

Delicious NIPPON



Intension of the program

Recent years have seen the spread of the Japanese food boom throughout the world, particularly in Europe and America.

In Asian countries where economic development is most pronounced, there is a growing class of wealthy people whose attention has been drawn to high quality Japanese cooking ingredients, and this represents a wonderful opportunity for the further expansion of agricultural and marine product exports from Japan.

In order to take full advantage of this great opportunity, we will produce an all English language series of programs themed on the attractions of Japanese cuisine, culture and cooking ingredients. Each of the programs will be broadcast worldwide via NHK World/jib-tv (Japan International Broadcasting Inc.) in an effort to allow people from various countries to develop a wider comprehension and deeper familiarity with Japanese agricultural and marine products, while further promoting the enhancement of export opportunities.

Program line up

Outline of the program

Program title: "Delicious NIPPON"

Style: Studio + VTR

Duration: 30 min. (A total of 8 episodes)

Language: English

Broadcast schedule

Channel: NHK World TV

Target area: Worldwide (excluding Japan)

Time: 8 weeks consecutively from **February 2, 2009**

09:30 ~ 10:00 (JST)

Rebroadcast: 13:30, 17:30, 21:30, 01:30 and 05:30 (following day)

Internet broadcasting: The program will be broadcast on JIB's home page (<http://jibtv.com>) at the same time as the TV broadcast.

*JIB's internet broadcasts are not accessible in Japan

#1	Japanese Food Culture
#2	Rice
#3	Seafood : Yellowtail
#4	Vegetables : Long Yam
#5	Fruit : Apple
#6	Forest Gifts : Shiitake Mushroom
#7	"Wagyu" Japanese -Beef
#8	Japanese Tea and Kaiseki cuisine

Consigner

Ministry of Agriculture, Forestry and Fisheries

Participants

Presenter
Judy Ongg



Cooking instructor
Naoyuki Yanagihara

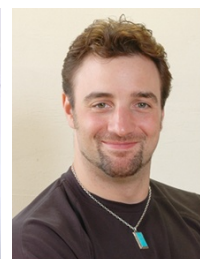


Reporters

John O'Conner



Nicholas Pettas



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