

The Very Best Foods by Air

Thank you for flying with Japan Airlines. Watermelons, melons, peaches. All the fruits that herald the summer are starting to appear in Japan. I have always loved fruits, ever since I was a child, so much so that I see Japanese fruits as world-class works of art. Freshness is everything for savoring their natural, intrinsic flavors. Japanese cherries also, picked and shipped when in season in June, are one of these summer fruits. To keep these fruits at their best, the JAL Group is shipping fresh Sato Nishiki cherries from Yamagata Airport. This airport doesn't usually handle goods and freight, but for a limited time JAL is going the extra mile to ensure the wishes of Yamagata cherry farmers who want people all over Japan to enjoy their delicious taste.

There is much regional fresh produce that benefits from the speed of air freight, but the first such food to take advantage of air transport may well have been the Hakata banno-negi (Welsh onion) in 1978. Welsh onions are easily spoiled and thus don't travel well over long distances by road. So, with the cooperation of farmers in Fukuoka Prefecture, a major producer of this variety of Welsh onion, and employees from the Kyushu cargo division, we started to transport the vegetables by air. The taste and nutritional benefits of the Welsh onion were soon realized until eventually it became an essential ingredient used in kitchens all over Japan. Even now, these Welsh onions can be seen on the supermarket shelves with the JAL logo proudly displayed on the packaging.

More and more fresh produce is being transported by air to the delight of consumers, this includes scallops from the Sea of Okhotsk, not once frozen during transport, Tokachi corn cobs picked in the morning from Hokkaido, and unsalted fresh *mozuku* seaweed from Okinawa. Our role is to deliver the authentic taste of food, as it really is, to as many people as possible. To that end, we have been working with local people to bring out the very best of these regional in-



Representative Director, President
Chief Executive Officer

AKASAKA Yuji

Born in Sapporo, Hokkaido in 1962. Joined Japan Airlines on the technology side in April 1987. Vice President of Corporate Safety & Security and Customer Relations in 2009. By 2014 was General Manager of Engineering & Maintenance, and President of JAL Engineering Co., Ltd., becoming Managing Executive Officer, General Manager of Engineering & Maintenance in 2016. Appointed President in April 2018, taking up current position in June of the same year. Akasaka's most beloved airplane is the Boeing 747. He enjoys making model airplanes, going skiing with his family and watching sports (especially baseball).

赤坂祐二 1962年出生于北海道札幌市。1987年4月加入公司(技术人员)。2009年,就任安全推进部部长(兼)灾难受害者咨询部长,2014年就任执行董事机务本部长,并担任JAL Engineering Co., Ltd.的代表取締役社长,2016年就任常务执行董事机务本部长。2018年4月就任社长执行董事,并于同年6月开始担任现职。最喜欢的飞机是波音747。爱好是制作飞机的塑料模型、和家人一起滑雪、看体育比赛(尤其是棒球)。

redients. More recently, we have been working hard to bring the real flavors of Japan to people overseas. And next year we will start flying cargo-only planes so that we can deliver more regional specialties than ever before to people in Japan and overseas.

Going forward, the JAL Group will continue to connect people with other people, and regions with other regions, by bringing the very best foods by air.

I look forward to welcoming you on board with us again soon.

空运的时令美味

非常感谢您乘坐本次航班。

西瓜、蜜瓜、桃子……夏天的时令水果开始上市了。从小就喜欢水果,也一直认为日本的水果是享誉世界的艺术品。如果要品尝它们原本的美味,那新鲜度至关重要。6月,即将迎来樱桃的出货旺季。“希望全国人民都能享受这种美味”,JAL集团为实现山形樱桃农家的这个愿望,仅限于此期间,从平时不运送货物的山形机场,配送新鲜的佐藤锦樱桃。

现在很多地方的生鲜产品都在充分利用航空运输的速度优势,其先驱者可能是1978年开始空运的“博多万能葱”。因为容易损坏,不适合长时间陆地运输,在这种葱的一大产地的福冈县农家,和九州出身的货运部门的员工们合作下,实现了航空运输。随后其味道和营养价值受到广泛关注,逐渐享誉全国各地,成为日本厨房中不可缺少的食材。直到现在,超市里这种葱的包装袋上依然印有JAL的标志。

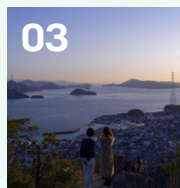
此外,未经冷冻的“鄂霍次克贝柱”、清晨采摘的“十胜玉米”(均产自北海道)、未经腌制的“生海藻”(产自冲绳)等空运食材也逐年增加,广受客人的好评。我们的使命是用“正宗的食材”为更多客人送上“正宗的味道”。为实现这一目标,我们与原产地的人们绞尽脑汁,探索着最大限度发挥食材魅力的方法。最近,为了让海外客人也能品尝到正宗的日本食材,我们的挑战还在持续进行,将于明年开设货运专机,为国内外客人送去更加丰富的地方特产。

今后,JAL集团也将继续通过空运的时令美味,连接彼此,连接世界各地。

衷心期待您再次选乘日航航班。



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