



ABOUT

MY PHILOSOPHY

Hello, I am Rika Delicious, a mother, a lover of Organics. I simply wish our beloved children to constantly enjoy delicious foods and be happy in a safer and more abundant way. And this is a reason I believe in the necessity that all the foods we eat and the news we hear be of the standards suitable and adequate for children in the future and for which Organic can maximize this needs.

I worked in Architecture & Structural Design profession for 10years before I established SuperOrganicFoods after moving to Hokkaido, Japan. Although today in Japan, Organic farmers, having each seed come to life and cherishing each and every vegetable, account for mere 1% of Japan's vegetable market. Here in Hokkaido I find the bright future of Japan and Asia's leading Organic Agriculture and food bank. I would love to be a bridge in between the farmers and stakeholders in protecting the rich forests and farmland, all toward helping conserve biodiversity and its expansion both in Japan and to the world.

With IFOAM ASIA, not only to mention we are in process of launching An International Culture d'BIO SUMMIT2017 in Hokkaido, Japan, I could gather all of Japan's Organic Lovers to support launching IFOAM World Congress in Japan in future.

Adding issues in IFOAM movement such as "Child Labor", "The World Hunger & Waste Food", and "Agricultural Technology Provides" in Asia is also another topics need to be shared in movement, and this is the fortune that I believe we can leave to children of the future.

Rika Oishi Delicious

SuperOrganic Foods Founder

MY HISTORY

Born in Tokyo 1974. Moved to Northampton Massachusetts 1989, Rhode Island School of Design Bachelor of Architecture and Fine Art 1998. , After training as an architecture design assistant at Hariri&Hariri NY until 1999, moved back to Tokyo and begun working as associate producer at R.O.I K.K. Established HOKKAIDO VALLEY LLC to start SuperOrganic Foods in 2011 after relocating with children to Hokkaido. Published First Organic Magazine "OCT" in 2014. Member of HOKKAIDO AGRICULTURE JOURNALISTS ASSOCIATION.

What's SuperOrganic?

SuperOrganic simply means foods with full innate natural power, without any radioactivity, agrichemicals, chemical fertilizers or additives. These foods also protect the natural environment and biodiversity. The founder -- a mother -- has created the standard -- so-called SuperOrganic -- by further pursuing organic foods suitable for future generations.

What's OCT Magazine?

OCT is a quarterly news magazine with a quality content covering Organic Culture and Travel news of Japan and the world. Most of our journalists are based in Japan following the breaking news on food matters and agriculture to the travel & food culture. 10,000 of our magazine are published quarterly and distributed to all the residents of international families and expats living in Japan.

SuperOrganic COMPANY

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U R L : www.super-organic.jp

: www.octonline.jp

CEO : Rika Oishi Delicious

Establish : since 2011.8.8

Philosophy : Outreach of SuperOrganic Farming & Culture

Business :

- OCT (SuperOrganic Culture&Travel Magazine)
- OCTONLINE.jp (SuperOrganic Culture&Travel Online Portal Site)
- Member of International Culture d'BIO SUMMIT
- Sales of SuperOrganic Vegetables & Fruits
- Sales of SuperOrganic Processed Foods





Hello Readers,

Welcome to our first edition of OCT. My name is Rika Delicious, editor-in-chief of OCT, a quarterly publication designed to spread the message of all things organic in Japan, with a particular focus on culture and travel.

It has been 4 years since the launch of "SuperOrganic," where we focus on consuming foods that are pesticide, additive and radioactive materials-free, grown by true bread farming and with chemical-free fertilizers. Now, I have decided to create a cross-cultural social platform that not only shares the concept of organics from a food perspective, but also from a more comprehensive, all-encompassing approach.

I picked up the name Rika Delicious during my days studying Sustainable Architecture at a university in the states, since my last name Oishi was often mistaken for foreigners as Oishi, and I've decided to use the well-suit-ed nickname as my pen name. At that time, 20 years ago, I often shopped at an organic supermarket to buy soybean curd and Japanese radish. Both organic and Japanese foods were already widely accepted by many as a part of everyday life.

It is said that the organic industry in Japan is 30 years behind those of US and Europe, and my goal is to help educate and promote a healthy lifestyle for residents of Japan, while connecting people and providing enjoyable ways to live an organic lifestyle beyond food.

In OCT, I focus on two consistent themes:
1. Quality Taste and Beauty are in proportion
2. Diversity and Individuality exist together

When we take a look at the term, "organic," various definitions occur due to its diversity, and the policies in turn have become far too lax. As a result, the Japanese organic industry has a difficult time working together to develop and progress as a whole. Approximately 200 organic-related associations exist in Japan, while the economic magnitude of the organic industry remains only a mere 0.1 % of the whole food market. In other words, the 200 associations share a very tiny portion of the market.

Today, such terms as sustainability, conservation of biodiversity, and zero energy are starting to be used for large corporations' CSR. This is a turning point for producers and consumers to work hand-in-hand and expand the Japanese organic culture. I believe that people in various industries will create their own organic stories in the future and for the Tokyo Olympics in 2020.

From the wide-ranging topics of organics, OCT selected a focus on culture and travel where we can touch on food, art, and tourism leading the "SuperOrganicRoad" in both Japan and abroad. I look forward to sharing the remarkable culture of organics with all of you.

Rika Delicious

RIKA DELICIOUS

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OCT AUTUMN 2014 EDITION (published 2014.9.5) | Publisher: HokkaidoValley LLC | 1jo, 14-5-28, Miyanomori, Chuoku, Sapporo, Hokkaido, Japan 064-0951 | Editing Team: TEAM SOC & Life aLive Live | Editor in Chief: RIKA DELICIOUS
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A NATURAL CURE

The Healing Powers Of Japanese Kudzu Powder

150000
by Rika Delicious
Lifestyle Journalist



What is Kudzu?

Kudzu powder is the powdered root of wild arrowroot, and is characterized by its strong power to regulate intestinal function. It is used for cooking and sweets, and also well known as an herbal medicine. Kudzu improves blood circulation, warms the body, and regulates the functions of the intestines. It is often used as an anti-diarrheal for babies, as well as a liquid diet for older people.

Cleanse your intestines with Japanese kudzu powder

People who have issues with the mind or body often have intestinal problems. Try one of these natural remedies for relief.

	Remedy A Kudzu-Yu (Hot Kudzu Tea) for tightened intestine.	Remedy B Kudzu-Neri (Kneaded Kudzu) for loosened intestine.
Constipation	Stool is hard and dark-colored. A lack of vegetables, or an overconsumption of the food that tightens the cells, including animal food and very salty food.	Stool contains lots of water and is light in color. Overconsumption of water, sweets, cold foods, fruits, and raw vegetables. Radioactively contaminated food can cause the same condition.
Diarrhea	Stool comes out very rapidly and is dark in color. Same reasons as constipation. It also happens when you eat too much brown rice.	Every time you release a stool, you feel limp. The color is sometimes whitish or green. Same reasons as constipation B.

Kudzu-Neri

Ingredients (For 1 Cup)

1. Prepare 1 cup of water. Put 3 tablespoons of Kudzu powder in a pan and then add 3 tablespoons of water. Mix and dissolve the Kudzu powder well, pour the remaining water in, and stir with a little salt.
2. Stir over medium heat, and just before boiling, turn heat to low and start kneading. When it becomes clear, knead for another 2-3 minutes.



Kudzu-Yu

Ingredients (For 1 Cup)

1. Follow the same direction of Kudzu-Neri, but only taking 1 tablespoon of Kudzu powder this time. You can also replace water with apple juice.



Purchase Kudzu Powder at Natural House Ayama or IMA Netshop
<http://ima-netshop.jp>

RECYCLED ART

Find new value in Junk with 'XO-Badges' by Hideyuki Yamano
by Miyako Nishinokogawa (curator)

A plastic doll, a piece of a wooden puzzle, a can lid, a broken number plate... These are 'XO-Badges' (in Japanese, kuso-baji—kuso literally means 'feces' in Japanese), the recycled badge project of graphic designer Hideyuki Yamano, who is well known for his work in the fashion magazine GINZA. A great gift for kids, you can pick up an 'XO-Badge' while they are on sale at the 'New Jewelry Exhibition' at 3331 Arts Chiyoda, from December 5 to 7.

For more information about the exhibition please visit the official website: <http://newjewelry.jp>



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Hello Readers,

I'm Rika Delicious, the editor of OCT.

I'm grateful to my talented colleagues, team members and my family! I was able to publish the second volume of OCT thanks to their cooperation.

My youngest daughter will be two by the time this issue comes out. She is growing up, looking at my back, and seeing a woman wearing three hats: a housewife, a mother and a company president. I wonder what she thinks about her future.

This month, OCT will focus on

- Women Seeking Beauty,
- Mothers Working on Dietary Education

Organic enthusiasts are mostly women who are facing overwhelming demands—especially those who are expecting a baby, breastfeeding, or raising children. These women are responsible for the dietary education and lives of their children in the future. I believe that these women should create opportunities and places that are capable of ensuring an organic lifestyle.

I continue to work in the organic food and lifestyle industry with the hope that more parents and newcomers will come to support products and ways of living that will lead to a more healthy future for our children.

Looking at new organic trends now, one of the most prominent movements showing up in the lifestyle market in Japan is a strong attention to creating and cultivating opportunities to seek, know, and experience the values behind the ethical production of organic goods. Mothers with young kids are particularly interested in finding out more about these experiences and their related communities. One more thing to watch for is the growing number of hotels and resorts where families with children can enjoy a BIO-WEEKEND. Expect them to increase in the future.

We had many mothers with sophisticated backgrounds writing for us this month, so you can look forward to a number of reports about dietary education and the organic lifestyle in fashionable towns all around the world. Thanks to the recommendation from BIO-HOTELS JAPAN, Niki Resort provided us with photo-shooting assistance. ArtBioTop, operated by Niki Resort, began providing family customers intellectual training for their children with suitable healthy programs. We hope you take your turn to find a BIO-WEEKEND that perfectly fits your need! And for an interesting event to check out around Tokyo, don't miss the "Ethical Days" experience at Shibuya Hikarie. From May 14 to June 17, you can see a series of exhibits that will allow you to learn about and experience different ways to lead a more ethical lifestyle.

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OCT SPRING 2015 EDITION (published 2015.5.1) | Publisher: HokkaidoValley LLC | 1jo, 14-5-28, Miyanomori, Chuoku, Sapporo, Hokkaido, Japan 064-0951 | Editing Team: Alec Jordan Design: Liam Ramshaw | Online: Life aLive Live
Editor in Chief: RIKA DELICIOUS | E-mail: info@octonline.jp

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ORGANIC FAMILY



AN ORGANIC BALANCE

Lifestyle Tips for the Modern Family by Abi Loves



Living in this city has many good points but like all mums, I find that juggling is an everyday activity: one has to balance work, kids, and household activities. Taking time for myself is a challenge but I think it's necessary for a balanced life. I start my day with an Ashtanga yoga workout; then I like to pick up a fresh juice from Nicolai Bergmann afterwards and head to work from there before becoming "Mum" again.

After modeling and working in PR in Paris, I came to Tokyo many years ago and launched my company, Abi Loves, which is focused on kids, clothes, and events. I managed to find ways to integrate an organic lifestyle into my family and work life. At my kids' events we always have a creative component in which kids can express themselves without having too many restrictions. One favorite activity is the coloring with crayons—my favorite are Stockmar crayons, which are made from beeswax and come in a set of colors that the Waldorf School uses to teach young learners how to recognize colors.

At home, I use this lovely range of products from the natural cleaning brand Common Goods and Co. from

Fresca, and I also like to make some homemade cleaning products using essential oils in my cupboard that I usually use for room scents. Here's my recipe for making one of my favorite homemade all-purpose cleaning products:

Ingredients:
Baking soda
White vinegar
Eucalyptus or tea tree essential oil

In a container mix 1 cup of baking soda with ½ cup of white vinegar. Be careful to use a large enough container for the volume to bubble during the chemical reaction. Add 4 drops of essential tea tree or eucalyptus oil for scent and natural disinfectant. I use it to clean pans, oven stains, stove and kitchen surfaces, and the sink or bath tub. Because baking soda is alkaline it absorbs grease and deodorizes, while vinegar disinfects and makes things shine.

I'm also thrilled to get SOF veggies delivered to my home every week, which makes my life so much easier.

Abi is originally from Switzerland and lives in Tokyo with her husband and two children.



Products and Services Mentioned

ASHTANGA YOYOGI@OMOTESANDO
ashtangayoyogi.com

Mae Yoga: vedatokyo.com

Nicolai Bergmann

www.nicolaibergmann.com/en/

Stackmar available on Omochabako

website: www.omochabako.jp

Fresca: www.fresca.jp

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