

U.S. Soy Industry Focus of Japan's 'Natto Day' Event

USSEC participated in the Japan Natto Cooperative Society Federation's "Natto Day," an event that included a show of support for the U.S. Soybean Industry.

U.S. Soybeans supply 80% of Japan's natto market, which imports about 3.6 million bushels (100,000 metric tons) of U.S. non-GMO IP varieties annually. Natto is fermented soyfoods, known as super healthy anti-aging foods, an icon of Japanese food culture.

"Natto Day" began with opening comments addressing the mission of Japan's natto industry to continue providing reconstruction assistance to earthquake and tsunami affected areas and making Japan more energetic and healthy via natto. After the comment, Ichiro Mizuki, who is one of the most famous anime and action hero theme song singers in Japan, was appointed as the Natto Ambassador, and sang a natto Song, "*Hero will never never Give Up!*". The song has several versions including, "extremely small seed" and "cracked seed", etc., designed to expand natto consumption by the help of the media exposure in Japan and outside. The natto animation, "*Go for it Natto-san*" will be broadcasted every Saturday



Ichiro Mizuki, a famous action hero actor in Japan, singing a natto song on 'Natto Day.'