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Shinichiro Asano [00:00:10] OK. My fishing life started when I- my family moved to countryside, Narita. Close to airport, international airport. I- when I was six years old, just started fishing with small fish or carps.

James Thull [00:00:31] About, about what year would have that been?

Shinichiro Asano [00:00:42] Nanajuu ichi nen (71), yes, yes, yes. 71.

James Thull [00:00:47] 71.

Shinichiro Asano [00:00:49] 71, yeah. So, when I was 12 or 11 or [unintelligible] years old

Shinichiro Asano [00:00:56] Did the fishing boom in the kids a very famous program Manga. [speaking Japanese] Is boys name. So this. This manga I knew and learned fly fishing

Shinichiro Asano [00:01:23] Yeah. Carp and Carp family

James Thull [00:01:32] Different species of carp.

Shinichiro Asano [00:01:42] Very difficult question. So depending on the places the place of the fish and the place. for example My my hometown and Narita, the river is much better. Much clearer than before because (unintelligible) when I was 17 was dirty but now is very clean. But now much better. Much cleared. My home river it has been cleaned but was meandering now is just straight and this is not good for fish. Meandering water is better.

Shinichiro Asano [00:02:50] Japanese fishing culture very various. Yes, very. I say the many kind of fish, the type of species of fish. Very not dependable (unintelligible). For example, in the center of Tokyo there is , Amada Goby, sculpey and kinds of carp. Very small. Fish is called Kenargo. Smaller one is better. Tenkara Very small, short rod and a fine line. And also many way to fish in and each region.

Shinichiro Asano [00:04:23] It is difficult to speak generally because it depend on the place.

James Thull [00:04:30] Do you have a specific example? You you would speak to your home river.

Shinichiro Asano [00:04:34] Ah ha ha. This is my personal opinion.

James Thull [00:04:40] Certainly.

Shinichiro Asano [00:04:41] Our catch and release is important. But many people just the emotional, emotional matter. I don't know how to talk the catch and release, but the many people are just. And I want to I don't want to kill the fish just release. For example the Shonoko, Lake Shonoko. It is not a natural, nor in depth, so trout can not reproduce in this lake. But many people catch... Catch and release. It is not good. Not so good. It is good.

Just trout. We can fish these trout. I know we can fish. I know I fish in the river and catch same fish four times So this mean catch and release is good for me. I don't know.

Shinichiro Asano [00:06:16] This is a very difficult question. So. Well, now for the fishing industry. Oh, for fishing industry. This is a very serious problem. How about the as you know, the temperature is just now higher, higher, higher. So the fishes are changing, especially especially in the in the sea. But now we can't fish the different fish that we eat. We could not fish. So the different fishers go to the north. So making it this is a make the new industry. Yeah. So our new market about the locals are environmental. It isn't. I environment. It is not so good. But the food stocks and also some fish fishes increasing. Some fish is decreasing. But there is a fish and there's a fisherman. Who me? So this fish and the fishermen. The world is going to continue. We catch fish and we enjoy fish. Any kind of fish? Just a small fish. And just this grand tuna. So if if there is a water theres a fish. And I am here.

Shinichiro Asano [00:08:15] Of course, I'm consulting, so I no, so in Japan, there are child that boys are young people just watching a smartphone, not go out. And also of our generation, my generation is. And every boy's fish. Of course, a bait fish. But now, no. Quite a few so, thier father neither, no fish. So we need some person some person to teach to show the fishing. Oh, because up with a father and the boys on guard. He's a family. It is much better. But everybody around me I many people I want to fish. I want to fish. I want to fish for that. This is a difficult, very difficult. You know, I know I know many kinds of fish, but the this there are the people that want to fish. I don't know. I don't know what they want. What kind of fish or just. I want to fish. I want to fish.

Shinichiro Asano [00:10:06] Yeah. Just. Yes. Now, increasingly, industries are now making idle idle for fishing. Young, young, a younger a young girl. This young girl not for boys. Not for, I think this or not whole women's. But of course, I want to I want the many people to fish. Girls and the boys.

Shinichiro Asano [00:11:03] And of course, I'm grateful fishing. But it is long time. I fish. I'd love to do read the book watch a movie. But I prefer to fishing to them. So sometimes I am crazy for fishing. But I cannot stop. [giggles] Karma [giggles] Fishing is my karma. So, yeah. Oh, the best way to killing time. Mm hmm. Yeah. Yeah, basically basically life is boring. Mm hmm. Oh, living, We need something to kill time. Fishing is the best way. So I also traveling especially in South America. Mm hmm. If we don't we. If I. I traveled without fishing rod. No. Impossible. Strange. Fishing is the reason to travel. The most important thing I love around the fishing.

James Thull [00:13:15] Mm hmm.

[00:13:16] So to be the fishing story is the story fishing of friends, amigos.

Shinichiro Asano [00:13:41] Well, was a good person. So, no, not to. No, not too aggressive or catch a one fish. That's enough. Or two or three. OK. That's kind of a person I like. Pacifico...Of course good fishing skills is better fishing but the not so show need to show doesn't show the fishing skill. Mm hmm. Good. Good. Fishing story. I was with Fishing guide. In Argentina. He was the worst fishing guide. So fishing with him...but he worst fishing guide. He comes up to me. So I take out my fishing rod and cast he's a good caster but he asked me how how is my cast? [giggling] Because he do not want. Yeah. But this is a good experience for me that it is also funny.

Shinichiro Asano [00:15:50] Cuba, Cuba, Cuba, Ireland, Bolivia. Bolivia for Dorado I fished Dorado in Argentina. And I try to fish Dorado in Bolivia. Mm hmm. From Buenos Aires. I stayed. Cheap hotel two weeks for fishing. Finally I give up waiting for the water level to go down. So. Yeah. Yeah. That's all I get to. I know I my friend go to Bolivia just arrived yesterday and take a Dorado like this. And yeah, I want to go there.

James Thull [00:17:11] They're wonderful fighters.

Shinichiro Asano [00:17:12] Yeah. So how about if possible. No fishing lodge if possible. Yeah. Yeah. I don't other venture. I want to. I want to. Looking for the place. Mm hmm. Mm hmm. That is my my ideal, ideal fishing trip. No information just ask where the fish. so that this is a best way to make friends.

Shinichiro Asano [00:17:53] Huh? I'm accompanied to this 12 year anniversary, my friend the president. 1990, 1990. So I started 1990. And making this. Also....

James Thull [00:18:12] Oh, the catalog.

Shinichiro Asano [00:18:12] We started with the fishing vest. But now we are making waders. Also, we're making for product for kayak, kayak, fishing.

James Thull [00:18:53] Oh, okay.

Shinichiro Asano [00:18:56] Or clothing accessory.

Shinichiro Asano [00:19:05] And international the Internet today. E-commerce, internet. The market is a much, much bigger than before it was, our company.

Shinichiro Asano [00:19:34] Mad max. It is impossible to speak about mad max videos, We need I need sunny days.

James Thull [00:19:54] So you're a fan. OK. All right. OK. OK.

Shinichiro Asano [00:19:57] Of course I like A river runs through it. Yeah. Yeah. Good. Good movie.