
News Release

To the press and whom it may concern,

February 2, 2021

U.S. Soybean Export Council

The U.S. Soybean Export Council (USSEC) collaborates with the Japan Natto Cooperative Society Federation to dub the movie “Natto - the Power of Life” into English and support the overseas expansion of natto

The U.S. Soybean Export Council (headquartered in Missouri, US; referred to below as USSEC) has produced an English dub of the movie “Natto - the Power of Life”, a film produced by the Japan Natto Cooperative Society Federation (Arakawa-ku, President: Yoshihiro Noro; referred to below as JNCSF), to help support the overseas expansion of natto.

“Natto - the Power of Life” is a film that shows how natto bacteria, which makes possible the fermented food natto, possesses strong natural life forces, mutually helps out lactic acid bacteria in the intestines, and limits the increase of harmful bacteria. The approximately 8 minute film conveys how natto plays an important role in improving the intestinal environment and has been posted on the home page of the JNCSF since October 2020.

The USSEC has built up a close relationship with Japan’s natto industry as the top supplier in the industry, supplying around 70% of the soybeans that are used as raw materials. The USSEC organized “U.S. Soy Production Short Training for Next-Generation Owners” and has established the U.S. Soy Award series in the National Natto Competition, which is run by the JNCSF. We have been evolving the close face-to-face relationship between Japanese natto manufacturers and U.S. soybean farmers/suppliers through initiatives such as organizing a natto summit between the two countries starting from two years ago.

While the global Covid-19 pandemic has been spreading since spring last year, interest in fermented foods, which includes natto, has increased around the world. From ancient times, soybeans have been known as a food that brings good fortune and health, as represented by the Setsubun festival (*traditional event marking the official beginning of spring, according to the Japanese lunar calendar.*) in Japan. A large volume of research that has emerged in recent years has found that the improvement of the intestinal environment is linked to strengthening peoples’ immune systems, and a lot of interest has grown in natto as a fermented food that can strengthen immunity. Due to there being a sudden increase in inquiries from overseas concerning natto and this movie about natto, the USSEC has sponsored the production of an English version of the movie and has used their overseas branches, which expand to over 90 countries, to support the broadcasting of the film around the world, including over the internet.

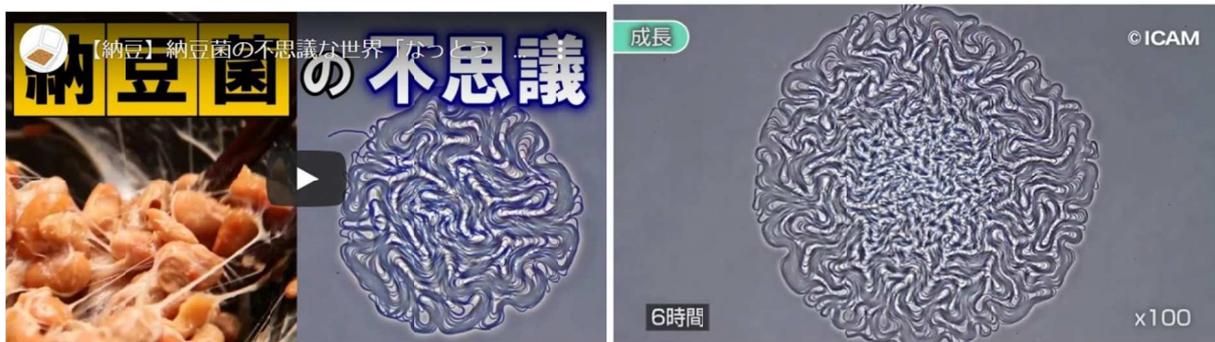
[About the movie “Natto - the Power of Life”]

“Natto - the Power of Life” (Planning and production: JNCSF, iCam Co., Ltd.)

http://www.natto.or.jp/natto_movie/science.html (Japanese)

<https://youtu.be/iOgKHrxclsc> (English)

This movie features the first successful filming of natto bacteria contributing to the increase of lactic acid bacteria within a test environment that mimics the inside of the human intestines. The process of natto bacteria going from spore to germination, division and then again to a spore form had so far been identified fragmentally, however this is the first time the full process has been captured on video. The video clearly conveys how natto bacteria has an overwhelmingly high speed of multiplying, compared to colon bacillus and other bacteria, and it can limit the effects of harmful bacteria.



JNCSF Senior Managing Director Susumu Matsunaga

“We’ve produced a film that clearly conveys the potential inherit in natto bacteria through the medium of video. I believe that if this can be shown to people overseas through the support of USSEC, the film can be a powerful tool for telling the world about natto and the soybean food culture in Japan. The Japan Natto Cooperative Society Federation aims to create more smiles at dinner tables around the world through natto.”

USSEC Deputy Japan Country Director Masako Tateishi

“I was extremely impressed with the beautiful and artistic video that visualizes the world of natto bacteria that cannot be seen by the naked eye. We proposed dubbing this video into English to convey its message to the people of the world, including our colleagues overseas. I hope that this video will allow natto to spread around the world!”

About the USSEC

The U.S. Soybean Export Council (USSEC) is a dynamic marketing organization that promotes the market expansion and exportation of American soybeans and soybean products to over 90 countries around the world through partnerships with soybean producers, relevant organizations and government bodies. The Japan office (located in Minato-ku, Tokyo) was established in 1956 as the Council’s first overseas office, and this year enters its 65th year. Currently, the Japan office is under the jurisdiction of the Northeast Asia region headed in South Korea and is aiming to conduct both local and global initiatives while partnering with different countries. Through information dissemination, overseas inspections, the holding of conferences, and collaborations with industry, the USSEC is helping to spread and stimulate demand for U.S. soybeans.

Inquires regarding this article

“Natto - the Power of Life”

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