

宇佐美 友香 (Yuka Usami)



Profile

Representative of "USAMI Finefood and Cuisine."

She studied ceramics in the Craft Department of Osaka University of Arts and met her husband, Mr. Hiroyuki Usami. She grew up in a brown rice-only vegetarian family and has been living an organic lifestyle since she was a child. The dishes she and her friends make, centered on "Honmamon vegetables," (Organic vegetables with authentic flavors) are so popular that they sell out quickly.

■What we value:

- Putting 120% effort into every moment to resonate with our customers.

■What you can learn and do:

- How to distinguish vegetables
- Cooking tips
- Relive memories of childhood food

■Sights to see and flavors to savor:

- 100sta Usuki Farmers' Market
- Nioza

■My "SDGs×#〇〇"

Honmamon vegetables #Local production for local consumption

Local production and local employment

Tableware and Cuisine Expressing the Charm of Usuki in Different Ways

Tableware frames the cuisine. This is what Mr. Usami believes, and the person who understands him the most is his wife, Yuka. Yuka, a qualified vegetable sommelier and food coordinator, makes handmade dishes with Usuki's "Honmamon vegetables" as the main ingredients. The colorful and nutritious taste is delivered to many people as bento boxes and through catering, spreading the circle of deliciousness. "I grew up in a strict brown rice-only vegetarian household, and the fundamental belief in my cooking is that 'you are what you eat.' Food is medicine. That's why I'm really grateful that Usuki is now thriving in the production of Honmamon vegetables," she says.

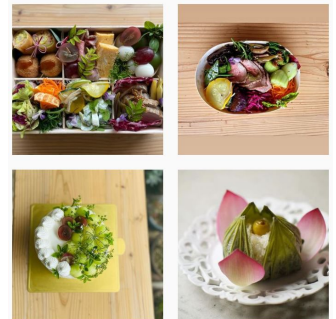
Twenty years ago when she married and came here, it was difficult to get organic vegetables even in Usuki. While fighting against such a reality, she continued to follow her beliefs by getting pesticide-free vegetables from acquaintances and making "lotus cuisine" with only vegetables in summer. Before even she noticed it, Usuki had become an irreplaceable hometown for her with more supporters around her and organic vegetables being grown actively. The best way to enjoy Yuka's cooking is with Usuki Ware made by her husband. The tableware and taste created by the couple are truly a work of art, with tableware serving as the frame of the cuisine.



The "Honmamon Vegetable Plate" that changes every month is a popular menu item.



USAMI pottery & finefood has been welcoming tourists since its establishment in the first year of Showa (1926).



Announcing their event activities on Instagram. They are so popular that their food sells out quickly every time.