

## Tofu Saves Local and Global Area

### 〈Abstract〉

We knew the fact that people in Morioka city have consumed larger amount of tofu than any other cities from 1989 to 2013. We are interested in the potential of tofu and thought about the way of sharing its benefits globally. First, we joined tofu festival to search the present situation of tofu industry in Morioka city. After that, we wondered what kind of product should we develop and named it Toffy. Second, we made business plan of Toffy. For example, we focused on the convenience of eating tofu and made a hypothesis; if seasoning doesn't spill, it will be eaten more easily and frequently.

Learning from the professionals of the trade, we improved that plan to be more beneficial for people in the world. As for the conclusion, we predicted what kind of benefits will be given by Toffy and what kind of global problem can be solved.

### 〈Introduction〉

How often do you eat tofu? How many kind of tofu dishes can you come up with? Many of you know that tofu is good for health but opportunity of eating tofu is few. So we would like to share our idea to make tofu more convenient and easy to eat.

### 〈Analysis〉

#### 1. Benefit of Tofu

Tofu has some benefits.

First, tofu contains high nutrients. According to the data by Japan Tofu Association, protein is essential nutrient in our lives. We can get protein by meat, fish, soybeans, and so on. However, meat and fish also contain highly fat and cholesterol. On the other hand, tofu contain these lower. Thus, for example, compared tofu 100g with beef 100g, tofu is 72kcal and beef is 371kcal. Tofu contain 30g protein, beef is 55g. In addition, tofu contain only an eighth of fat than beef. Tofu can provide us with protein efficiently.

Moreover, tofu contains other beneficial nutrients, lecithin and isoflavone. Lecithin can reduce cholesterol level. Isoflavone can reduce active oxygen, which get our body older. Therefore, tofu can prevent us from getting a stroke.

#### 2. Local Health Problem

According to the data by Japanese Ministry of Internal Affairs and Communications (Mortality rate of stroke per 100 thousand population in 2015), death rate of stroke in Iwate is the worst and the consumption of salt In Iwate is the largest in Japan.

The cause of stroke is high blood pressure, too much salt, and bad eating habits. So, in order to solve this situation, it is clear that people in Iwate have to choose healthy food. However present solution does not seem to be working fully. So we developed new healthy food using local beneficial food.

### 3. Present Situation of Tofu

To develop new production, we searched the present situation of tofu. According to the data from Japanese Ministry of Internal Affairs and Communications, the consumption of tofu in Morioka has got first place for 22 times from 1989 to 2013 however, it lowered for the years 2014 to 2015. Also, graph 1 shows that the consumption of tofu in Japan is gradually decreasing from 2007. (*adapted from the data by All Japan Tofu Association*)

So it can say that Japanese people eat less tofu than before. Therefore, we want to share this great food with people in Iwate besides around Japan and foreign countries. In addition, man who met at the Tofu Festival said that young tofu producers are decreasing. It is our mission to make tofu be eaten more and make tofu industry more active for local health and economy.

### 4. New Product "Toffy"

We thought about how to make tofu more popular and easy to eat. If tofu became easy to adopt into a meal, it will enable us to get nutrition more easily. So we thought about the improvement points of ordinary tofu.

Tofu is sold about 400g generally, some Japanese people feel it is too much because they cannot eat all of it at once. It may get us dirty by spilling dressing like soy sauce. Some people get bored of taste of soy sauce. So we come up with a new product, Toffy which is coming from "Tofu for you". We hope that tofu will be more popular due to Toffy.

What is a Toffy?

The size is about a cup of pudding - people can eat it all up at once.

Dip on the center - When we drip some dressings, we don't have to worry about spilling it from Toffy because it gathers in this dip.

Sold in small package - As Toffy is in the cup, we don't need to move it to a dish and to wash the dish.

It is sold with various kinds of seasonings. Toffy can be eaten with various dressings, so we can enjoy eating Toffy without getting bored. These unique advantages of Toffy enable us to eat tofu more frequently.

### 5. Benefits of Toffy for Global Area

Today, some communities have a health problem, for example, in America, it is said that 33% of population is obese. Toffy can improve this situation because toffy is so convenient that people eat well and get nutrition. Furthermore, spreading "toffy" in America not only becomes the first step to solve the problem of obesity, but also the best chance to spread Japanese food and culture.

〈Conclusion〉

We tried to solve the local problem and the global problem by making Toffy. It also spread the culture of Iwate to the world.

In the future, we want to investigate the following three things.

We actually make tofu and get foreigners to eat it and hear their impression.

We examine the law and regulation about trade.

We examine about the transportation to pass a product quickly and safely.

#### 〈References〉

Japan Tofu Association

Adapted from official website sentences

Japanese Ministry of Internal Affairs and Communications

*Mortality rate of stroke per 100 thousand population, 2015*

*Population dynamics form*