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GAIN Report

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San Francisco Cuisine Seminar in Osaka

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CSSF Activity Report

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Report Highlights:

ATO Osaka organized "San Francisco Culinary Seminar" in September, 2012, in Osaka. The year 2012 is the 55th anniversary of San Francisco-Osaka sister city relationship. As part of the festivities, the President and four instructors from the California Culinary Academy in San Francisco visited Osaka to commemorate the occasion.

With the cooperation from the four instructors from San Francisco, ATO arranged a cooking seminar targeting Japanese chefs and chefs-to-be to actively promote American cuisine along with American food ingredients.

General Information:

ATO Osaka organized “San Francisco Culinary Seminar” on September 14, 2012 at Tsuji Culinary School in Osaka.

Background

The year 2012 is the 55th anniversary of San Francisco and Osaka sister city relationship. As a part of the celebratory events, a group of instructors (chefs) from California Culinary School in San Francisco along with the president of the school visited Osaka. ATO Osaka requested that the chefs conduct a seminar to introduce San Francisco cuisine to Japanese chefs and chefs-to be, and they kindly agreed to work with ATO Osaka.

Even among professional chefs in Japan, San Francisco cuisine or even American cuisine is not well known. With the chefs coming from San Francisco, this was the great opportunity to educate Japanese chefs and chefs-to-be on American cuisine as well as San Francisco cuisine and promote American food ingredients.

The seminar was held at Tsuji Culinary School in Abeno, Osaka. The school is one of the most prestigious culinary schools in Japan. It was established in 1960, and has been producing famous chefs over 50 years, who now are chefs at restaurants and hotels, teachers at cooking schools, or run their own restaurants. The 55th anniversary events provided the perfect opportunity to work with the school and engage students as well as its graduates through the strong network that the school has built up.

Outline of San Francisco Cuisine Seminar

Date: September 14 Friday 2012 (13:30 -15:30)

Seminar Agenda:

- Introduction
- About ATO and California Culinary School
- Remarks by Mr. Patrick Linehan, US Consul General Osaka-Kobe
- Presentation on the History, Evolution and Trends of California Cuisine
- Presentations on Sourdough bread and California Wine
- Cooking Demonstration: Cioppino
- Q&A
- Closing by Mr. Steve Shnitzler, ATO Director

Presenters: 4 instructors from California Culinary Academy in San Francisco

- Mr. Michael Weller
- Mr. Damon Barham
- Mr. Lev Dagon
- Mr. Nicholas Snell

Venue: Tsuji Culinary School (Abeno, Osaka)

Audience: 100 chefs and chefs-to-be

- 60 current student from the Tsuji school,

- 40 professional chefs



The seminar was opened by a short remark by Mr. Patrick Linehan, U.S. Consul General Osaka-Kobe, to welcome the audience.

Mr. Peter Lee, the president of the California Culinary Academy briefly introduced San Francisco and his school to the audience, followed by the presentation on San Francisco cuisine by four instructors.

Chef Weller introduced the history and the trend of San Francisco cuisine. He started out with the history of the



city and its beneficial natural surroundings such as topography and climate. He also pointed out how San Francisco cuisine evolved with immigrants from around the world.

Chef Snell introduced San Francisco's sourdough bread as a product made from its culture and climate. Then, Chef Dagon talked about California wine industry and explained how it started and evolved into a major industry.

Chef. Barham demonstrated the cooking of Cioppino, a typical San Francisco dish, with the explanation on how



the history of San Francisco city led to the development of the dish. Then, at the end of his demonstration, he offered sample dishes to the audience so that everyone could taste Cioppino. The first comment made by the audience was "very delicious!" The audience greatly appreciated the tasting opportunity.

Finally, Mr. Steve Shnitzler, ATO Japan Director, talked about ATO activities and introduced US food. He closed the seminar by thanking the audience as well as the chefs from San Francisco and Tsuji School.

In this seminar, ATO Osaka also provided the audience with the brochures on US food items offered by following US food cooperators.

- California Milk Advisory Board
- California Prune Board
- California Walnut Commission
- Dairy Export Council
- National Water Melon Promotion Board
- Poultry and Egg Export Council
- Raisin Administrative Committee
- Rice Federation U.S.A.

Results

ATO conducted a survey at the end of the seminar in order to evaluate the response by the attendees. Seventy-five attendees responded to the questionnaire. The following is the summary of the results.

1. Are you satisfied with the seminar?
 - In total, 97% of those responded said they were satisfied with the seminar.
 - Among them, 63% said “very satisfied” and 35% were “somewhat satisfied.”
2. Were the presentations clear and easy to understand?
 - 91% said “easy to understand.”
3. Did the seminar provide enough information?
 - 77% said either it did more than they had expected or it did as much as they had expected.
4. Did you know San Francisco cuisine before the seminar?
 - 56% of those responded said either they had no idea about San Francisco cuisine before the seminar.
 - Another 28% said they knew only a little about San Francisco cuisine.
5. Did the seminar improve your understanding on San Francisco cuisine?
 - 33% said it had improved extremely.
 - 63% said it had improved in some degree.
6. What were the topics that you got interested in? (multiple choices)
 - History and trends of San Francisco cuisine: 45%
 - California Wine: 56%
 - Sourdough bread: 27%
 - Cioppino demonstration: 51%

By looking at the result of the survey, it can be concluded that the audience were quite satisfied with the seminar. The high level of the satisfaction by the audience came partly from the remarkable presentation skills of the four chefs from San Francisco. It was clear by the comments made in the questionnaire



that the audience enjoyed the presentation tremendously.

As expected, the knowledge about San Francisco cuisine among the attendees was quite low before the seminar. But 96% of those responded to the questionnaire said their knowledge on the San Francisco cuisine had improved. Also as additional comments made by the attendees, ATO Osaka learned that they are interested in American cuisine, American food, and recipes. ATO Osaka would like to take any opportunities in the future to continue its efforts to promote American cuisine among chefs.