



# 厳選

Special Selection



Food from  
Iwate, Japan





Rice fields in Oshu City

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# Agriculture, Forestry, and Fishing in Iwate



Iwate Prefecture is on Japan's northern Pacific coast, and is home to 1.26 million people. (as of Oct. 1, 2016) With an area of 15,000 square kilometers, Iwate is the second-largest prefecture in Japan after Hokkaido.

The coastline of Iwate is known as Sanriku. In these waters, the southern Kuroshio current, the northern Oyashio current, and the warm Tsugaru current meet and mix to create one of the three best fishing grounds in the world. The area is well-known as a precious treasure trove of natural resources. We are able to develop and nurture our fishing industry through our coastal fishing grounds, ports, and fishing towns, as well as distribution and processing systems. Aquaculture is also important, with workers releasing salmon fry and abalone seeds into the waters of Iwate.

Various agricultural industries have sprouted up throughout Iwate's inland areas, making use of our prefecture's distinct characteristics: our vast plains, a climate with large temperature fluctuations, and high altitudes. We rank at the top of domestic production for a number of major agricultural products, and fulfil a role in supplying food to the rest of Japan. We're also a big livestock producer, and the quality of our beef, pork, and chicken is consistently praised.

**We're proud of the quality of Iwate's food.  
We know. We were raised with it.  
That's why we can confidently recommend  
it for your dinner table.**



# Iwate's Marine Products

The most beautiful coastline in Japan.

A fertile fishing ground where the Oyashio and Kuroshio currents meet.

The Pacific coast of Iwate Prefecture, called the Sanriku Coast, has a total length of more than 700 km, and over 70% of this long stretch of coastline is a virgin environment unsullied by humans. Iwate's coast is blessed with one of the best environments on Earth for fish and other marine life, as the cold Kuroshio and Oyashio currents, and the Tsugaru warm current, meet and mix together offshore. This superb fishing area is well-known as a precious treasure trove of natural resources.



**1<sup>st</sup>** Largest domestic producer (2015)

## Abalone

A true delicacy - the largest catch in all of Japan

Our abalone are so plump and juicy because they have been raised in the perfect environment: the abundant Sanriku sea, rich with konbu and wakame seaweed. The Keppin abalone of Yoshihama (southern coast) are sold in China and Taiwan as rare delicacies.

In Season





**4<sup>th</sup>** Largest domestic producer (2015)

## Japanese scallops

Our scallops are sweet and super plump

The Japanese scallops of Iwate are full of minerals from the Sanriku sea. These huge, plump scallops can be reliably caught year-round thanks to aquaculture methods, but they're best around September to February. They are quite sweet when eaten as sashimi, but you can also enjoy them grilled, fried, or as a gratin.

In Season



**5<sup>th</sup>** Largest domestic producer (2015)

## Oysters

These oysters are huge thanks to the nutrient-rich waters of the Sanriku sea

Oysters in the nutrient-rich, beautiful waters of Sanriku grow to be both large and delicious. They are sometimes called the "milk of the sea" because they are chock-full of protein, calcium, iron, and other nutrients.

In Season



**2<sup>nd</sup>** Largest domestic producer (2015)

## Sea urchin

Iwate's summer delight

The amount of konbu and wakame seaweed growing by the Sanriku coast also makes it a perfect environment for sea urchin. Their delicate flavor comes with rich hints of the ocean. The Kita-Murasaki Uni variety makes up 90% of our urchin catch, and the other 10% is Ezo-Bafun Uni. Fresh sea urchin are caught around the start of summer to mid-summer, but processed varieties like salted sea urchin or grilled sea urchin can be eaten year-round.

In Season



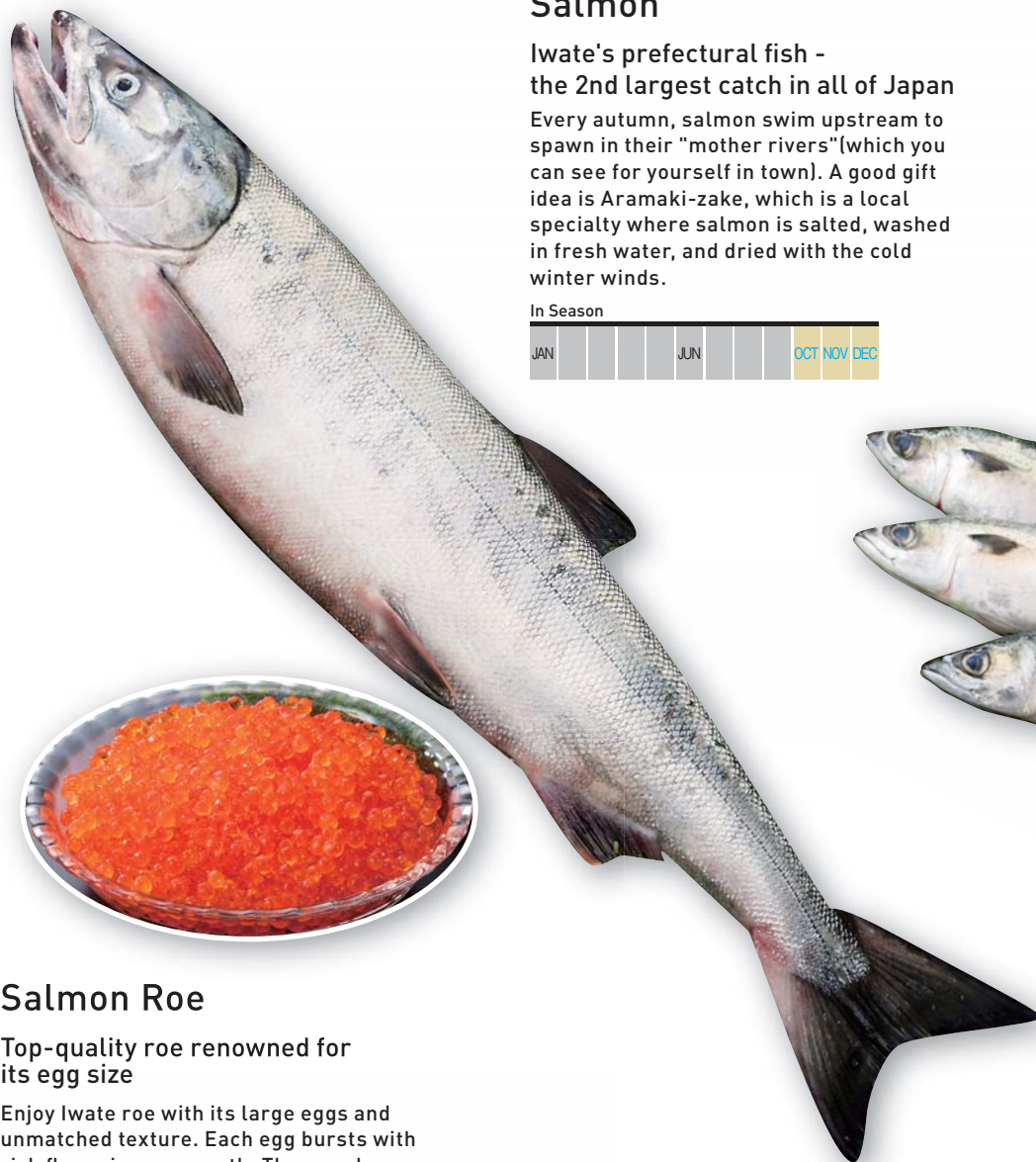
2<sup>nd</sup> Largest domestic producer (2015)

## Salmon

Iwate's prefectural fish - the 2nd largest catch in all of Japan

Every autumn, salmon swim upstream to spawn in their "mother rivers" (which you can see for yourself in town). A good gift idea is Aramaki-zake, which is a local specialty where salmon is salted, washed in fresh water, and dried with the cold winter winds.

In Season



## Salmon Roe

Top-quality roe renowned for its egg size

Enjoy Iwate roe with its large eggs and unmatched texture. Each egg bursts with rich flavor in your mouth. They can be eaten raw, salted, or cured in soy sauce.

In Season



**3<sup>rd</sup>** Largest domestic producer (2015)

## Pacific Saury

Enjoy freshness locked in thanks to our advanced processing methods

Fatty saury (or sanma) travel south from Hokkaido to the Sanriku sea during September and October season. We use the latest technology and careful handling to lock in freshness so we can send fresh saury to even faraway places.

In Season



## Mackerel

Autumn mackerel are an unmatched delight

After they have finished their egg-laying season, mackerel (or saba) travel south to the Sanriku sea in the autumn and prepare for winter with a diet of nutrient-dense plankton. These fish are quite tasty thanks to an even distribution of fat, and they are often pickled or canned after being caught.

In Season

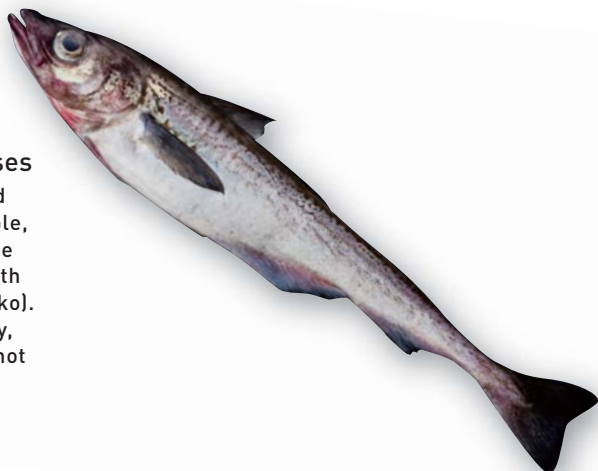


## Alaska Pollack

We preserve our pollack at the height of freshness for various uses

Pollack (or suketodara) is very near and dear to the hearts of the Japanese people, as its can be processed into fish sausage (kamaboko), and its eggs are used in both mild and salted fish roe (tarako/mentaiko). Thanks to advanced freezing technology, fresh pollack can be sent overseas for hot pot meals.

In Season



6<sup>th</sup>

Largest domestic producer (2016)

# Iwate Beef

**Selected as Best-in-Japan eleven times!  
We're proud of our high-quality beef**

Iwate is the one of the most well-known areas for livestock production in Japan. Iwate Beef is renowned for its taste and delicately marbled meat, and has won the Best-In-Japan award eleven times. Iwate farmers care for each young calf from birth by giving them clean water and high-quality straw from the nearby rice fields. This abundant natural environment is the reason for Iwate Beef's unparalleled quality and taste.







# Iwate Rice

## Top-class taste and quality

Iwate Prefecture has long been working towards improving its rice varieties, and is now one of the largest producers of rice in Japan. Iwate's verdant plains and cool climate helps to grow rice that is resistant to bugs and disease, and we are developing methods that uses less chemical fertilizers for your peace of mind.



## Akita Komachi

A chewy texture that can be enjoyed cold

The next most-commonly grown rice in Iwate following Hitomebore. Akita Komachi is popular because it remains delicious even after cooling off.

In Season





## Hitomebore

### Nationally top-ranked taste

This is the most commonly grown rice in Iwate. It has a nice chew to it, and a pleasant taste and smell. Hitomebore grown in southern Iwate is particularly renowned, having been awarded the highest "Special A" rank 22 times.

In Season



銀河のしずく

Ginga no Shizuku

Iwate Original

## Konjiki no Kaze and Ginga no Shizuku

These two brands were developed in Iwate to reach the highest standards of deliciousness. The "Ginga no Shizuku" cultivar, released in 2015, is a white rice with a slight sheen, gentle texture, and mild sweetness. The "Konjiki no Kaze," to be released in Autumn 2017, is fluffy with a more full-bodied sweetness.

In Season





4<sup>th</sup>

Largest domestic producer (2015)

## Fuji

### Succulent and sweet

Fuji apples grown in Iwate are very sweet with just a hint of tartness. The Sun Fuji variety is even sweeter and juicier, as the apples are left uncovered to bask in the sunlight.

In Season



## Shinano Gold

### A golden, juicy apple

The bright yellow Shinano Gold are sure to catch your eye. They're juicy with a good balance of sweet and sour, and have a satisfying crunch.

In Season



2<sup>nd</sup>

Largest domestic producer (2015)

## Jonagold

### Crisp with a sweet'n'sour flavor

The Jonagold apple's initial tartness is followed by a rich sweetness. Great eaten fresh, or used in baking and desserts.

In Season



# Iwate Sake

Satisfaction guaranteed thanks to the high quality of Iwate's rice, water, and brewing techniques

Iwate is blessed with a beautiful natural environment. Rice grows in fertile soil that soaks up mineral-rich rains and fresh water. Master sake brewers called Nanbu Toji take these ingredients and give life to them, creating Iwate sake.





## The Nanbu Toji: Master Brewers of Iwate

Toji brewers, or master brewers, lead the sake brewer guilds of Japan. Toji are both masters of advanced techniques, as well as leaders that guide teams of brewers.

Large-scale production of sake began in Iwate during the Edo period (1603-1868), with toji brewers learning from and competing with each other to improve their skills. As a result, the Nanbu Toji became the largest guild in Japan, and are considered the pinnacle of Japanese sake along with the Tanba Toji (Hyogo Prefecture) and Echigo Toji (Niigata Prefecture).

Even today, the heirs to the Nanbu Toji techniques are working in sake breweries throughout Iwate and the rest of Japan.

### Iwate Original

## Yui-no-ka: Sake Rice Born in Iwate

Yui-no-ka is a rice cultivar developed over a decade to be specially used in sake brewing (in particular, daiginjo sake). It's a sturdy rice that can be polished down to 40%, and has a better yield than the Yamadanishiki variety (one of the most common sake rices). Its low protein content makes it perfect for making dry "tanrei" sakes.

Since 2013, sake made with Yui-no-ka has been sold under the standardized "Junmai Daiginjo Yui-no-ka" brand, with each brewery putting their own spin on the sake.





The Golden Land IWATE, JAPAN

Published by the Products Distribution Division,  
Department of Agriculture, Forestry, and Fisheries,  
Iwate Prefectural Government  
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