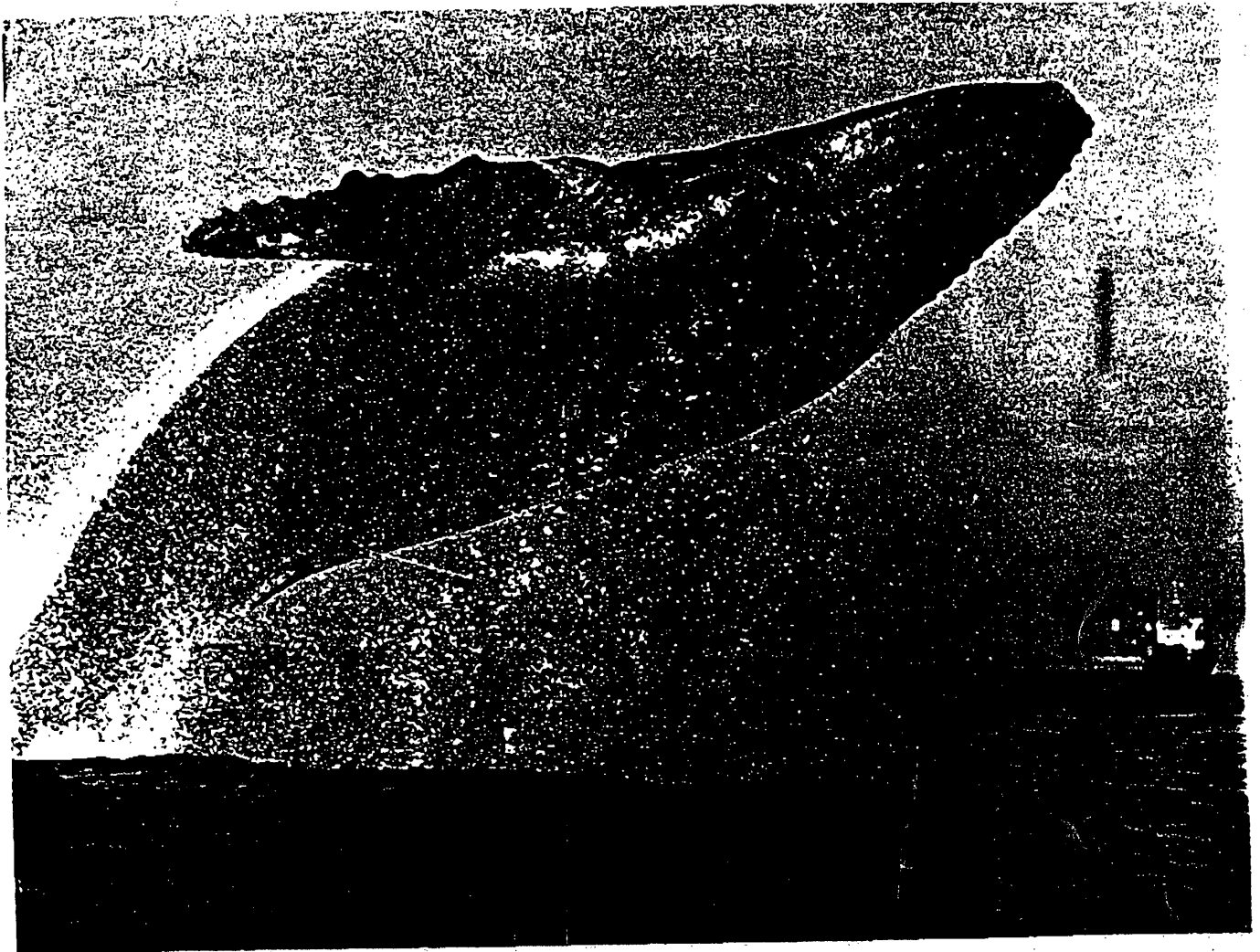


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バイオテクノロジー & ハイテクノロジー
**BIO & HIGH TECHNOLOGY
ANNOUNCEMENT
ITANO**



イタノ冷凍株式会社

ITANO REFRIGERATED FOOD CO., LTD.

クリーンな南氷洋。豊富な資源。

The Clean Waters of the Antarctic Ocean are the Source of Vast Natural Resources

地球上でいまだに汚染されていない、いちばん綺麗な海、南氷洋。そこで捕れるオキアミは、体長20メートル以上もあるクジラのエネルギー源として知られるように、アミノ酸バランスのすぐれた貴重なタンパク源です。しかし、その最後で最大のタンパク源といわれる南極オキアミの多くが、日本では養殖魚の色揚げやレジャーフィッシングの餌料にしか利用されていないのが現状です。

イタノ冷凍株式会社は、そのオキアミの将来性に着目し、1983年から研究開発に着手。きわめて優れた調味料となるオキアミエキス、抗酸化作用を有するアスタキサンチンをはじめ、リン脂質、キチンなどオキアミの持つ豊富な天然素材を最大限に利用・活用し、次世代に求められる健康食品・機能性食品としての道を切り開くべく努力を重ねています。



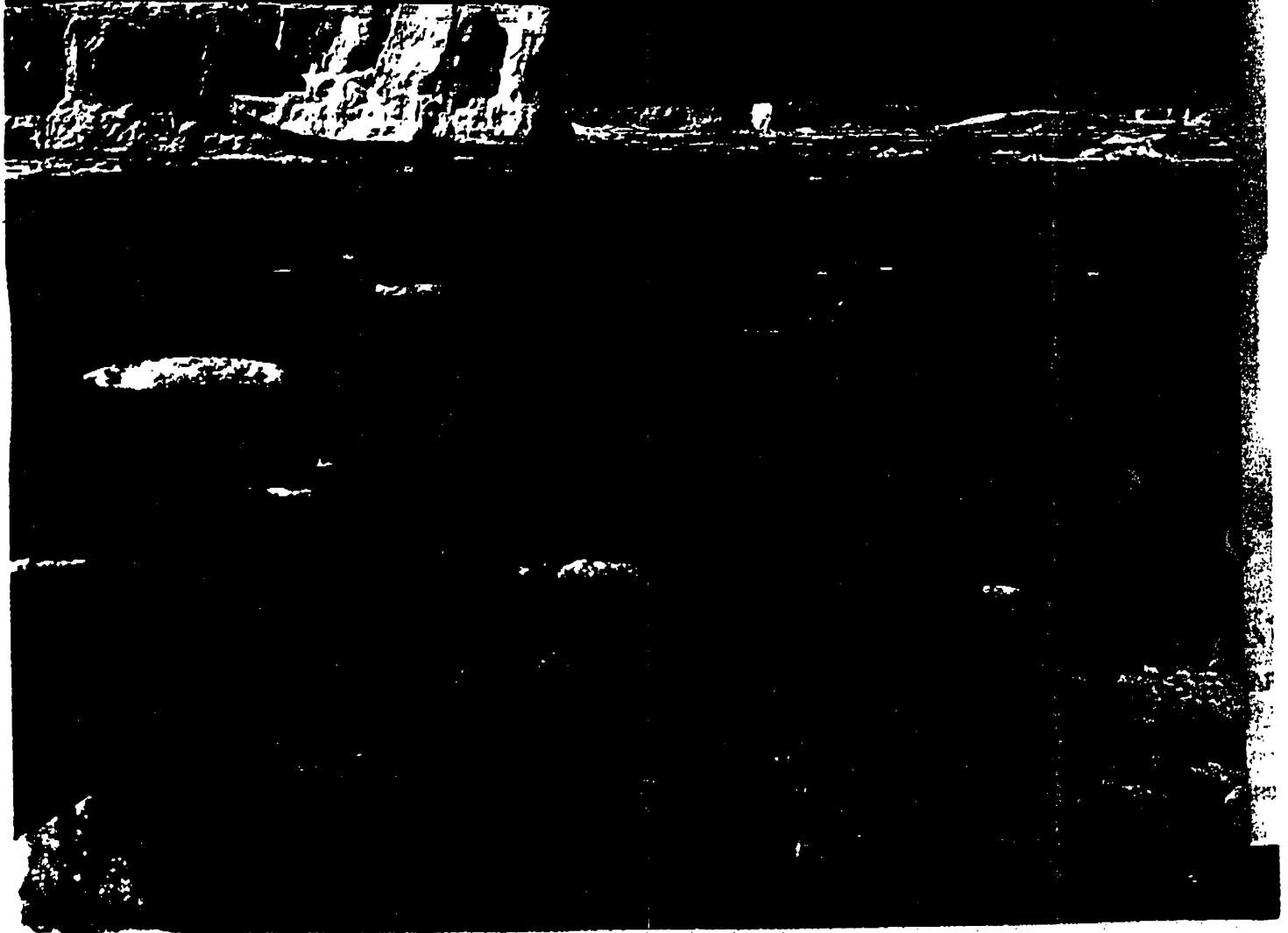
The Antarctic Ocean, one of the most unpolluted and beautiful marine areas in the world.

Krill from the Antarctic Ocean is a valuable source of protein containing an excellent balance of amino acids, and as is widely known, provide the main source of energy for whales that grow to lengths exceeding 20 metres and inhabit these waters.

In Japan, Antarctic krill, said to be the last and greatest source of protein available to mankind, is largely used as a pigment for cultivated fish and as bait for leisure fishing.

However, the future potential of Antarctic krill (*Euphasia superba*) as a new marine resource came to the attention of Itano at an early stage with research and development having commenced in 1983. Our researchers have been successful in utilizing the potential of krill by isolating its outstanding

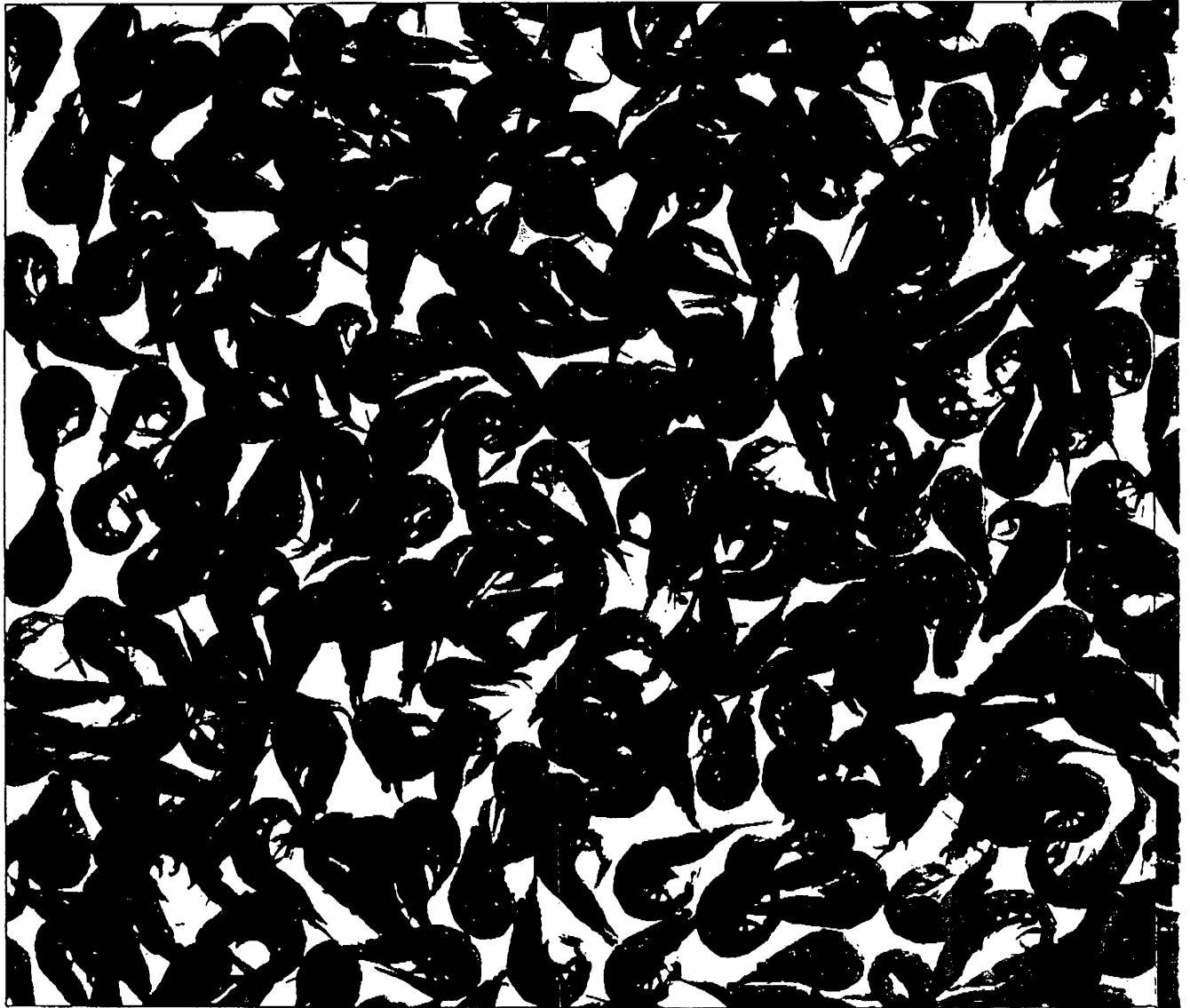
features as a raw material such as its composition of phosphatide and chitin, in addition to astaxanthin with its anti-oxidizing effects. Itano has not only opened the way to utilizing Antarctic krill as a seasoning and outstanding natural pigment, but has also brought to light its potential as a health food and "functional food" that will be sought after by the next generation.



おいしい & ヘルシー。いちばん新しい、カラダの必

Delicious and healthy

Today's essentials for your body



オキアミは、最も綺麗な天然物。

南極オキアミは、エビと同じ甲殻類。つまりエビの仲間です。なにしろ、雑菌の繁殖しにくい低温域・南氷洋、この冴えわたったクリーンな海で生まれ育ったものを採捕するわけですから、汚染のすすんだ近海の高産物に比べてずっと綺麗な食べ物。栄養価は極めて高く、おいしくてヘルシー。しかも毎年7,000万トン捕獲しても大丈夫といわれるくらい豊富です。21世紀を前に、将来の食糧危機を回避するためにも、オキアミの有効利用は人類の食物確保につながります。

Krill is an Exceptionally Unpolluted and Pure Natural Resource.

Like shrimps, Antarctic krill is a crustacean; in other words, it is a near relative of the shrimp family. Compared to marine products taken from coastal waters that are being steadily encroached upon by pollution, Antarctic krill caught in the clear waters of the Antarctic Ocean — where they multiply and thrive in low-temperature waters not susceptible to the propagation of various bacteria — can be described as an incomparably pure food source. The nutritive value of this health food is outstanding and the taste superb. It is also estimated that the huge resources available will allow annual catches of up to 70,000,000 metric tons without any detrimental effects. With fears being voiced about serious food shortages in the future, the effective use of krill promises to be a positive step forward in securing food supplies for the human race as we head toward the twentieth century.

高い栄養価

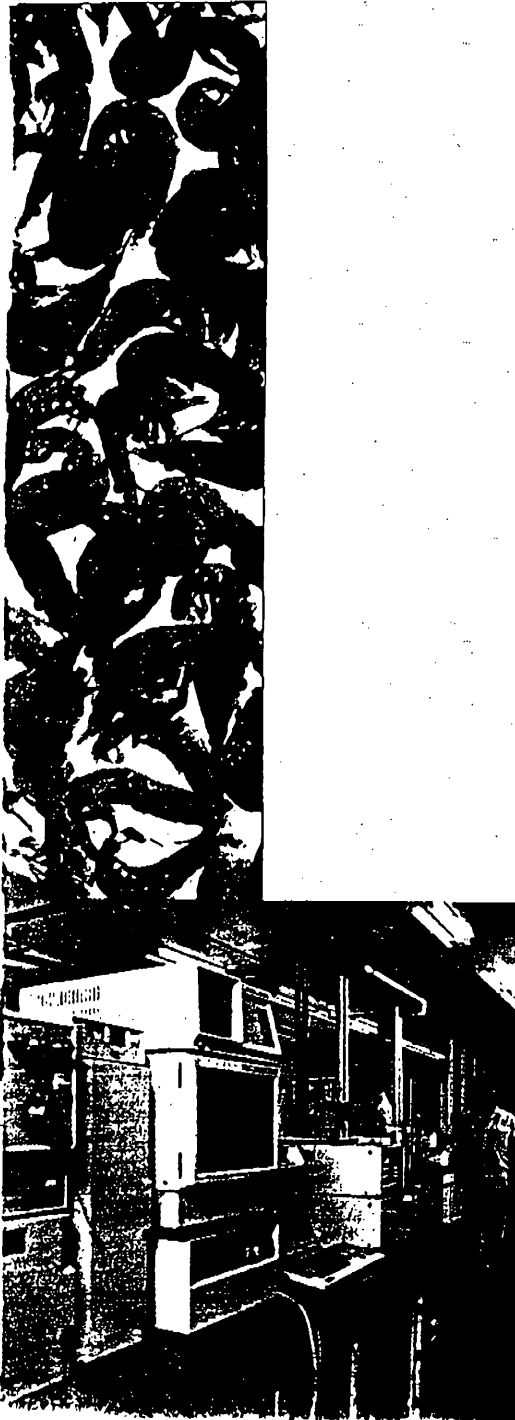
あのクジラの巨体をささえるオキアミの秘密は高い栄養価にあります。主成分のタンパク質は良質で、必須アミノ酸を豊富に含んでいます。そのアミノ酸組成はクルマエビより優れていて、牛肉や卵と比べても全くひけをとれません。そして、ビタミンA、ビタミンB₂、カルシウムなどもいっぱい。理想的な栄養バランスです。

南氷洋の自然が私たちに与えてくれた、現代の食生活にピッタリのカラダの必需品です。

High Nutritive Value

The ability of krill to support the huge body of a whale is it's high nutritive value. The main component, protein, which contains plenty of essential amino acids, is of high quality. The pattern of amino acids in krill is superior to that of prawns, and is not inferior to that of hens eggs. In addition, krill is rich in Vitamin A, B, and Calcium, and is nutritionally well balanced.

Krill is perfect for today's dietary requirements, is essential for our body, and is naturally presented to us from the Antarctic Ocean.



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