

ON THE "INTEGRITY" OF THE FISHERY PROCESSED FOOD AND EMOTIVITY PRODUCTS

Tsuyoshi Otani

e-Mail Address fwvx1173@mb.infoweb.ne.jp
Faculty of Project Design Miyagi University

Abstract

A product consists of some parts. The integrity of a product might not be explained from individual parts. The fishery processed goods can be used as a model. The characteristic which derives from a product as a whole is more important than right or wrong of individual parts. All commodities to appeal for consumers have much in common. I explain the process of producing a new tasteful commodity by observing the fishery processing goods business. This is a part of data acquired from a research at a fishery port in Japan. (1) A project manager should be a person in charge of marketing, which makes success easier. (2) A product and a process design should be done concurrently. (3) As for a synthetic architectural commodity, a strong leader is a must. (4) To understand material and sensibility information, we can use the above-mentioned.

1: Introduction

A Japanese word "kansei" can be replaced with many English words. You can easily find such words as, sensibility, touch, aesthetic, delicate or exquisite, poetic, sympathetic, and sensuality, etc. In addition, the word to express a person who is rich in kansei diversifies. By the way, it is said that "gentle woman" once meant "woman who is polite, rich in sensibilities, and has good education", but it now means a congress woman. A Japanese "kansei" includes most of these meanings. It is a troublesome word. A word "emotivity" used in this symposium and a Japanese word "kansei" is similarly situated in troublesome circumstances, too. In Japan a word "Emotive" is used as being opposed to a word "Rational". "the emotive and rational capacities of humankind". Man's emotion functions subjectively. Perhaps you can say an

emotional person is not a rational person. Considering from the theme of this report, we assume each consumer selects a commodity according to his taste. Needless to say, sellers must obey what consumers are after and supply it. But usually sellers are not supposed to sell a commodity to only one person. If they have to find what the only person is looking after, it is easy. Yet to find what a lot of consumers want in common is tough job. So "to suggest what they want" would be rather easy "to find what they want". Because the former is a more concrete target. "Business administration" means to produce and sell goods and service more rationally. But what is "more rationally"? You are expected to sell more or to profit more. So you make efforts. Though you can't always succeed. Sometimes you fail, sometimes you succeed. Your success comes when the taste of the

commodity you proposed appeals to consumers. It is also the time your hypothesis is verified. That's, in a word, the success.

How can you bring this success? How can you get closer to the success? This is a vague question to answer. You must divide the contents of the question. First of all, we focus on processed food, then expand from there to everyday commodity like food, clothes, etc. In addition, we examine not only goods but also service. Judging from the consumers behavior, the commodity has two kinds. When a consumer stands in front of displayed commodities, certain goods are examined closely. Consulting his own taste he thinks whether to buy or not to buy the one. Under another circumstances, there is no room for him to indulge in his own taste. He has to buy the commodity regardless of his preference. Because he needs it. There is not a substitute for it, either. It is, so to speak, a no-alternative commodity. The preference of the former is high. The preference of the latter is low. You can understand this difference by a comparison as follows. There is a shirk called "yoshikirizame" made into two kinds of product, one is "kamaboko"(boiled fish paste) and the other is "surimi" (chopped fish meat). By the way, "yoshikirizame" is captured when fishing tuna. This is not welcomed, so this type of fishing is called jammed fishing. The body of "yoshikirizame" is processed to "surimi". A trader who manufactures "kamaboko" buys it. They know "surimi" of "yoshikirizame" is the second class goods as the raw material for "kamaboko". But they do buy it. Because they can turn it into a more preferred product, "kamaboko". "Kamaboko" is a luxury product. In a sense, it is a taste acquired by a consumer. So if you want to succeed, you must develop acquired taste among consumers. We will see its clues next chapters.

2:Materials

2-1 Motivation to process

Once there were a lot of fishing ports. Many fresh fish were caught there. Of course fresh fish are most delicious to eat in "sashimi". No point to process it. But a population of fisherman's town is small, when too many fish are caught, you must deal with surplus ones. They want to change it into cash. If they process "surimi" using the surplus ones, it can be baked and last long. (Though its taste comes down.) Then the processed ones would be transported to remote areas. Accordingly the way of fish processing began to be sought after. The freezing technique has spread since about 1970. Now they were able to store raw materials for fishery processed goods. But fishery processed goods manufacturing enables effective mass production. So the more a fishing port processes fish, the less its own fish stocks becomes. The balance was collapsed. They have to get fish caught in other ports. A fishing port is no more a fishing port, it's a factory port. What you make in mass must be sold in mass. The SSDS(Self-service discount store) has expanded since the latter half of 1960's. They have pulled out department stores who once were kings of retail. SSDS has increased the number of shops by the technique of a chain operation. This system is based on the hypothesis "every shop sells the same goods". This hypothesis is also true of a processing factory at a fishing port.

All were good, as long as mass produce and mass sale balance equilibrated. But as economic grew, increasingly, people became rich and their tastes were diversified. Processing traders and SSDS were forced to produce a lot of kinds of commodities at the expense of mass production and the effectivity of mass sale. Needs for displaying many kinds of goods at a shop arose. By the way, processing trader's

raw materials comes not only from their fishing beach. Fish all over the world can be used as raw materials. Moreover, a fishery processing factory isn't be necessarily limited in the fish catching area. A factory in a city can be the one. Dirty works like picking out bone or skinning are not suitable there. It should be done at a raw materials' original place. So a company in a city would produce goods by using workers with ties. That condition is indispensable to make a deal with other companies.

Thus, the factory in a fishing port fight with the innumerable stealth competitors. Production site image, which is decided by quality, durability of freshness, processing ability, tastiness, has become important. For example, "Simonoseki's globefish" has fixed reputation. Of course among those are Korean ones, Chinese ones. But if they are labeled as "Simonoseki's globefish", customers are convinced as "It's delicious".

2-2 Idea of new commodities

Let's assume that there are two kinds of new commodities. One is a commodity which has never been produced and has never sold up to now by itself. Another one is a commodity which changes old one's taste, color, capacity and wrapping design. If the processing trader who makes only "kamaboko" manufactures processed goods using sea algae, it becomes his new product. However, there are a lot of commodities made from sea algae in fishing port area. Perhaps, there are enough of them to make up one genre. Therefore, quite a new goods in the fishery processing industry is seldom produced or sold. In a word, the fishery processed goods already have many kinds. A new fish is not found every year. The amount of raw materials is almost limited, too. A new commodity is difficult to be born from there.

The proposal of a new product is delivered by changing an existing one's character. Pasted products such as "hanpen", "fish-paste", and "tumire" have already been developed to the full. If you want to add uniqueness to them, there are almost no other way but to change additive stuff, manufacturing method, size, and rations of materials. On the other hand, products are, if not selling well, meaningless. A certain trader says. "One hit results from devising 100 items. In between, a lot of other items also disappears." Still, it is said, "To show a company's characteristic is its usual concern". Because a hit commodity could become the signboard of a shop. Moreover, another trader says, "Among 30-40 hand-made yearly goods, barely one goods is put into mass reduction using machine, and that, it happens only every three years." and "100 or more will be made for prototypes by the time one hit commodity is born". Processing trader's commodity needs to satisfy the level of a commercialization plan by SSDS. "Health" is one of common favorites among a lot of customers. But their interest is not laid on its price or amount of its content but on its quality control, such problems as safety or PL (product liability), food hygiene, and product control. What they might specialize in is not goods itself, but its additional value. Goods selling well is quickly mimicked. Because the analysis technology is developed, it happens remarkably in the processing food industry. At goods originally produced area, it happens the same industry's executives exchange their opinions or mimic each other's product. But they can't mimic all. From marketing point of view, it is unwise to admit by yourself "We started late." Change must be made by yourself. Find an interesting preceding commodity, and by referring to it you may construct your own goods' image. What kind of additive stuff or seasoning liquid should

be used also be decided. Past data could play an important role. Maybe a school, which would collect basic data and teaches how to make delicious taste, is desirable. There are many opportunities for those who get degrees in the study of food. But their flooding in this field is unwelcome.

2-3: Trial product and its test

At the stage of trial producing, an experienced person is important. If he has certain knowledge, more suitable. And if the combination is born between a person who has long been producing "siokara" and a person who got doctoral degree by studying yeast bacterium, it may be supreme!. The taste and the price of material differ depending on its growing area, seed's kind, harvesting season, and processing or freezing method, etc. Even if using the same material, you must consider how much sweetness or bitterness be added. How long it can be preserved must be found. Let it be eaten by your regular customers, and watch what their reaction is. Don't be self-complacent. You should accept other people's advice. At an experimental stage, only a little amount - enough for home use or sample for the company's people - is made at first. At the stage of an experimental sampling, usually it is not made by machinery. All the process is carried out by hand. At the stage of sampling to distribute it to monitors and customers, it is made with a larger pan than a domestically used one. You should make 10kg of it even when 1kg is needed. Because the same recipe produce different taste when a larger amount of product - 20kg-50kg - is made. Its content must be measured exactly. When the evaluation is good, then it will be made by machinery. And then its color, taste, lasting period should be tested. What is repeated at this phase is a kind of simulation. As for

"(*tare*)", its condition is changed while referring to past recipe and record. You must practice this test again and again until you have conviction. There are so many seasonings and additives, how many of them you use or how much of them you use has various patterns. You may need a lot of desk work. Using the plan produced from such desk work, you should try and try. You should also examine the combination of seasoning. The balance of salt and sweet is adjusted there. Its standard is made from the sense's examination equipment. When a new commodity is put out to the discount house, its samples, which is made as good as real ones - are sold many days beforehand. In fact competition among original producers happens like that. Almost all the colorful products use a food colorant. A certain company brags "We don't use a food colorant." But normally produced ones can't last long. To get it to last long, using preservative, like sorbic acid is effective. You can find it among lightly flavored ones, but among heavily flavored ones, it's impossible. As long as sorbic acid is used within its regulated limit, the food's flavor doesn't change. But even if its flavor doesn't change, the message of "preservative added" appearing on a food's package would scare away hypersensitive consumers. Producers lengthens the lasting period of a commodity by devising a manufacturing process. If it is made in a sterilized room, the lasting period becomes long. But considerable capital investment is necessary for a sterilized room. It takes three days for a commodity X before it is produced and going out to a counter of SSDS. And one more day is added because a period in which a customer takes the commodity home must be considered. Moreover, a very bad condition is set and the commodity tested.

2-4: Production

A processing trader in the original product producing place wants to develop a special product with the help of biotechnology. Of course their raw material is the fish caught at their sea. What they aim is to differentiate themselves from other competitors. Though this is tough job, they may find suitable raw materials depending on their degree of efforts. By the way, stock-piling inventory means your company's lack of cash. It causes the destruction of your company's fundamental. Technology development and marketing must go hand in hand. With the advice of marketing staff, after trial producing, trial eating, examination of lasting period, taste, package design, a production plan should be laid out. But you must not push forward your opinion only. That's not democratic way. It has a potential to break your personal relationship. Safe products need money. Consumer wants safe and security naturally. But to satisfy their demand needs awful lots of money. It will push up manufacturing cost. Should this cost be absorbed by your company or be borne by consumers? That's the question. HACCP has the same problem. Some say "Japan's Ministry of Public Welfare do anything as European or American governments say without arguing against." If all the processing companys in Japan would receive the recognition of HACCP, half of them will be erased. Mass production can't do without machinery. Some executives love using machinery. Its ability also has progressed. Yet its price is also increasing every year. Capital investment for securing safety has multiplied more than the capital investment for a new product has done. But you can't burden all of its cost on your product price. When loss breeding hand work is changed into machine work, its effect will be enormous. But sometimes its producing proc-

ess may not change much.

2-5: Manufacturing and sales on the whole

Good product doesn't necessarily sell well. Even a prize-won product. Manufacturing and marketing should advance pararelly. If you solve this problem, you can gain profit. CEO needs to play 3 parts. Managing cash flow, he also survey marketing and manufacturing.

2-6: Some poll results

A poll was made at a city X. 49 of 200 fishery business companies questioned handed in valid answers. The factor of machine appears in the second factor according to the factor analysis. Moreover, as for companys which employed more than 30 workers, they put intensified mark on an arrangement of a salesman, a market needs, HACCP, and JAS and PC (personal computer).

3: Methods

Here, let's introduce the aspect of "integrity" of the product. Product integrity is "Goodness of the slight settlement which the entire product begins to brew." There was a research by Fujimoto and Yasumoto, and 'Succeeding product development' was published recently. They show what product integrity is. Let's excerpt some intriguing articles from it.

(1) At the time of developing a new product, a customer-interface initiative product should be led by an expert of industrial design. And parts initiative product should be led by an expert of engineering. However, about "Simple product" like the food, there is high possibility a person in charge of marketing becomes a leader. (19p). (2) On an usual industrial product, work is done as follows, function design → structure design → process design. However, developments of recipe (process design) and character (function

design) for a new beer advance simultaneously. The engineer of the beer repeats experimental brewings under the small pilot plan until the taste of the targeted one is achieved. (21P)

(3)As for a car manufacturing, a car has a wide range of function such as running and riding comfortability, so you must think it as a whole. It is the product of a synthetic architectural type. On information telecommunication equipment, interdependence between components is standardized structurally and functionally. It's a "Modular architectural" type. (36p) (4) To develop a synthetic wool product, it is necessary to cultivate a textile designer, a designer or an apparel designer who are well versed in apparel touch quality. And they should share with each other's knowledge and technical terms. (229P)

4:Conclusions

Considering a new product birth of the fishery processed goods, it is desirable that the person in charge of marketing becomes the leader of a project. See (1). However, can he judge what many people looking for in common? Moreover, the function of above-mentioned (2) is a product design. The process is a design concerning the production technology. On processed food, when contents of a commodity are decided, its production process is automatically decided. If the process is not understood, it is no use of deciding its product. Moreover, project leaders must understand what a lot of people are looking after. Quoting (3), processing food is a synthetic architectural type, too. A leader in charge of product development needs a strong leadership. It is not certain whether there can be various stages for processed food as being said at (4). However, the specification of a product automatically decides the production of it. See (2). You should learn both material information and kansei information. All of which

have been said also true of development cost and time. You should produce products which have product integrity, using less personnel and spending less time.

5:References

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