

SHINANO

信濃錦

NISHIKI

*Thoughts on
Locally Rooted Sake Brewery*

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Rice Cultivation with Emphasis on Soil Cultivation

Not Using Chemicals on Farmland as Much as Possible

20th century farming developed with the use of many agrichemicals and synthetic fertilizers to increase productivity. However, it has not been fully discovered how the chemicals and chemical residues that have flowed out are affecting the ecosystems of microorganisms and more.

If we adopt the pesticide-free farming to control the usage of agrichemicals and synthetic fertilizers as much as possible. It can maintain a safe and secure water system and protect abundant, diverse ecosystems of farmland and its surroundings, as well as eventually the ocean and diverse ecosystems.

Leading to the Control of Greenhouse Gasses

Organic farming decomposes fertilizers more gradually compared to the case of using synthetic ones. Therefore, the active use of organic fertilizers can retain the fixed carbon in soil for a long time, and gradually release dinitrogen monoxide, which has several hundred times more greenhouse effects than carbon dioxide.

Also, restricting the usage of agrichemicals and synthetic fertilizers can maintain the biodiversity around farmland. It's known that carbon can be retained in many ways and that organisms fix carbon in their bodies.

If we use chemical substances as little as possible in agricultural land to maintain the biodiversity of the soil and its surroundings, such action becomes a concrete measure to climate change.



Sake Brewing Using Low Polished Rice

Stop Over-Polishing Rice

Since the end of the 20th century, a food crisis has been warned along with the bursting population. After entering the 21st century, the dry weather, abnormal growth of grasshoppers, and other situations due to climate change have brought about the food crisis.

Going forward, Sake brewing will struggle with a growing food demand in the raw material procurement stage. We are on the verge of a situation, where we cannot brew Sake without first securing rice as food.

As a result of the rice polishing technology has been highly developed, a sense of value fixed that highly polished rice Sake is the best. Sake that uses a lot of energy to polish rice and has high food wastage has become popular.

However, we should keep in mind that tasty Sake can be made of low polished rice too.

Fully Enjoy the Gift from the Land

It's time to try Sake brewing used low polished rice to appreciate earth's blessing.

I'm hoping that our whole industry will further develop its technologies to make tasty, pleasant, and unique Sake using polished rice that is a similar rate to that of regular grain of rice that we eat.



The Value of Being Junmai Sake

Not Using Brewing Alcohol

Brewing Alcohol is obtained by distillation after brewing the syrup that is what is left after taking sugar from sugar cane. In Japan, we add heat to the crude alcohol that was transported all the way from Brazil and other countries for continuous distillation, making it almost flavorless and tasteless.

Brewing Alcohol can make Sake taste clean up and bring out the yeast aroma in Ginjo Sake. However, we always have to keep in mind that Brewing Alcohol is produced by creating a huge burden on the global environment.

With global food shortages now, the price of Brewing Alcohol has already risen significantly. It is assumed that the price of Brewing Alcohol will jump moreover when a carbon tax is introduced.

But before that, I think many breweries should think over the environmental load and choose to make Sake without using Brewing Alcohol.

Developing Regional Food Culture

The flavor of Junmai Sake, which is made by not adjusting the taste with Brewing Alcohol, changes largely depending on the year's climate.

This is the best part about Japanese Sake because you can “taste the climate”.

And it is also the value of local Sake that makes you feel the taste of the land.

The experience of tasting Junmai Sake evokes a sense of climate and can let the person resonate and deepen their understanding of the regional food culture, which contributes to the development of the regional culture and region.



Locally Rooted Sake Brewery

Move Forward Together with Local Farmers

Originally, brewed food is the local produce made with the climate, and such nature is the value of the brewed food.

It won't be long until there is a food supply shortage that will push us into a difficult situation to gather raw materials.

We should prepare to grow raw materials by ourselves or with local farmers.

Brewers must have a mind of being a vital member in a community for creating direct and indirect employment and making the community sustainable.

Local Production for Local Consumption, and Self-Sufficiency

I believe brewers should be the indigenous Sake Brewery rooted in the land we live in.

Sake that is loved by the locals, and it is not dependent on unified values such as industrial products. As a member of a local community, we can continuously contribute by brewing Sake using local produce and by enjoying the Sake with the local foods made by the locals.

I believe that the local production for local consumption and self-sufficiency that can circulate the regional economy as well as minimizing the transport energy by working together with local farmers is the basis of resilience that can sustain the region for the future.

The sun, moon and earth had been formed from various gases and minerals which existed in the ancient universe. All lives in the earth have played wonderful and mysterious harmony and evolution. The three circles of the "Wa! San Bon" symbolize the relationship between the sun, moon and earth which were born from chaos of the universe or the heavens, earth and man. In the brewing of sake, the three components will be rice, water and craftsmanship of sake craftsmen.

Please imagine independent and different size of 3 circles. If we draw 2 tangent lines concerning each pair of 2 circles, the 3 points of intersection of each 2 tangent lines will stand in the same straight line. You can't change this by changing the size or arrangement of the circles. I think the universality of the phenomena expressed above mathematical problem relates to the mystery of the universe!

Please rise the dimension of the 3 circles, that is, from 2 to 3-dimension. In 3-dimension, each circle becomes globe. Therefore, the 3 circles become 3 globes. Next, please imagine 2 different planes that touch externally all 3 globes. Then, please expand these 2 planes until they cross.

Finally, you can imagine particular line which comes up as a gathering of cross points of these planes. In 3-dimension, tangent lines of each set of 2 circles becomes particular cone and you can imagine the apexes of these 3 cones will stand on the same straight line.

You can also back to the 2-dimensional arrangement by imaging the plane which is formed by centers of 3 globes.



Past Label

Our Effort for Label-Free Bottles

Thinking for Social Environmental Load

Japanese Sake is a symbol of Japanese food culture.

Today, the labels are big and variously expressed as like an artwork. However, such labels consume biomass resources and require plastic film for protection and takes a huge energy load in the cleansing process for reuse.

At present, the SHINANO-NISHIKI bottles have actively used a label-free approach. It wraps a label around the “shoulder” of the bottle, instead of the bottom.

This type of label saves resources and can be peeled off easily, which greatly reduces the load of cleansing process for reusing bottles.

e.g. SHINANO-NISHIKI “Wa! San Bon”

www.miyajima.net/j?wse



YouTube (Subtitled in English)

Low-polished Junmai Sake Made with
Locally Grown Contract Rice

www.miyajima.net/j?Lpj



Present Label

Electric Book (Japanese & English)
“ Locally Rooted Sake Brewery ”

www.miyajima.net/?dck



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All pictures are filmed by Satoshi Miyajima.

THIS DOCUMENT WAS COMPILED FOR ZERO CARBON CONFERENCE 2023.

Translation was assisted by the Nagano Prefecture Environmental Policy Division.