fats before going on to develop their own approaches to umami-oriented cooking.



JCCOC & JFT

“DASHI SHOYU EVENTS” AT A GLANCE

CO-ORGANIZED BY
JETAABC JTB INTERNATIONAL
UBC OWLS SEVEN POTATOES

WHO CAME??

May 11

**@UBC ACADIA PARK,
VANCOUVER**

RSVP 40

of participants 32

of volunteers 5

**Vancouver foodies, UBC food
engineer, community members,
Japanese cultural experts and
cultural ambassadors**

June 15

**@JTB INTERNATIONAL,
RICHMOND**

RSVP 15

of participants 15

of volunteers 5

**Former JET program participants,
JC-COC members,
Japanese press**

Sep 17

**@UBC NEST,
VANCOUVER**

RSVP 13

of participants 13

of volunteers 4

**Members of
UBC "Older Wiser Learners,"
faculty of UBC Anthropology Dept**

Nov 30

**@BERWICK ON THE
LAKE, NANAIMO**

RSVP 41

of participants 39

of volunteers 5

**President and members of
Japanese cultural society
"Seven Potatoes,"
food business entrepreneurs**

EVENT SUMMARY

May 11

Most of audience commented that they experienced **umami synergy** for the first time. The film showing followed by a tasting session brought them a unique learning experience of Japanese food culture and tradition.

facebook event posts:

https://www.facebook.com/permalink.php?story_fbid=842736042786724&id=536254650101533

After-event survey results:

<https://www.surveymonkey.com/results/SM-PDV995RD7/>

The British Columbia/Yukon chapter of the alumni association for participants of the Japan Exchange and Teaching Programme (JETAABC) took initiative mainly in venue arrangement and guest invitations as a co-organizer. Since most attendees lived among locals in Japan for a year or longer, the event provided an opportunity to reminisce about their experiences with food in Japan.

facebook event posts:

<https://www.facebook.com/jetaabc/posts/2569640713048934>

<https://www.facebook.com/536254650101533/posts/866239300436398/>

After-event survey results:

<https://www.surveymonkey.com/results/SM-6NNZYBG77/>

June 15

Sep 17

A student club for mature students at UBC - the Older Wiser Learners invited their members for their first club event of the school year. Most attendees had no direct connection to Japan, but have regularly enjoyed Japanese foods. They commented that the film and tasting together were inspiring and deepened their knowledge of Japanese culture, **fermentation and umami**.

facebook event posts:

<https://www.facebook.com/Film-Screening-Dashi-Shoyu-369645883637568/>

After-event survey results:

<https://www.surveymonkey.com/results/SM-7QJCJFPT7/>

A Japanese cultural society in Vancouver Island - Seven Potatoes collaborated and invited their members. The event connected the JC-COC in Vancouver and the Japan-related audience in Nanaimo. Many commented that they **"loved it"** and were inspired by the **Japanese sustainable food culture**.

facebook event posts:


<https://www.facebook.com/events/529283071234075/>

After-event survey results:


<https://www.surveymonkey.com/results/SM-3WFR9MPT7/>

Nov 30

EVENT EXPERIENCE FLOW


Search for events
Browse Events
Create Event
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Account

This event has ended.



NOV 30

Dashi & Shoyu - Essence of Japan (Japanese & French documentary, 2015)

by Seven Potatoes & the Japan-Canada Chamber of Commerce

[Follow](#)

Free


Sales Ended

[Details](#)

Description

7 Potatoes & the Japan-Canada Chamber of Commerce invite learning deep inside what we enjoy for granted...Japanese for miso soup, shoyu, sake...to name a few.

"Dashi & Shoyu: Essence of Japan" is about the secrets of the Japanese food culture. It is a documentary film that explores the science behind Japanese food tradition.




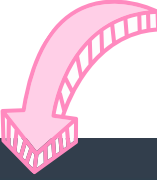
Japan-Canada Chamber of Commerce


2019年5月13日

A film screening of a food documentary, "Dashi & Shoyu - Essence of Japan", was held on May 11th, supported by the Japan Foundation, Toronto. Members of JC-COC, UBC community members, cultural and food experts, and Vancouver foodies, gathered to dig into the science behind Japanese food tradition. Following the movie, the audience had two different dashis from kelp and bonito, and tasted a maximized umami flavour caused by the synergy of umami ingredients.

食文化ドキュメンタリー「千年の一滴 だし しょうゆ」上映会が5月11日にトロントのジャパンファンデーションの協力を得て開かれました。会場には商工会の会員、UBCコミュニティのメンバー、文化や食品の専門家、バンクーバーの食通達が集まり、日本の食の伝統について知見を深めました。上映会に続いて行われた試食会では、観客の皆さんに昆布だしと鰹だしを味わっていただき、うま味食材を混ぜることであま味が最大化する「うま味シナジー」を体験していただきました。







"Dashi & Shoyu" Film Screening Commonsblock

This is the survey result of a film screening, "Dashi Shoyu: Essence of Japan", held on May 11th, 2019.

[QUESTION SUMMARIES](#) [DATA TRENDS](#) [INDIVIDUAL RESPONSES](#)

Q1

What was your impression of the film?

Answered: 5 Skipped: 0

inspiring

5/25/2019 11:03 PM

Interesting! I learned a lot and gained much deeper appreciation for both dashi & shoyu!

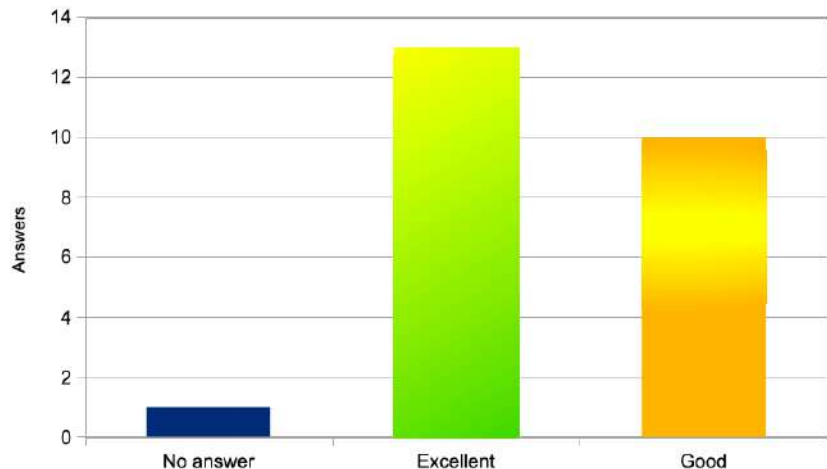
SUMMARY OF POST EVENT SURVEYS



1. What was your impression of the film?

- It was very interesting especially the parts about bonito.
- Very beautiful, educational!
- I felt the beautiful essence of Japanese culture.
- They were both really interesting. Inspiring.
- Interesting! I learned a lot and gained much deeper appreciation for both dashi & shoyu!
- Such a beautiful film. Learning new things was so much fun. Also, I'm very proud of Japanese culture.
- I enjoyed them greatly, as it gave me more detailed context to the history and a scientific look at it.
- Interesting topic, good photography.
- Informative and artistic.
- Dynamic, powerful, educational, interdisciplinary (history, science, culture...).
- Very well done aesthetically. Content wise soooo eye opening.
- Very interesting and informative.
- Very informative and entertaining.
- Artistically designed and executed. As a westerner, I was completely unaware of the subject material.
- Beautiful, informative and inspiring.
- Very informative.
- Cinematically was great. Interesting to see the old methods of shoyu making and the story of traditional kombu preparation.
- Interesting and informative.
- Loved it. There was so much I didn't know about Dashi.
- Beautiful film. I found myself becoming sleepy near the end given the narrator's soothing voice and dark theatre. I loved the film and would highly recommend it.
- Both films were very interesting and well done.
- とてもいいドキュメンタリーでした。日本の古い文化を伝えていけるいいものだと思います。(I found this documentary very good. It serves us to show others the old Japanese culture.)
- 日本文化を日本人以外の方に知っていただく良い機会だったと思います。ありがとうございました。(Thank you for holding this event. It was a good opportunity for non-Japanese to learn about Japanese culture.)

2. How would you rate this event?



3. What discoveries did you make?

- How bonito is made.
- How naturally picked the mold.
- I didn't realize – I always wondered about – the fermented tastes in Japanese food.
- 鰹節の作り方を初めて知りました。(I learned how to make dried shaved bonito for the first time.)
- Fungi is used very often.
- How complex the process for creating these staple ingredients are. The difference in flavours when mixing dashis.
- The way they find the bacteria from the rice field.
- Umami flavour is classified as an addictive flavour similar to sugar.
- I learned how bonito flakes are made. Also, how shoyu is made.
- Craftmanship of shoyu and katsuo.
- How religion and history and culture shaped Japanese food traditions.
- Mold.... and it's fascinating role in creating various foods/products. The dashi tasting experience.
- More info about umami, how kombu is harvested, long process of traditional shoyu making, uniqueness of culture to make shoyu.
- The role of mold in soy sauce production.
- I learned about the importance of fermentation in the production of these two aspects of Japanese culture and cuisine. I also became more aware of the emphasis on artistic involvement in their production.
- The synergy of glutamate and inosinate in creating umami. The unique cultivation and application of *aspergillus oryzae*.
- Molds are not what I always thought.

(Continued on page 17)

3. What discoveries did you make?

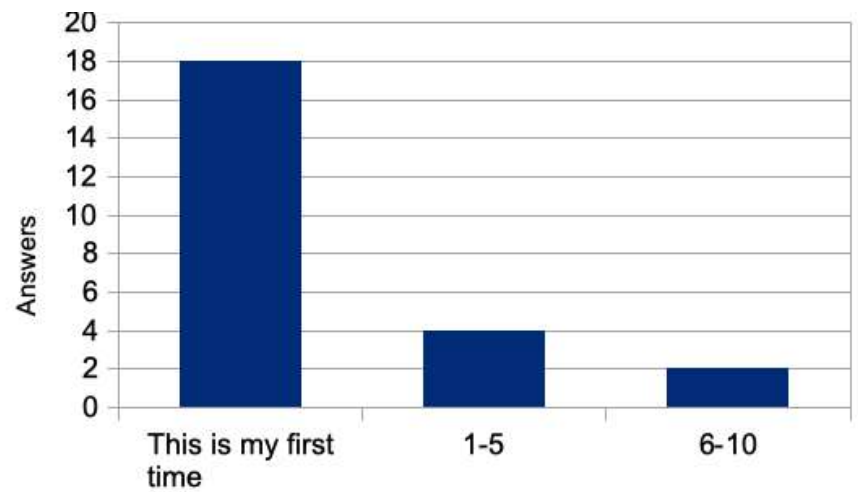
(...Continued from page 16)

- Japan is a complicated mixture of traditional and modern. Interesting mold story. Amazing craft of collecting the mold from rice and that there are still some people doing things the most complicated way. I'm sure the modern way of creating shoyu is not so time consuming.
- Fungi are important for Japanese food!
- Learned about traditional way of making things in Japan.
- The harvesting of the kelp and bonito. And was quite surprised by the mixing of the dashis.
- Learned a lot about Dashi, Shoyu, Sake, also the use of environmentally sustainable ways to make high-end gourmet cuisine. The hours of craftsmanship and generations of learning that goes into making these products. Learning to work WITH nature is very inspiring.
- The difficulty in maintaining the quality of mold spores and yeasts for the development of the umami flavour.

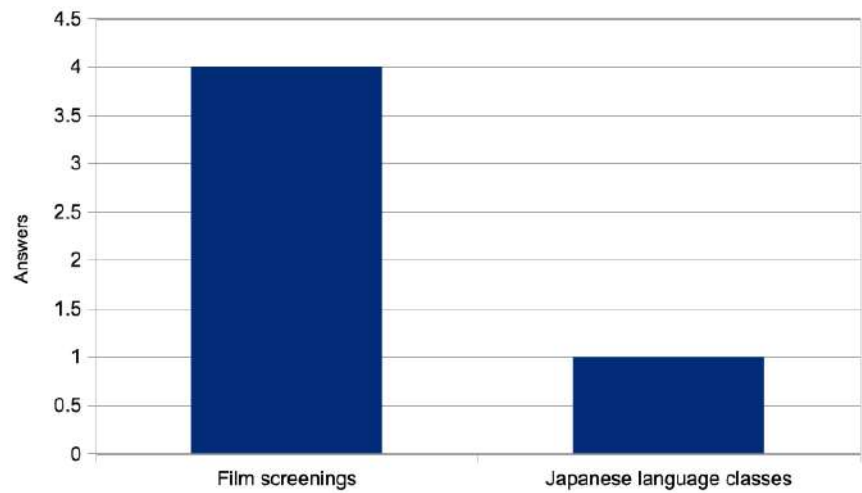
4. How much has this event increased your interest in and/or understanding of Japanese culture?

- Greatly.
- Considerably.
- Very much increased my understanding of the culture.
- Difficult question to answer. It increased interest I suppose.
- A little more than before.
- I've always had an interest so the interest stays the same, and increased understanding of culture was definitely had.
- Yes, I find Japanese culture fascinating.
- A LOT!
- Already interested in Japanese culture, but my understanding of the culture was increased.
- More of an appreciation for Japanese cuisine.
- Somewhat. I have previously visited Japan.
- Very helpful.
- I was very hungry afterwards.
- Increased my understanding of this particular food.
- It has definitely increased my knowledge and interest in Japanese Culture. My appreciation for the way Dashi and Shoyu are handcrafted by masters of their trade and also the way they appreciate nature so it is sustainable (not robbing the planet of all its resources).
- It has broadened both my knowledge of and interest in Japanese culture.

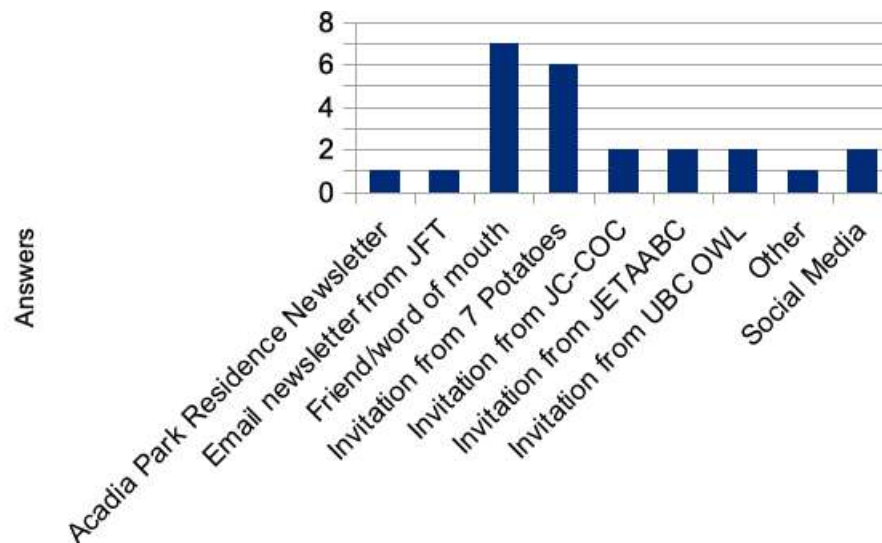
5. How many times have you attended events/exhibits organized/supported by the Japan Foundation, Toronto?



If this is not your first time, please indicate the recent type of events you participated in.

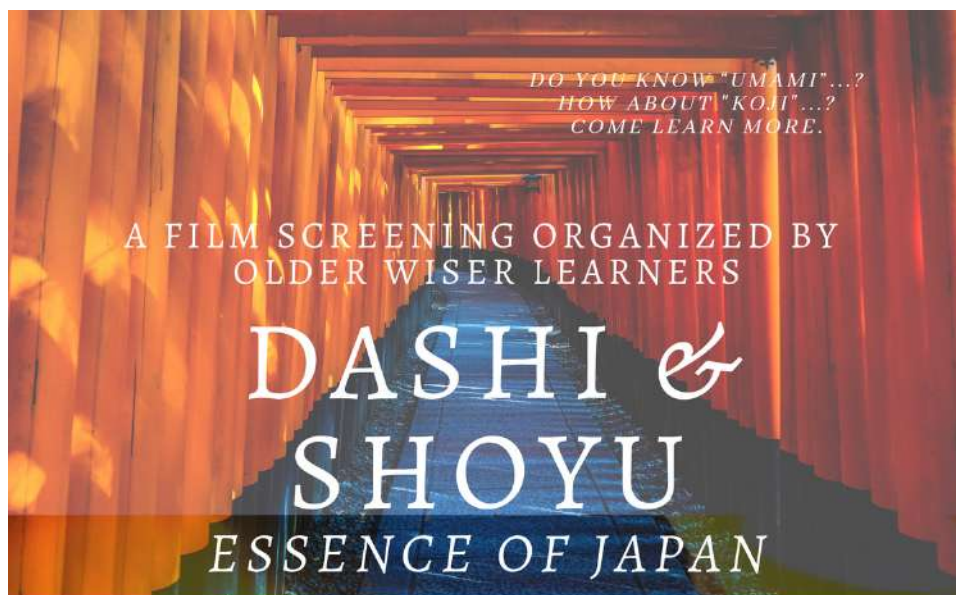


6. *How did you find out about the event?*



7. *Do you have any suggestions for future films and genres?*

- Japanese martial arts.
- I wish more film like this to show the world of Japanese beautiful culture.
- Music. Dance. Sports. Wine. Architect.
- I am open to any and all genres.
- Anything to do with indigenous cultures.
- Japanese Anime would be of some interest.
- Kabuki, Kimono, tea, Shamisen, Shakuhachi.
- Sake tasting would be interesting - or making our own.
- Miso - we've tried once but the recipe did not get handed down from Grandparents.
- Salted fish? Local seaweed collecting? Matsutake and Matsutake gohan. Sushi making the correct way.
- How to put on a kimono.
- Drums.
- How to properly cut fish for sushi.
- Japanese language - basic greetings, etc... Travel in Japan - what are good things to see - travel on a budget - airBnb style.
- History of Japanese in Nanaimo - herring salting.
- Anything related to Japan culture.
- Not specifically but any film on Japanese culture would be greatly received.
- Films about Traditional Japanese dancing (Nihon Buyou).
- Japanese knife making and blacksmithing.



Date

Tuesday September 17, 2019

Time

16:30-(Part I "Dashi" & Tasting)

18:30-(Part II "Shoyu")

Location

Performance Theatre
UBC NEST (Level 2)
6133 University Blvd

FREE
EVENT
WITH
UMAMI
TASTING

