

TSUDAU

室津

播磨
磨庫
灘県



The delicious taste from the boat, just as it is.

For over a century, Tsudau Suisan Co., Ltd. has carried on the tradition of an amimoto fishing family. Operating a fleet of fourteen vessels, we have supported dining tables around the world through three core businesses: farming diploid Pacific oysters, triploid Pacific oysters, and Banshu Salmon, alongside the wild harvest of fresh whitebait (nama-shirasu).

The greatest strength of Tsudau Suisan lies in our ability to judge the quality of seafood ourselves through the experienced eyes of fishermen. After harvesting or farming, we independently decide whether each product should be shipped fresh to market or processed for frozen distribution. Only seafood that meets our standards is immediately transferred to our in-house rapid freezing facility located at the port. Products that do not satisfy our quality requirements are never commercialized. The ability to carefully select products at the raw ingredient stage is one of the defining characteristics of Tsudau Suisan.

There are many rapid-freezing technologies and systems in the world today. However, through many years of research, we have come to believe that the truly critical factors are the freshness of the raw material before freezing, pre-processing methods, product thickness, packaging, pre-freezing temperature, storage temperature, and thawing techniques. Understanding the importance of each of these elements, Tsudau Suisan continuously pursues the optimal approach for oysters, Banshu Salmon, and whitebait. The result is the philosophy we strive for every day.

“The delicious taste from the boat, just as it is.”

At the same time, we devote ourselves with equal seriousness to food safety and sustainability.

We have obtained and operate the international certification system ISO 22000, ensuring that food safety and organizational stability are managed comprehensively and systematically. In addition to strict legal compliance, we maintain transparency through detailed monitoring records, traceability from shipment back to raw materials, hazard analysis at every production stage, verification of manufacturing processes, and continuous food safety inspections.

Furthermore, as international expectations for sustainable fisheries continue to rise, we are promoting activities to obtain internationally recognized sustainability certifications as what is likely Japan's first standalone company engaged in suspended oyster farming on this scale. By minimizing environmental impact while delivering exceptional quality, we aim to pass on the “treasures of the sea of Murotsu” to the next generation.

Company Name: Tsudau Suisan Co., Ltd.

Founded: Around 1920 (*exact year uncertain; various historical accounts exist*)

Established: 2011

Head Office: 1316-1 Murotsu, Mitsu-cho, Tatsuno City, Hyogo, Japan

Restaurant: 850 Murotsu, Mitsu-cho, Tatsuno City, Hyogo, Japan

Capital: ¥3,000,000

Representative Director: Yusuke Tsuda

Number of Employees: 49

Certifications Obtained: ISO 22000 (*as of May 2026*)

Permits & Licenses: Fisheries Product Manufacturing License, Prepared Food Manufacturing License, GMP Certification, Restaurant Business License, Facility Certifications (in accordance with customer requirements in each country)

Organization: Fisheries Division, Processing Division, Quality Control Division, Corporate Planning Office, Sales Division, Restaurant Business Division, General Affairs & Accounting Division

Product Lineup: Diploid and triploid Pacific oysters for raw consumption (live and frozen), Banshu Salmon for raw consumption (trout salmon; live and frozen in round, semi-dressed, and other forms), raw whitebait (*nama-shirasu*) for raw consumption (frozen), as well as various in-house processed seafood products including canned goods and oyster soy sauce, ready-to-cook products.

Sales Regions: Japan, United Arab Emirates, Singapore, Malaysia, Thailand, Saudi Arabia, and many others.



HISTORY

This photograph is the only surviving visual record of the “first generation” of the original Tsuda Fisheries, the predecessor of Tsudau Suisan Co., Ltd..

At that time, fishing boats were wooden hand-rowed vessels. There were no sonars, fish finders, or satellite communications. Captains ventured into the waters of the Seto Inland Sea relying solely on their own experience, instincts, and knowledge of the sea.

In those days, the Seto Inland Sea was rich with treasures from the ocean, including Spanish mackerel, horse mackerel, mackerel, sand lance, and sardines. One can almost picture the scene: a mother keeping the household records while carrying a baby on her back, and a father returning from fishing, enjoying fresh seafood and sake as he planned the next day's voyage.

The “宇” symbol of Tsudau Suisan originates from the name of the founding *amimoto* fisherman, Tsuda Usaburo. It is from this “宇” that the company inherited its identity. The history and traditions built by Tsuda Usaburo continue to live on today in Tsudau Suisan Co., Ltd.

Times have changed, and fishing vessels have evolved into modern ships equipped with the latest technologies. Yet one thing has remained exactly the same: the Seto Inland Sea waters of Murotsu, beloved by Tsuda Usaburo — a landscape defined by both sea and mountains.

The sea and the mountains are, in fact, deeply connected. The richness of our waters exists because Murotsu Bay is geographically enclosed and exceptionally clean, sustained by two major rivers flowing from the mountains: the Ibo River and the Chikusa River. The tidal current changes direction approximately every five hours, alternating between eastward and westward flows. We believe that the Murotsu coastal area naturally retains mineral-rich waters carried down from the mountains, creating the ideal environment for producing exceptionally flavorful seafood.



VESSELS

Tsuda Suisan Co., Ltd. operates a total of fourteen fishing vessels. These vessels are used according to the specific type of fishery or aquaculture activity, including suspended cultivation of diploid Pacific oysters for raw consumption, single-seed basket cultivation of triploid Pacific oysters for raw consumption, marine farming of Banshu Salmon, and wild whitebait fishing through boat seine fishing methods.

Depending on the type of seafood being harvested, each vessel is equipped differently. Some boats are fitted with onboard chilling systems that rapidly cool seafood immediately after harvest. Oyster vessels are equipped with large cranes used to lift oyster lines, while certain salmon vessels are outfitted with equipment for *ikejime* processing to preserve freshness and quality. Traditionally, the vessels of Tsuda Suisan have all been given the name "Hoeimaru."

In 2025, the vessels Hoeimaru No. 141 and Hoeimaru No. 142 were launched, and Hoeimaru No. 143 is currently under construction.

At the 2025 launching ceremony, we received nearly 200 traditional *Tairyō-bata* fishing flags from the local fisheries cooperative, fellow fishermen from across Japan, shipyards, and our valued business partners. There is no doubt that the encouragement and support from our colleagues continue to inspire us. Above all, however, our greatest source of strength comes from customers who tell us that Tsuda Suisan's products are truly delicious. In the past, today, and into the future, we hope to continue nurturing abundant seafood in these waters.

At the same time, we are committed to working tirelessly to deliver delicious oysters, salmon, and whitebait to overseas hotels and fine dining restaurants that greatly appreciate premium Japanese ingredients.



DIPLOID OYSTERS

Tsuda Suisan Co., Ltd. is Japan's largest oyster exporter by export volume (*2024 customs data*). Our flagship product is rapidly frozen diploid Pacific oysters that can be enjoyed raw simply by thawing them. We are truly delighted that the exceptional taste of Tsuda Suisan oysters is being appreciated by customers around the world.

The diploid Pacific oysters cultivated through suspended farming methods by Tsuda Suisan are known as "one-year oysters." Oyster seed is typically placed into cultivation around April each year, and harvesting begins approximately in November of the same year.

One-year oysters possess several distinctive characteristics. They are known for their full, rich meat content, the absence of unpleasant oyster odor, and thin, lightweight shells. They also offer a flavor profile that is both deeply savory and refreshingly clean, while shrinking very little even when cooked.

The waters of Murotsu are exceptionally rich and pristine, filled with abundant plankton and minerals that allow young oysters to grow to ideal eating size in only about one year.

The true value of an oyster is not determined solely by its size, but by the balance of texture, flavor, and lingering finish. We believe that serving oysters at the one-year stage offers the best overall experience. Tsuda Suisan oysters are highly praised for their deep umami that pairs beautifully with white wine and Japanese sake, while still remaining light, clean, and easy to enjoy even for people who normally dislike oysters because of their strong smell or heaviness. Many customers tell us, "These are the only oysters I can eat."

When rapidly frozen, the oysters retain their delicious flavor while allowing for long-term storage. As a general guideline, the product can be stored for up to one year from the date of freezing at our facility (*exact expiration dates are individually labeled*). Simply thawing the oysters under running water allows customers to enjoy delicious raw oysters at home with minimal preparation.



TRIIPLOID OYSTERS

Tsudau Suisan jointly developed a surface aquaculture system for use in Japanese coastal waters together with an Australian single-seed basket manufacturer, combining single-seed basket technology with longline farming methods. This system enables the stable cultivation of high-quality triploid Pacific oysters regardless of tidal fluctuations, allowing consistently delicious oysters to be produced throughout the year.

Triploid Pacific oysters can be cultivated and harvested year-round, both in summer and winter. Because they possess a chromosome structure that prevents spawning, the nutrients that would normally be consumed during reproduction instead accumulate within the oyster as rich umami. As a result, triploid oysters offer a distinctly different flavor profile from diploid oysters — exceptionally creamy, rich, and deeply flavorful.

Since single-seed cultivation of triploid oysters is still limited in overall production volume, these oysters are primarily supplied to selected restaurants, fish markets, and high-end Japanese restaurants, including establishments in Dubai. Their greatest appeal is the ability to provide freshly harvested live oysters throughout the year, even during the summer season.

Wholesale prices are naturally higher than those of diploid oysters. However, once tasted, we believe customers will immediately understand why they command that level of value.

At present, Tsudau Suisan's production volume of triploid Pacific oysters remains relatively small compared to its large-scale suspended cultivation of diploid oysters. Nevertheless, we introduced this method because we believe it allows effective utilization of shallow coastal areas where traditional suspended farming cannot be implemented due to insufficient water depth.

We actively provide advice and support regarding aquaculture techniques and farming equipment to fishermen who wish to cultivate oysters in coastal regions where suspended farming is difficult. Our hope is that, through these efforts, oyster aquaculture will continue to expand further throughout Japan.



BANSHU SALMON

Local premium salmon brand “Banshu Salmon” is cultivated by Tsudau Suisan at a scale of approximately 50,000 fish annually. Tsudau Suisan’s salmon is completely additive-free, raised without the use of antibiotics or medication, and carefully cultivated in Japan under controlled feeding programs designed to optimize the richness and balance of its fat content, ensuring the salmon reaches its most delicious condition before harvest.

The species is trout salmon. As of 2026, Banshu Salmon is sold either as fresh whole fish (round), semi-dressed fresh fish with the gills and internal organs removed, or in rapidly frozen form. Moving forward, we intend to respond flexibly to customer requests regarding trim levels and processing specifications.

Tsudau Suisan is also currently developing cold-smoked salmon products using Banshu Salmon, with the goal of delivering safe, high-quality smoked salmon made from domestically farmed Japanese salmon to dining tables throughout Japan.

Because Banshu Salmon is raised without additives or medication so that both adults and children can enjoy it safely and with confidence, it can be prepared in a wide variety of ways depending on one’s creativity — including sashimi, rice bowls, pizza toppings, pasta ingredients, and many other dishes.

The appeal of Banshu Salmon lies in the elegant sweetness of its rich fat content and the exceptional freshness unique to domestically farmed Japanese salmon. The moment it enters your mouth, its smooth, melt-in-the-mouth texture and deep umami flavor spread beautifully across the palate, while the finish remains remarkably clean and refreshing, making it a salmon you will want to enjoy again and again. In particular, when served fresh, customers can appreciate the clarity of the flesh, its beautiful color, and its moist texture, offering a delicate flavor and refined bite distinct from imported salmon products.



SHIRASU - WHITEBAITS

Tsudau Suisan's "Shirasu" (Seto Inland Sea, Hyogo Prefecture) is carefully produced using only premium-quality catch personally selected by experienced fishermen. After landing, our staff thoroughly removes foreign materials by hand, and the shirasu is sterilized using electrolyzed hypochlorous acid water. It is then portioned into 100-gram packs, rapidly frozen, vacuum-sealed, and stored under strict quality control.

There is very little drip released during thawing, allowing the natural springy texture and rich umami flavor of the shirasu to return beautifully. For the best eating experience, we recommend draining the product thoroughly after thawing and chilling it well with ice water before serving.

The Seto Inland Sea provides highly favorable conditions for shirasu. Compared to the open ocean, the waters are calmer and water temperature fluctuations are relatively stable. In addition, nutrients flow into the sea from numerous rivers, creating an environment rich in phytoplankton. This abundance of phytoplankton supports large populations of zooplankton, which in turn become the ideal food source for shirasu — juvenile anchovies.

Well-nourished shirasu tends to retain its body condition and naturally develops delicate fat content and deep umami flavor. In particular, the Harima Nada area is known for having moderate tidal currents that are active enough to maintain healthy fish quality, yet not as excessively strong as the Kuroshio Current. Because of this, the shirasu does not become overly muscular, allowing it to achieve both softness and elasticity at the same time. This is what creates its characteristic "plump" texture.

Freshness is also extremely important. Shirasu is a highly delicate fish that deteriorates quickly, so immediately after harvesting, rapid boiling or rapid cooling is carried out to minimize flesh breakdown and bitterness. All of these factors together are what make Tsudau Suisan's shirasu truly special.



QUALITY CONTROL

HACCP has been made mandatory throughout Japan. At Tsudau Suisan, however, we operate under international certification standards that go even further.

Among these international standards, we place ISO 22000 at the core of our operations, asking all employees to act in accordance with established disciplines and certification requirements. Food safety cannot be achieved by only a limited number of specialists. It is maintained only when every individual working on-site shares the same awareness and consistently follows established procedures. For this reason, we place great importance on the fundamental attitude of “reliably carrying out what has been decided” in our daily operations.

At Tsudau Suisan, we enforce thorough hygiene management and record control throughout every stage of production, from the acceptance of raw materials to processing, packaging, storage, and shipment. Daily inspections and records are conducted based on established standards for cleaning conditions within processing areas, confirmation of equipment sanitation, product temperature checks, and temperature management of refrigerated and frozen storage facilities. These systems are essential for quickly tracing causes and implementing appropriate responses should any issue arise.

Furthermore, food safety is supported not only by facilities and equipment, but also by the awareness and actions of each employee. For that reason, we continuously conduct hygiene training and review internal operational rules, while steadily improving on-site practices in order to maintain a production system capable of meeting international standards.

As a seafood company representing our local region, we will continue to approach safety and quality with sincerity and dedication, striving to create products that customers can choose with complete confidence and peace of mind.



HAZARD ANALYSIS

To protect food safety, it is essential not to simply “respond after a problem occurs,” but rather to anticipate potential risks in advance and prevent them before they happen. At Tsudau Suisan, we conduct hazard analysis based on this preventive approach.

Hazard analysis is the process of identifying risks that may exist within products and manufacturing processes, and systematically evaluating at which stages specific hazards could occur. In food manufacturing, hazards generally fall into three categories: “biological hazards,” such as bacteria and viruses; “chemical hazards,” such as detergents or chemical substances; and “physical hazards,” such as metal fragments or pieces of plastic. Comprehensive management of all these risks is essential.

At Tsudau Suisan, we assess potential risks at every stage of operation, from the acceptance of raw materials through processing, packaging, storage, and shipment, and establish management procedures appropriate for each process. Product temperature control, foreign material prevention measures, sanitation verification for equipment and utensils, and employee hygiene management are all clearly standardized, with continuous monitoring and recordkeeping carried out accordingly.

Furthermore, hazard analysis is not something that is created once and then forgotten. The contents are continuously reviewed and updated in response to equipment modifications, new product development, or changes in operational procedures, ensuring that the management system remains practical and effective for on-site operations. Through hazard analysis based on international standards, Tsudau Suisan continuously pursues higher levels of food safety and product quality.



ENVIRONMENTAL RESPONSIBILITY

The rich blessings of the sea can only exist when the natural environment remains healthy and well preserved. At Tsudau Suisan, we view the seafood industry not simply as a form of production activity, but as an industry that must coexist with the local sea and be carried forward into the future.

Although the Seto Inland Sea is known for its calm waters, it is also home to a delicate natural ecosystem that supports a wide variety of marine life. For this reason, we believe it is essential to minimize environmental impact in our daily business activities and pursue a sustainable approach to fisheries and aquaculture.

At Tsudau Suisan, we are committed not only to hygiene management throughout each stage of aquaculture and processing, but also to reducing environmental impact. We continuously review the materials and equipment we use, waste management practices, and workplace conditions, while operating with a strong awareness of the importance of carefully utilizing limited natural resources.

Furthermore, the seafood industry is deeply connected to changes in the natural environment. We closely monitor factors such as seawater temperatures, ocean currents, and changes in fishing ground conditions, believing it is important to protect the local marine environment and preserve it for future generations.

“Producing delicious seafood” and “protecting a rich and healthy sea” are inseparable goals. As a company deeply rooted in the local community, Tsudau Suisan remains committed to respecting nature and pursuing sustainable manufacturing practices in harmony with the environment.



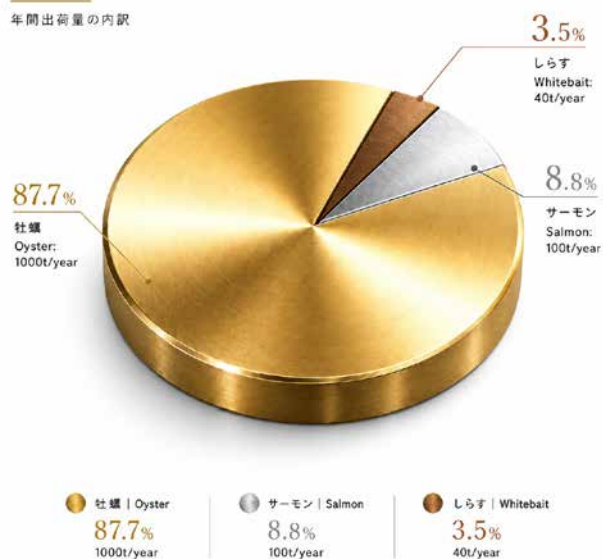
ANNUAL TRADE OVERVIEW

We have illustrated an overview of Tsudau Suisan's catch and shipment volumes on the left. Although annual volumes may fluctuate, we hope this serves as a useful reference for understanding our production scale over the past ten years.

Thanks to your continued support, we have been fortunate to receive stable business inquiries and orders from customers around the world for many years.

ANNUAL SHIPMENTS

年間出荷量の内訳





SALES TEAM

Tsudau Suisan's sales department is not simply a division that sells products. It plays an important role in connecting customers with on-site operations, accurately reflecting customer needs into manufacturing and processing activities.

The seafood industry is heavily influenced by natural conditions such as the environment, catch volumes, and seasonal fluctuations. For that reason, it is not always possible to supply products under exactly the same conditions at all times. This is why our sales staff are expected to possess the flexibility and judgment necessary to respond appropriately even in situations where fixed rules alone are not sufficient, while fully understanding on-site conditions.

At Tsudau Suisan, we are building a system in which sales representatives deepen their understanding of processing sites and production operations, enabling them to respond quickly to customer requirements regarding quality, specifications, and delivery schedules. In some cases, sales staff may personally confirm on-site conditions and coordinate internally before making decisions on the appropriate course of action themselves. This reflects the practical, field-oriented mindset we have cultivated over many years as a fishermen's company, as well as the importance we place on trust-based relationships with our customers.

In addition, our sales department places great importance on "listening first." Because seafood products are used in many different ways and sales requirements vary greatly depending on the customer and market, we carefully identify each customer's needs and challenges before proposing the most suitable solutions.

As a seafood company with a warm and approachable character, Tsudau Suisan aims to build trusted customer relationships by combining practical field knowledge with flexible responsiveness.



RESTAURANT

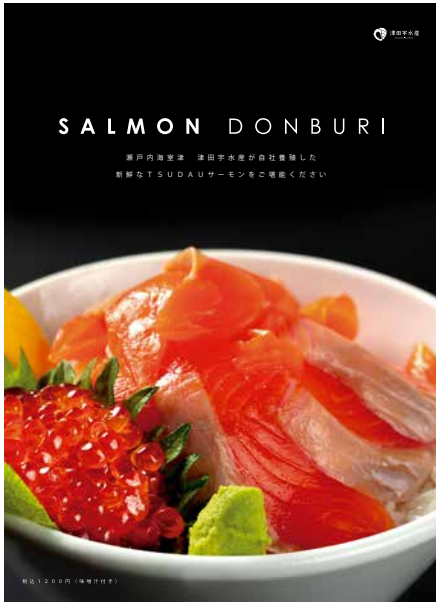
Tsudau Suisan's restaurant is not simply a "fishermen's dining hall." It is also an important place of practical experience where we prepare the seafood we work with every day using our own hands, evaluate it with our own senses, and deliver it directly to our customers.

There are things that cannot be understood simply by shipping seafood to market. Which processing methods best enhance texture? What level of seasoning brings out the natural sweetness of the ingredients most effectively? How do freezing, thawing, and cooking methods change flavor and aroma? By actually serving seafood as cuisine and receiving direct feedback from customers, we continue learning the true value of seafood products every day.

At this restaurant, we focus on serving the most delicious seasonal ingredients available, including fresh fish landed from the Harima Nada region, our own farmed Banshu Salmon, fresh shirasu, oysters, and other carefully selected seafood. We believe in allowing the ingredients to speak for themselves, without masking their natural qualities through excessive seasoning. Because we are a fishermen's company, we understand the importance of freshness evaluation, proper processing timing, and precise temperature management — all of which contribute to the quality and flavor of every dish we serve.

We also place great importance on the dining environment itself. Our goal is to create a calm and relaxing atmosphere where guests can enjoy their meals while experiencing the unique character of a harbor town. Whether dining with family and friends or stopping by during sightseeing or a scenic drive, we hope our restaurant offers a welcoming and comfortable space for all visitors.

Because we are directly involved in every stage — from fishing and seafood processing to food service — we are able to deliver truly delicious products with confidence and responsibility. Tsudau Suisan's restaurant is more than just a place to eat; it represents our commitment to serving as a bridge between the sea and the dining table.



RESTAURANT

The dishes served at Tsudau Suisan’s restaurant are, in a sense, “reference examples” designed to demonstrate how our ingredients — such as oysters, Banshu Salmon, and shirasu — can be prepared and enjoyed at their very best. We do not simply sell seafood products; we aim to deliver the full appeal and potential of each ingredient to our customers.

For example, even with the same Banshu Salmon, the sweetness of the fat and the aroma can change dramatically depending on cooking methods, seasoning levels, and sauce pairings. Oysters likewise reveal completely different characteristics depending on whether they are served raw, steamed, grilled, or incorporated into pasta dishes. Shirasu is also highly sensitive to freshness and temperature management, making it important to understand the nature of the ingredient itself when preparing it.

At Tsudau Suisan’s restaurant, we continuously experiment with various cooking techniques and flavor combinations in order to maximize the appeal of our ingredients. By preparing the dishes ourselves and directly observing customer reactions, we often discover new ideas that lead to future product development and improved processing methods.

We also hope to make seafood feel more approachable for people who may think that “seafood is difficult to prepare” or “hard to cook at home.” For this reason, many of the dishes served in our restaurant incorporate ideas and preparation styles that can easily be adapted for home cooking as well.

To us, this restaurant is not simply a place to eat, but also a place for proposing new ways to enjoy the blessings of the sea — more deliciously, more freely, and more creatively.



TRAINING, INTERNAL/EXTERNAL

At Tsudau Suisan, we believe that the people who ultimately support product quality are each individual employee working on-site through their understanding and daily actions. For this reason, based on the requirements of ISO 22000, we continuously conduct planned education and training programs for all employees.

Our training programs cover a wide range of topics beyond basic food hygiene and HACCP knowledge, including foreign material prevention, temperature control, allergen management, cross-contamination prevention, equipment sanitation, health management, emergency response procedures, traceability, and legal compliance. Furthermore, we place strong emphasis not only on teaching rules themselves, but also on ensuring employees understand why those rules are necessary and what purpose they serve. Rather than operating through formalities alone, we strive to create a workplace where employees can think independently, make appropriate judgments, and act responsibly.

In addition, Tsudau Suisan considers the transfer of skills and knowledge from experienced employees to younger staff members to be an essential part of education and training. Fisheries and seafood processing are industries heavily influenced by natural conditions, fish species, and seasonal changes, and there are many situations that cannot be handled strictly according to textbooks alone. For this reason, we provide practical training while sharing the experience, intuition, and on-site knowledge cultivated over many years in the field.

We believe that “education is not a one-time task, but part of the company culture itself.” Every employee shares the responsibility that comes with handling food products and maintains a mindset of continuous learning. We believe this commitment forms the foundation for consistently delivering safe, reliable, and high-quality products to our customers.