月/水/金 発行

外食の腹の内

一分程度。取り扱

### 買い物もドライ

# た買い物ができるほか、都合が

# −ライフ、コロナ下 再注

-八百屋では多い場所で1日1200台以上来店した



# 安心な空間



マック再建人、ファミマへ

松本衛章工業株式会社

8月21日(金曜日)

注文から商品の 積み込みまで1分程度

株式会社 ガルフネット 日経MOOK

マ離れ 0 兆 か

人も対象に、オートバックスセ ンが新しい店作りを始めている

変化が激しい時代にもかかわらず、 生き残り続ける企業は何がすごいのか。



投資家から見た長寿企業の利点 世界のファミリービジネス研究

リンナイ



一舗企業の秘密に迫る 野佳路



企画・制作=日本経済新聞社イベント・企画コニッ



時間が長く、寒くなりすぎない冬 ところが大きい。年間を通じて日照 い栄養価は、その気候風土による

の根を食べるホリネズミの駆除に基

品を使わず、それ ヴィッチ氏の農園では、ブルー

クロウを活用している

前述のマイケル・ヴェイセイ氏は、

ちは、水を引いて大地をさらに豊か

にしながらブルーン大国を築いてき

燥施設とすべての灌漑ボンブに再

生可能なエネルギ

に役立つ可能性について啓発 まれる栄養素やそれらが健康

置した。5列のソーラーパネルが乾節木が可能な地下点満灌漑を設

フルな栽培だ。カリフォルニア いま彼らが注力するのがサステナ

カリフォルニア州立大学チコ校で

ルーンには抗酸化物質や

ン類やっ

こと。ゴールドラッシュでの 天然の甘みを最大限に引き出ナチュラルなままで収穫し乾燥 獲千 始まりだ。数百種類あるプラムの ス、アジャン地方原産のプラ の苗木を植えたことが

3

想的なサイズ②たっぷり含む果糖

カリフォルニア ブルー

漑(かんがい)設備などの農業技

切加えない昔なが

活用している。散布率はそれ以前リンクラー温液を1985年から

農園の生産者たちの限りなくと をヒトの健康に生かずため、ブルーン ルが豊富に含まれていることが公

る働きが注目を集める。

80度の熱風で18~24時間かけて たプルーンの糖度は25度を超える。 り注ぐ8月下旬の収穫期には まで発展した。真夏の日差しが降 世界の生産量の約40%を占める いう3つの魅力で人気を博し、全

もって種まきから収穫や乾い 燥機から出てきたばかりの実を食 期は収穫期だという。 ヴェイセイ氏は サクラメント川に沿ったり 「熟した宝

産者が栽培に積極的に取り 究機関が行ってきた調査の結 れて、その成果を消費者に れている理由は、大学や研 カリフォルニアの農産物が

心・安全、そして健康を届けるステナブルな栽培で大地を守り

ーで農園を営むサンドラ サター郡の北カリフォルニア

ナエルさんは、ブルーンに含

45.57	田本田 田本田
	#915g(sice/01/2@e)
RURK	約3g(1日@整米の15~17%程度)
שפעת	293mg(1日#董州の12~15%程度)
マグネシウム	16mg
E9EVA	15.6mcg_RAE

※日本人の食事務取基準2020個人男女の場合

農菜事業者

学デイビス校が主宰する保護 を行うための有機蒸蒸に関す 現作物や果樹園で害虫駆除 た、蜜蜂に食料を提供する被 語活動実践者」に選出 に比べ33~50%減少。同氏の農場

3業績により、カリフォルニア大

	食物品種	SPIEM	KER	
乾燥ブルーン	3.4	3.8	7.2	
ブルーン(生)	0.9	1.0	1.9	
りんご	0.3	1.2	1.5	
干しさどう	1.2	2.9	4.1	
乾燥パナナ	2.0	5.0	7.0	
<b>ŦL45</b>	1.3	12.7	14.0	

出典「炭水化物品食物運輸 着分ランキング」エクスナレッジ

	水湖性 含物品牌	不過性	MIN
乾燥ブルーン	3.4	3.8	7.2
ブルーン(生)	0.9	1.0	1.9
りんご	0.3	1.2	1.5
干しさどう	1.2	2.9	4.1
乾燥パナナ	2.0	5.0	7.0
<b>ŦL45</b>	1.3	12.7	14.0
アポカド	1.7	36	5.3

#### 2種の食物繊維を含むブルーンが 腹の働きを整えることに期待



小林 晚子氏

要なテーマになってきました。大切なのはパラ ンスよい食事や速度な運動を組織的に行うこ んでいることは意外に知られていません。熱年 と。若いうちから腐内環境を整えることを意識 世代には、骨の健康と腸内環境ケアができる してほしいですね。最近の研究では、腸内環境 点でブルーンはおススメの食材です。 が脳の機能や疾患、免疫機能などと深くかか わっていることが分かってきました。適度な運 す。そのままいただくだけでなく 紅茶者にし 動も弱の活動を活発にします。

で、水沼性食物繊維と不溶性食物繊維をバラ ンスよく含んでいます。水岩性食物繊維は顕 無理なく毎日コツコツと順内環境ケアができ 内細菌のエサとなり、不溶性食物繊維は使の ますね。

超高齢社会を遊え、健康維持がますます整 かさを増やし顕悟の動きを刺激して便秘解消 にもつながります。また、カルシッムも多く含

私もプルーンを日常的に取り入れていま たり、4分の1くらいにカットして他の果物と一 ブルーンの特筆すべき栄養素は食物繊維 緒にフルーツボンチにしたり、シチューの質材 にも使います。ブルーンを上手に活用すれば

California Prunes

# カリフォルニアが くれた贈り物

## 太陽と大地の恵み

米旬・カリフォルニアの豊かな気候風土の中、限りなくナチュラルな方法で生産されるカ リフォルニアプルーン。その味わいは、ドライフルーツらしいギュッと詰まった甘みとしっか りとした歯応え、そして果実らしいみずみずしさも併せ持つのが特長である。日本では味わ いだけでなく、その優れた栄養価にも注目が集まっている。サステナブルな取り組みで地 域の環境を守りながら、自然の恵みを世界に届ける生産者たちに話を聞いた

#### カリフォルニア ブルーンとは

のなかで新窓が高く腹高部質といわれる南フラ シス等級の忌権を改良したプラムを樹上で完新 させ、乾燥させたもの。米国全土のブルーン全生 原蘭の99%。全世界の同40%を占める。

#### カリフォルニア ブルーン協会

ニア産プルーンの約800の生産者および28の 加工業者を代表する程度で1952年に設立 報や広告プロモーション、栄養研食、作机管理。 特談可能性調査、危機管理などの活動を通して、 カリフォルニア ブルーンの市場における地位の 確立や消費者への浸透を図る。

#### 〈カリフォルニア ブルーン生産者〉



#### ジョー・ターコヴィッチ氏

かりフォルニア・ボリテクニック所立大学で展業身は管理学の学ュ号を有得し、同報から受 口味、いて最高でブルーン投送に乗りが40年、カリファルニア・ブルーン協会の元母学長を、 明むは中年時代、最高者自会のメンバー、最初では10年以来実施さいましたが、今季や記述 などを批志し、自然のナカラで主張を受えて取り合せるプロジェクトも表行中、



#### サンドラ・ミッチェルさん

ごまえのニールなか、向子のジョセフにんとフルーン集団と教育所を経常。かりフォルーア ブルーン協会・ブルーン場合(協会・かけフォルニアの信義事業所のメンバー。現代、カリフォ ルニアブルーン機会では実際者を包含。かけフォルニアブルーン生活をさして、 の意識的ないりかの目を立動を行っている。彼ははゴルフ・家族やバスの孫と弟こ子時間 げたよいの会儿か。



#### マイケル・ヴェイセイ氏

20年の食料をもの後、妻のビフリーご人と共に、彼女の実家にあるプルーンの希望指摘を 身えた展覧の研究を辿むて16年。一家のプルーン組を持さ5年におり、最等とサウラメント FILIDIKにある6940、55ので同味がある。 レビいも、最終はプルーン組織の台間に乗した回路時行やオードパイツーリング、テニス



マイク・ヴィレシャギン氏

カリフャルニア展開リーダーシッププログラルを得め、カリフォルニア ブルーン発金および ブルーンマークティングを発表のアンバー、展末は長の多素にエアル、ブルーンを有る影響 のためた形か、景景を主催し、表章のか多年とに実めてした。MSサンフランジス・ファイ アンツとは「リンフランンスコフォーティナイナーズのファンで、参野りも最味



#### California Prunes – Nature's Gift from California

- Blessings of the Sun and the Earth

California Prunes, a gem of taste produced by sincere and earnest growers in the rich and plentiful nature of California. California Prunes are blessed with both fresh flavor of fruits and strong sweetness and richness of dried fruits. In Japan California Prunes draw consumers' attention for not only for the superb taste but also the excellent nutritional value. Let's hear from California Prune growers who deliver the nature's gift from California to the world while protecting the local environment through their sustainable cultivation.

#### <California Prune Growers>



#### Joe Turkovich

Joe Turkovich has been growing prunes for 40 years at the farm which his father started. Joe has a B.S.in Agricultural Business Management from California Polytechnic State University. He is Ex- Chairman of the California Prune Board and as a member of the Board's Crop Sustainability and Research Committee. At his farm, he uses the method of agriculture based upon the understanding of the ecosystem, which can be seen as he plants new orchards onto

soil naturally rejuvenated with field crops like safflower that provide healthy soil microbiology for the new trees.



#### Sandra Mitchell

She farms with her husband Neill and son Joseph. The farm consists of 500 acres of prunes, walnuts and peaches, a prune dehydrator and walnut huller. She is a member of the California Prune Board, Prune Bargaining Association, and the California Farm Bureau. Sandra currently sits on the California Prune Board Nutrition Research and spends her time educating

people about how eating a few delicious prunes a day can have many health benefits. In Sandra's spare time, she enjoys being with her family and 5 grandchildren and playing golf.



#### Michael Vasey

After working in the corporate world for 20 years, Michael and his wife, Hillary decided to return to her hometown to run the family farm. Vasey has been growing prunes for 16 years, but the family has been farming prunes for over 85 years. They also maintain a 100-acre

riparian forest between the farm and the Sacramento River, preserving native species of plants and wildlife in their natural habitat. When not growing prunes, Mike enjoys riding motorcycles and playing tennis.



#### Mike Vereschagin

Mike is a graduate of the California Agricultural Leadership program, a member of the California Prune Board and Prune Marketing Committee. He is dedicated to innovation on his operation, and he has hosted field days to help educate his fellow prune growers and continues to work to improve efficiency on his farm. Mike is a San Francisco Giants

and 49ers fan and fishing is also a hobby of his.

#### Harvesting and Drying in the Natural State to Bring Out the Sweetness Fully

The history of California Prunes begins when a Frenchman by the name of Louis Pellier traveled to California with the dream of hitting it rich in the California gold rush about 150 years ago. Instead, he planted seedlings brought along from his native France and restarted his career as a gardener. One of those seedling types was the legendary Agen plum native to Southern France. He grafted the seedlings to adapt them to the California climate. With the help of irrigation equipment and other agricultural technology, the resulting prunes achieving rapid and sturdy growth expanded these beginnings into a full-blown industry.

California Prunes, reaping the blessings of the rich local sunshine, have been known for 1) being cultivated to the ideal size, 2) being packed with plentiful natural sweetness and 3) delivering pleasurable texture when consumed; and

today, California Prunes account for around 40% of the total global production volume.

In mid-August, the trees in prune fields bear deep-purple colored prunes in the bright sunlight peculiar to California. This tells us the arrival of the harvest season. Farmers await the time to harvest, looking at the firmness of the fruit or degrees of fruit sugar. When the fruit's sugar content reaches about 25%, it is time to harvest. The prunes are so sweet, which is because they are fully ripen on the tree. Following the harvest, the prunes are washed in water and then carried to driers. There, drying continues for 18-24 hours by blowing hot winds of 80°C through the area. Before shipment as finished products, the moisture values are adjusted and other work are performed to meet specific orders, the devoted approach taken to satisfy the stringent quality standards. However, nothing is added and no excessive steps are taken.

According to Mike Vasey, who runs the Lindauer River Ranch located along the Sacramento River, "My favorite time of the year is harvest time when prunes are ripe and we enjoy eating them right out of the tree and just coming out of the dryer. I enjoy knowing that we are growing a quality crop from planting to harvesting and drying in a responsible way."

#### Using Sustainable Cultivation to Protect the Earth, Delivering Safety, Health and Peace of Mind

The sweetness, high nutritive value and other strengths of California Prunes owe in great part to the local climate and natural features. The keys to these advantages include the long hours of sunlight around the year, as well as winter temperatures that do not grow excessively chilly.

The pioneers in this field built up a Prune Kingdom by channeling water into the fields to render the earth even more fertile. That spirit has been relentlessly carried on over the generations, and is now practiced by modern-day growers as well.

Today's growers are focusing keen attention on the goal of sustainable cultivation. On the farm of Joe Turkovich, Ex-Chairman of the California Prune Board, no chemicals are used to control gophers, an animal known to devour the roots of prune trees. Instead, the farm keeps and mobilizes owls to prey upon those pests.

The previously mentioned Michael Vasey has installed underground drip irrigation at his ranch, helping to reduce the amount of water used. With this system, five solar arrays supply renewable energy to the dryer and all the irrigation pumps.

At the ranch operated by Mike Vereschagin, who studied Agronomy and majored in Agricultural Business at the Chico State University, micro sprinkler irrigation has been in use since 1985. Under that approach specific amounts of water are delivered while providing efficient fertilization to each tree. Compared to before the transition to this method, the ranch fertilization and water application rate has been reduced by between 33 and 50%. In 2010, Mike's ranch was named the Glenn County "Conservationist of the Year." The operation earned yet another stellar honor in 2016, when it was awarded the University of California Davis Campus "Conservation Agriculture Systems Farmer Innovator Award." The latter distinction was in recognition of the use of cover crops to supply a food source to honeybees, together with organic fumigation for pest control in the orchards.

According to Joe Turkovich: "One reason for the fine quality of California agricultural produce lies in public disclosure of the results of studies conducted by universities, research institutions and other organizations. Growers put those findings to active use in their own cultivation efforts, with the rewards effectively passed on to consumers."

Sandra Mitchell, who operates a ranch in the Northern California Valley of Sutter County, promotes enlightenment activities to expand knowledge of the nutriments contained in prunes, how those components contribute to good health and other valuable information. Long years of research have fostered understanding of the rich amounts of antioxidants, dietary fiber, vitamins, minerals and other components contained in prunes. More recently, prunes are also generating interest for their actions on the intestines, bones and other parts of the body.

In this way, to truly harness the vast powers of California nature in support of human health, the growers at prune orchards carry on the quest to champion the evolution of increasingly more thorough natural growing methods.

Prunes containing two types of dietary fiber are expected to regulate the intestinal environment

By Akiko Kobayashi, Ph.D., M.D.

With the country's population rapidly aging, the Japanese people are paying more and more attention to measures that help them maintain their health. To that end, it is important to eat well-balanced meals and exercise regularly. I would recommend that people start taking care of their intestinal conditions even when they are young. In recent years, research has been advanced into defining the linkage between the intestine and the brain. Effectively regulating the intestinal environment improves the ability to deal with diseases and also has a positive impact on the immune system. Moderate exercises enhance intestinal functions.

What I would like to mention specially here is "prunes," as prunes contain both soluble and insoluble dietary fiber in a well-balanced way. Soluble dietary fiber acts as the food for friendly (probiotic) bacteria, and insoluble dietary fiber helps to increase stool bulk, stimulate the intestinal wall and support smooth bowel movements. Moreover, prunes contain calcium. Prunes are an ideal food for people of mature age as eating prunes contribute to gut health as well as gut health.

I, myself, eat prunes in my daily life. Not only snacking on them, I stew them in tea, cut them into pieces and use them as part of fruit punch. I also use prunes as an ingredient for cooking. Utilizing prunes well will enable you to regulate the intestinal environment every day without hassle.