

**Ambassador's Message (Vol.19 / June 17, 2016)**

**"Goodwill Ambassador for Japanese Cuisine awarded to Mr Adam Liaw"**

Dear friend,

I hope this email finds you well.

You may recall in late 2013 UNESCO made an announcement that “Washoku”, traditional Japanese cuisine, was added to UNESCO’s Intangible Cultural Heritage list. According to the organisation, “Washoku is a social practice based on a set of skills, knowledge, practice and traditions related to the production, processing, preparation and consumption of food. It is associated with an essential spirit of respect for nature that is closely related to the sustainable use of natural resources.” Building on this momentum, in 2015 the Ministry of Agriculture, Forestry and Fisheries of Japan appointed Goodwill Ambassador for Japanese Cuisine to promote Japanese food and culinary art overseas.



On June 10, I hosted a presentation ceremony for Mr Adam Liaw as Goodwill Ambassador for Japanese Cuisine. Mr Liaw was appointed by the Ministry of Agriculture, Forestry and Fisheries of Japan for his significant contribution to the promotion of Japanese food culture in Australia. He joins twelve other Goodwill Ambassadors world-wide who have been honoured for their contributions, including the esteemed Sydney-based Japanese chef, Mr Hideo

Dekura. More than 100 well-wishers including spouses of Ambassadors, Japan-related friendship organisations, and some of Canberra's top culinary professionals joined us to celebrate Adam's appointment.

Adam is the author of four cookbooks, host of the popular television series Destination Flavour, a regular Fairfax columnist, winner of the second series of MasterChef Australia, and has very influential social media presence in the Australian food industry. He has taken the understanding and appreciation of Japanese cuisine in Australia to a whole new level.



Adam's speech

I felt most encouraged to hear from Adam's speech about his experiences with Japanese cuisine at the presentation.



Together with my wife and my chefs,  
Sadanori and Tamami Noda

Adam explained with enthusiasm and eloquence his belief that the essence of Japanese cuisine is the way in which the food connects the environment, the season, the weather and Japan's traditions. I believe his Malaysian heritage with its melting pot of diverse Asian cultures played an important role in developing his understanding of and connection with food and people. Certainly his passion is the driving force behind his creative cooking.

I have no doubt that the popularity of Japanese food in Australia is rising steadily. With Adam's help, we hope to further encourage many more Australians to try their hand at cooking Japanese food and partake in the flavours and culture it embodies.

Yours Sincerely,

/S/

Sumio Kusaka

Ambassador of Japan to Australia