

Masumi Niwa

<profile>

Designer Foods Co., Ltd. President and Representative Director

Bachelor of Home Economics, Sugiyama Jogakuen University, Nagoya Japan

Start as a food coordinator after experienced in a food company for 8 years.

Established Designer Foods Co., Ltd.,1999

Opened showroom of vegetable, "Vege marche" in ARK Hills Tokyo, 2010.

Become of Representative Director and President of Delica Foods Corporation, 2013

Established of "Vegetable Health Promotion Subcommittee" in Japan Association of Health care Initiative and assumed as a chairperson, 2016.

Assumed the Director of Future Creative Superior Officer of Delica Foods Inc. ,2017

Consulting aims are food service industry become "food hospital", and food manufacturer become "food pharmacy" by designing how to eat. Consulting items include information provision, product development, project proposal, etc.

Ideal vision is contribution of extending the healthy life of Japanese through vegetable business.

Research and technology development of component analysis of food, especially vegetables, active oxygen scavenging capacity of food, method of non-invasive analytical procedure of antioxidant capacity of vegetables and soil analysis with various research institutes.

Holding monthly seminar, called "Seimeisyoku Seminar" which means food of maintaining life, at Nagoya and Tokyo.

And various activities to make people healthier with food.

Director of Future Creative Superior Officer of Delica Foods Inc.

Lecturer at Sugiyama Jogakuen University

Association Director and Promoter of Flaxseed Association of Japan(FAJ)

<Book>

The healthy power of delicious vegetables talked about by book data

Delicious food is good for your health

Everyday recipe for breast cancer people