

“Protecting the Japanese Rice and the Water Environment!” The EM Tasty Rice Network: continuing to spread to different regions... bonding consumers and producers together...

小さな生き物が創る大地の健康

EM美味米



One of the most important issues for the future of Japanese rice is how to ensure a stable, self-sufficient supply of safe rice. There is a need to change the rice production outlook in Japan. To do this, there is a need to have a deep concern for the environment and the good quality and safety of the rice.

To protect the environment, there is a need to have a rice paddy which could stock water, and allow the growth of small living organisms, leading to the formation of a rich natural ecosystem. With EM Technology, it could be possible to change the stocked water in the paddies into reviving water that could flow to rivers, lakes, and the sea. In the long run, it would be possible to bring back a rich natural water environment in a large scale.

At the same time, with the EM Super Cera Easy Farming, it could be possible to grow safe and tasty rice in the paddies.



■EM Super Cera Easy Farming Framework and Application

Slogan	Goals	Tools to Realize Goals
Fun , Low-cost, High Quality, Safe, High Yield Harvest for Everyone	Promote fun farming with 1 household taking care of at least 2000m ² .	<ol style="list-style-type: none"> EM Super Cera Ferment C Good quality A-EM EM Super Cera Ferment C rice bran pellet Syn or similar material
	Develop an organic farming system which would also be easy for large-scale businesses to apply.	
	Environmental clean-up which starts from clean water and clean agriculture.	

■EM Super Cera Easy Farming application guidelines

- EM Super Cera Ferment C: 5kg/1,000m² (applied in autumn & spring)
- Good quality A-EM: 400L/1000m² (autumn & spring: 100L per time, 45 days and 20 days before germination: 100 L each)
- EM Bokashi 150kg / 1000m²: (applied in autumn and spring, amount vary depending on the area.)

■Data Comparison of Cooked EM Tasty Rice & Regular Rice

*Using EM Tasty Rice from 2005 and 2006 harvests compared to regular rice data of Santoku Inc.

○ Rate of size increase & water absorption: size increase based on amount of water absorbed in rice grain

Brand Name Data Item	Uonoma Niigata Rice		Inabe Mie Rice		Santoku Cooked Rice Average Values
	2005 Rice (Old)	2005 Rice (New)	2006 Rice (Old)	2006 Rice (New)	
Rate of size increase	2.45	2.41	2.42	2.46	2.30±0.15
Absorbed water	64.9	65.1	62.8	64.8	62.0±1.5
	◎	◎	◎	◎	

Legend: ◎Very good ○Good □So-so △Poor *Rice cookers used: Rinnai RR-SOS1-4kg & Shalipro RMG-153 3kg

○ Taste change: change in the taste over time

		Uonoma Niigata Rice		Inabe Mie Rice		Santoku Cooked Rice Average Values
		2005 Rice (Old)	2005 Rice (New)	2006 Rice (Old)	2006 Rice (New)	
Commercial use water added: 100%	0 hr	86	94	86	84	70
	17 hrs	86	89	85	79	
Commercial use water added: 105%	0 hr	87	93	85	82	70
	17 hrs	83	91	85	79	

* Satake Manufacturing Co.'s taste tester used in the trial. Samples were tested at 20°C from 0 to 17 hours.

■ Feature: Kimura Rice Shop Outstanding EM Tasty Rice Outlet

EM Tasty Rice is being sold as an eco-friendly rice at the Kimura Rice Shop which won the (Japan) Ministry of Agriculture, Forestry and Fisheries Award for excellence in retail food shop management at the 16th nationwide competition.



Kimura Rice Shop focuses on selling eco-friendly, high quality, safe, and tasty rice. It also works on building trust in its customers by specifically stating the names of the farmers from whom they get their stock. From the start, EM Tasty Rice is being sold based on this strategy. (Kimura Rice Shop – North Nagoya City)