

Japan's NH Foods introduces plant-based tuna sashimi

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NH Foods, an Osaka-based food processing company, has introduced a plant-based alternative to tuna sashimi for the Japanese restaurant market. The goal of this alternative seafood product is to replicate the scent and texture of raw tuna to offer customers an authentic culinary experience.

The alternative seafood industry, which develops plant-based versions of traditional marine foods, is gradually growing due to the uncertain future of some marine sources. While many seafood consumers may hesitate to replace their salmon with a soy-based alternative, alternative seafood is gaining popularity among vegetarians, vegans, and those who avoid meat. One research firm predicts that the global market for these products will be valued at around \$41 billion by 2030.

NH Foods aimed to provide a more sustainable option for tuna, a highly popular product in the Japanese fish market. For this reason, the company spent a year creating a plant-based product using konjac powder, dietary fibre, and other ingredients.

The alternative tuna is only accessible to restaurants in Japan, but NH Foods hopes to expand its availability. The food processing company also intends to introduce a wider range of seafood alternatives to its product line.