



Yotsuba
'Enhance a Good Taste for Bread' Honey Butter 100g

This salted butter crafted using 100% raw milk from Hokkaido carries the rich aroma of milk. It is blended with orange honey which gives it a delicate and refreshing citrus aroma.



Yotsuba
'Hokkaido Tokachi' Smooth Cream Cheese 100g

Utilizing 100% dairy ingredients from Tokachi, Hokkaido, Yotsuba Milk Products' exclusive manufacturing process yields a creamy, velvety cream cheese that melts in your mouth.



Yotsuba
'Hokkaido Tokachi' BITE-SIZE BLOCKS MADE WITH CHEESE

Crafted from 100% dairy ingredients sourced in Tokachi, Hokkaido, this cheese has a distinct milk flavor and a pleasantly mild taste. It is suitable for all ages.



Hokkaido
Yotsuba Milk 1000ml

Made from 100% raw milk produced in Hokkaido, the milk is pasteurized and packed at Yotsuba Milk Products' plant and shipped directly to Singapore under rigorous temperature control.



Yotsuba
'Hokkaido Tokachi' Camembert & Blue Cheese for Adult 90g

Savor the delicious and mellow Camembert created using 100% dairy ingredients sourced from Tokachi, Hokkaido. The distinctive richness, aroma, and flavor of the blue mold gives it a complex taste profile that pairs beautifully with wine.

yotsuba Yotsuba Milk Products Co., Ltd.



Hokkaido Cream Cheese Luxe 1kg

Made using 100% raw milk from Hokkaido. The cheese is a little astringent with a natural milk taste. Soft block type.



Hokkaido Cream Cheese Primar

Made using 100% raw Hokkaido milk, this cheese has a smooth mouthfeel, complemented by a subtle tanginess and a distinct milkiness typical of milk from Hokkaido. Spread type.

HOKKAIDO MILK PRODUCTS Co., Ltd.

Hokkaido



MEGMILK SNOW BRAND Hokkaido 100 Camembert cheese

Camembert cheese crafted from 100% raw milk from Hokkaido. It has a rich and full-bodied flavor.



MEGMILK SNOW BRAND Co., Ltd.



MEGMILK SNOW BRAND Hokkaido 100 Sakeru (string) cheese

Natural cheese created using 100% raw milk from Hokkaido. When torn into strips, it offers a distinctive and firm texture for your enjoyment.

Osaka

Kyushu



Kirishima Sanroku Milk 1000ml

Sourced from the foot of Mt. Kirishima in Kyushu, the fresh raw milk undergoes aseptic sterilization for room temperature storage. The process also preserves the milk's natural and unadulterated flavor.

dairy MINAMI NIHON RAKUNO KYODO CO.,LTD.



Mainichi Milk 200ml (LL)

The 100% fresh raw milk is packaged aseptically to ensure a long shelf life and also be stored at room temperature.

毎日牛乳 NIPPON DAIRY CO-OPERATED Co.,Ltd.



Handmade Churned Butter

Salted butter crafted from high quality raw milk produced in Hokkaido.



Handmade Cream Cheese

Cream cheese crafted from high quality raw milk and cream sourced from Hokkaido, using traditional handmade techniques.

Let's Drink Japanese Milk

Delivering safe & high-quality Japanese milk to you.

About J-MILK

J-Milk is a cross-industry organization that brings together dairy producers, dairy industry and milk retailers that make up the milk supply chain in Japan. Our mission is help address common challenges within the dairy industry and elevate the value of milk and dairy products by providing information and resources to dairy industry professionals and influential figures in the milk industry.



Visit us to sample an assortment of delicious Japanese milk & dairy products!

Event Details

World Food Fair
 Singapore Expo Hall 5 (G29/31 Booth)
 28th Sept - 1st Oct 2023
 11 am - 9 pm everyday

Enjoy JAPAN MILK's products?
 Post a photo and tag us
 at **#JAPANMILK** !



JAPAN MILK
 & DAIRY PRODUCTS

Visit us at: <https://welcome-milk.com>

インバウンド等牛乳乳製品消費拡大緊急対策事業 独立行政法人農畜産業振興機構 後援



About Japanese Milk

01

Insights into Japanese Raw Milk Production

Japanese dairy farmers' rigorous hygiene practices ensure the safety and reliability of Japanese milk and dairy products. While the majority of dairy farms in Japan remain family-operated, recent advancements in dairy farming technology have spurred the growth of large-scale farms, particularly in Hokkaido. To further bolster consumer confidence, a cow traceability system is set in place, allowing consumers to verify critical details such as the birthdate, sex, breed, place of birth, and other details about the cows. This ensures safety and reliability for consumers, even after the products have been shipped.



03

Enjoy Japanese Milk and Dairy Products in Your Country!

Crafted from high-quality raw milk, Japanese milk and dairy products are making its way to people around the world. The volume of dairy exports have been steadily increasing year by year. Over the past decade, exports of powdered infant formula surged by more than ninefold, while ice cream exports grew by about sixfold. Additionally, export volume of milk reached an impressive 8,325 tons in 2022, and Japanese dairy staples like butter and cheese are shipped abroad in growing quantities each year. These statistics are a testament to the increasing popularity of Japanese dairy products among overseas consumers.



02

Percentage of milk and dairy products produced in Japan

Roughly half of Japan's domestic milk production is used for beverages, while the remaining half goes to the production of various dairy products like cheese, butter, yogurt, and powdered milk. Hokkaido in particular produces a substantial quantity of dairy products. Dairy products undergo a variety of processing and are rich in nutrients. Yogurt is said to aid the prevention of lifestyle-related diseases such as managing cholesterol and blood pressure, as well as regulating intestinal function.



04

A Nutrient-Rich Choice!

Milk and dairy products are known for their high nutritional value. They offer a good balance of nutrients, including high-quality protein, essential minerals like calcium (often lacking in our diets), and B vitamins. A single 200 mL bottle of milk contains approximately 227 mg of calcium, which meets around 45% of the calcium intake recommended by WHO. Calcium from milk tends to be absorbed more effectively than that from other sources, making it a valuable dietary addition.

Growing children, in particular, are susceptible to calcium deficiencies. By incorporating milk into school lunches, Japanese schools contribute to the development of strong bones and bodies among children. Nearly 99% of Japanese elementary schools serve milk as part of their daily school lunches ensuring that children are meeting the recommended daily calcium intake. Why not give your children Japanese milk to support their journey toward a healthier body?

Milk Recipes



At J-Milk, the fusion of Japanese cuisine (washoku) with milk (nyu) is known as 'nyu-washoku.'

Here are some milk-based recipes that are simple to prepare and absolutely delicious!



MILK MOCHI

A chewy and smooth dessert

Ingredients (4 servings)
400 ml milk

6 tablespoons potato starch
3 tablespoons sugar
3 tablespoons soybean flour
3 tablespoons sugar pinch of salt

Instructions

1. Mix milk, potato starch, and sugar in a saucepan, and stir with a wooden spoon over heat.
2. Bring to a boil and cook for 2 minutes, stirring constantly.
3. Pour the mixture onto a baking sheet and let it cool before refrigerating. When cool enough to handle, cut into bite-size pieces and serve.
4. Mix soybean flour, sugar and salt and pour over 3.

MILK UDON

A surprisingly delicious pairing

Ingredients (1 serving)
Udon Noodle Soup
100 ml milk
1 tablespoon men-tsuju (triple concentrated)
1 bag (200g) frozen Sanuki udon noodles
1 egg
1 small green onion or frozen chopped green onion
A pinch of hana-katsuo (dried bonito)
Shichimi (seven spice)
togarashi (chili pepper) to taste



Instructions

1. Combine milk and mentsuyu to make kake-tsuju for the udon noodles.
2. Place frozen udon in a heatproof dish and pour milk and mentsuyu over the udon.
3. Cover with a plastic wrap and heat in a microwave oven (600W) for defrosting time + 2 minutes and 30 seconds.
4. When hot, drop in the egg mixture and sprinkle generously with hana-katsuo (dried bonito) and scallions. Sprinkle with shichimi togarashi (seven spice) to taste.



MILK CURRY RICE

A one-pan winner. Creamy with a hint of spiciness.

Ingredients (2 servings)
1 potato
1 carrot
1 onion
200-250g chicken thigh meat (cut for deep frying)
A pinch of salt and pepper
1 cup milk
1 tablespoon potato starch
1 cup water
1 consomme
1 teaspoon green curry paste

Instructions

1. Mix milk, potato starch, and sugar in a saucepan, and stir with a wooden spoon over heat.
2. Bring to a boil and cook for 2 minutes, stirring constantly.
3. Pour the mixture onto a baking sheet and let it cool before refrigerating. When cool enough to handle, cut into bite-size pieces and serve.
4. Mix soybean flour, sugar and salt and pour over 3.