

# Agricultural Products from the Farms, Forests and Fisheries of Okayama



# OKAYAMA

# Agricultural Products from the Farms, Forests and Fisheries of Okayama



● This brochure introduces branded products from Okayama, as well as other agricultural goods from its farms, forests, and fisheries.

※ Please note, that some products may not be available depending on the period of shipment and sales.

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Rice, Soybean

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Wood, Forest Products

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Flowers

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# White Peach

Official Okayama  
Brand Product



Next-generation fruit  
developed by Okayama

Okayama Yume  
Hakutou



- This is an original variety of peach cultivated by the Okayama Agricultural Research Institute.
- It is large in size and has a high sugar content and little acidity and astringency.



# Golden Peach



- An optical sensor grader was introduced to measure the sugar content and sort products.



# White Peach

## Features -Selling points-

1. Refined pink-tinted white peel
2. Sweet and delicious with plentiful juice
3. Soft texture
4. Large yield in Japan

## Best time to eat, best way to enjoy

- Keep at room temperature until ripe, then chill it in the refrigerator one hour before eating.
- When the peel turns from green to milky white, there is rich fragrance specific to peaches and the fruit is soft all around, it is ready to eat.

## Shipping period

Variety	Mid-July	Late July	Early Aug.	Mid-Aug.	Late Aug.
Hakutou	←→				
Shimizu White Peach		←→			
Okayama Yume Hakutou			←→		
Hakutou				←→	
Hakurei				←→	

\* These peaches are more delicious when slightly chilled rather than at room temperature.

## Data, other information

- Since each peach is packaged in its own pouch, it is protected from rain, wind and insects, and cultivated to a porcelain-white perfection that produces a juicy soft texture.
- \* The growing area of Shimizu white peach, a leading variety of white peach, is the largest in Japan. (The growing area for peaches as a whole is the 5th largest in Japan.)

# Golden Peach

## Features -Selling points-

1. Strong sweetness like tropical fruit
2. Beautiful golden peel and flesh
3. Good shelf life
4. Late shipping period (Late-maturing variety)

## Shipping period

Aug.	Sept.
←→	

## Data, other information

- The Golden Peach is a late-maturing variety, which is rare even in Okayama, which is known as a production center of peaches. Its shipping starts when the harvest of white peaches is completed.
- Golden Peaches taste different from white peaches.

# Muscat of Alexandria



## Features -Selling points-

1. Refined sweetness
2. Translucent yellow green color  
-Amber-tinged emerald green-
3. Fragrance of musk
4. Okayama Prefecture accounts for more than 90% of all production in Japan.

## Best way to enjoy

- Keep at room temperature.
- Gently wash the grapes and chill in the refrigerator for one hour before eating.
- Do not peel before eating.

\* The part between the peel and flesh is flavorful, and the fragrance that spreads when you chew the grape is exceptional.

### Shipping period

May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.
			←————→			

## Data, other information

- Muscat grapes originated in North Africa (Egypt).
- The grapes are named "Muscat of Alexandria" because they spread from the port of Alexandria on the coast of the Mediterranean Sea to other places.
- Cultivation in Okayama started in 1886. The current cultivation technique was established after numerous trial and errors.

\* Okayama Prefecture accounts for more than 90% of the growing area and yield in Japan.

Fruit

# Pione

Official Brand  
agriculture, forestry and fisheries  
Product of Okayama





## Features -Selling points-

1. Large grapes
2. Sweet (Strong sweetness with moderate acidity)
3. Seedless
4. Easy to peel and eat
5. Okayama Prefecture accounts for the largest yield in Japan

"Pione" is Italian and means "pioneer."

## Best way to enjoy

- Keep at room temperature.
- Gently wash grapes and chill in the refrigerator for one hour before eating.
- Do not peel before eating. The peel readily comes off as you chew.

### Shipping period

Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.

←—————→

## Data, other information

- Pione is a grape that was developed as a result of the improvement of a variety from Kyoho. Okayama Prefecture was the first in Japan to develop a technique for producing seedless grapes.
  - Pione has all-round features: "large," "seedless," and "sweet." It appeals to the taste buds of a wide range of consumers from elderly people to children, and is popular as a gift.
- \* Okayama Prefecture accounts for the largest share of growing area, yield, and shipping in Japan.

# Grapes born in Okayama

## Aurora Black

Next-generation fruit  
developed by Okayama



## Seto Giants



## Aurora Black

### Features -Selling points-

Next-generation fruit developed by Okayama

1. Sweet (Strong sweetness with moderate acidity)
2. Large grapes, seedless
3. Do not readily drop from vines.
4. Good shelf life

### Shipping period

Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.
←————→						

### Data, other information

- "Aurora Black" is Okayama's original purplish black variety. The grapes are large, seedless and easy to eat and have a high sugar content.
- Since they do not readily drop from vines and keep good quality, they are suitable for long-distance shipping while they ripen. Therefore, Aurora Black is expected to be a next-generation fruit of Okayama.

## Seto Giants

### Features -Selling points-

1. Seedless
2. Refreshing sweetness
3. Edible with peel

### Shipping period

Jul.	Aug.	Sep.	Oct.	Nov.
←————→				

### Data, other information

- "Seto Giants" are grown in Okayama Prefecture.
- The thin peel has crisp texture and spreads a refreshing sweetness in your mouth.

# Promising New Varieties



Next-generation fruit

## Shine Muscat



Next-generation fruit

## Shien Grapes



## Shine Muscat

### Features -Selling points-

1. Seedless and edible with peel
2. High sugar content, little acidity
3. Muscat fragrance
4. Large grapes

### Shipping period

Jul.	Aug.	Sep.	Oct.
←————→			

### Data, other information

- The peel is thin and edible.

## Shien Grapes

### Features -Selling points-

1. Seedless
2. Late shipping period, edible until end of year  
(Late October to December)
3. Sweet (High sugar content, juicy)
4. Beautiful purple-tinged appearance

### Shipping period

Oct.	Nov.	Dec.
←————→		

### Data, other information

- These grapes are harvested from autumn to winter in Okayama.
- Seedless, beautifully oval, wine red grapes
- Large, sweet and juicy grapes with easily removable peel

# Atago Pear

# Niitaka Pear

Atago Pear



Niitaka Pear



## Atago Pear

### Features -Selling points-

1. Extraordinarily large size  
(A large one weighs around 2 kg.)
2. Rich fragrance and sweetness
3. Fresh and juicy texture

### Best time to eat, Best way to enjoy

- After harvest, wait for two weeks until ripe. When the fragrance has increased, it is ready to be eaten.
- It can be stored until January ~ February.

### Shipping period

	Nov.	Dec.	Jan.
Atago Pear	←————→		

### Data, other information

- The Atago Pear is a variety that was grown at the beginning of the Taisho era and named after Mt. Atago, which is located near the growing region.
- Starting in 1959, growers in Okayama City researched growing techniques for 15 years until establishing a method for cultivating the current large plump sweet Atago pear.

## Niitaka Pear

### Features -Selling points-

1. Exceptionally sweet and characteristically fragrant
2. Juicy and flavorful
3. Dense flesh that makes for an exquisite texture

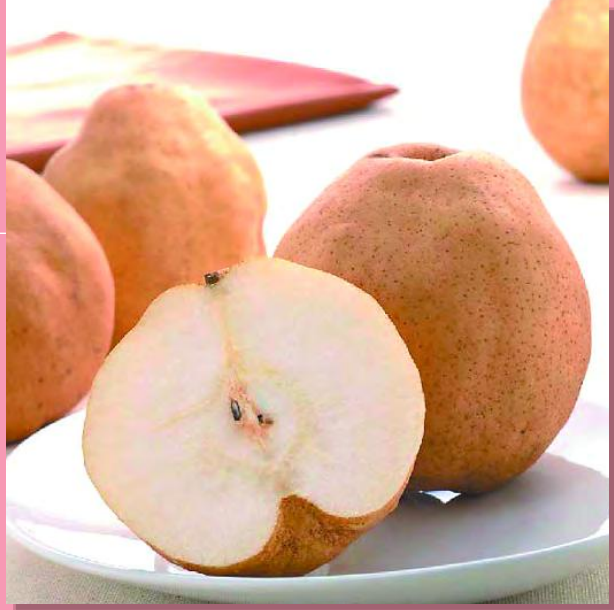
### Best time to eat, How to enjoy best

- This variety of Asian pear does not last as long as the Atago Pear variety, therefore it should be consumed quickly after purchase.

### Shipping period

	Sep.	Oct.	Nov.
Niitaka Pear	←————→		

Passe Crassane



Yari





## Passé Crassane

### Features -Selling points-

1. Variety of pear
2. Has a mild texture like a mixture between a banana and an apple
3. Harvested in early November then allowed to ripen off-the-tree for about 20 days

## Yari

### Features -Selling points-

1. Variety of Asian pear
2. Named after its resemblance to a duck's head (Written with the kanji for duck)
3. Harvested in October then allowed to ripen off-the-tree for about 1 month
4. Fragrant to the degree that is dubbed the 'kaorinashi' (fragrant pear)

### Shipping period

	Nov.	Dec.	Jan.
Paskurasan		←————→	
Yari	←————→		

## Strawberry



## Saijo Persimmon



Persimmons hung up to dry

# Strawberry

## Features -Selling points-

"Sagahonoka" is the main variety.  
Elevated cultivation is done to reduce labor.

## Shipping period

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Strawberry	→											←

# Saijo Persimmon

## Features -Selling points-

These persimmons feature a soft texture and sweet taste.  
After harvesting in late October, they lose their astringency.  
These persimmons can be eaten both raw and dried.

## Shipping period

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Saijo Persimmon	→									←		←
										(Edible raw)		(Dried persimmon)

# Senryo Eggplant



## Example foods made with eggplant

Eggplant goes particularly well with oil, so it is used in various foods. With a little bit of ingenuity, eggplant can be prepared for children.



Eggplant pizza



Eggplant spring rolls



Eggplant dumplings



Broiled eggplant with miso glaze



Miso soup with eggplant



Eggplant dressed in starchy ginger sauce

## Features -Selling points-

Dark purple with a shine, Senryo Eggplant is considered top of the line in major markets.

- Noted for its soft flesh and good texture
- Okayama has been growing tasty eggplant for over 30 years, thanks to the warm sunlit climate and fertile soil of the Seito Sea area.

### ■ Shipping period

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Winter - Spring eggplant	←————→									←————→		
Summer - Autumn eggplant						←————→						

## Data, other information

- Okayama produces eggplant all year-round, with the winter - spring variety grown in the southern part of the prefecture and the summer - autumn variety grown in the central and northern parts.
- Okayama is the 7th largest producer of winter - spring eggplants in Japan.

# Tomatoes



## Processed foods made with tomatoes

- Jelly made with Momotaro Tomatoes from Okayama Prefecture
- 1 whole boiled and peeled tomato encapsulated in gelatin



Ripe tomato jelly

## Example of food made with tomato



Stir-fried tomatoes and eggs

## Features -Selling points-

“Momotaro” brand tomatoes are grown in the hearty sunshine of Okayama, which is known for its clear skies.

### ■ Shipping period

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Greenhouse	→										←	
Summer - Autumn							→					

## Data, other information

- Tomatoes originated in the Andes Mountains of South America.  
Okayama tomatoes are similarly grown in the cool highland of the central and northern parts of the prefecture. The temperature swings between day and night augment the flavor and nutrition.
- How to pick out tasty tomatoes  
Flavorful tomatoes are round, heavy, red all over and ripe.  
Choose tomatoes that are firm, have a supple stem and look hearty.

To buy tomato jelly

● Fine Weather Country Okayama Hall Tel.+81 86-234-2270

# Asparagus



Example of asparagus cuisine



Asparagus wrapped in bacon



## Features -Selling points-

Grown in the 'Land of Sunshine' blessed with little rainfall, this vivid green soft texture asparagus is highly rated by consumers.

### ■ Shipping period

	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.
Greenhouse	←—————→							
Open field		←—————→						

## Data, other information

- How to distinguish delicious asparagus:  
Select thick straight stalks with firm tips and triangular scaly leaves.
- Asparagus is a vegetable that absorbs lots of air post-harvest and deteriorates quickly. When harvested, the asparagus is quickly sorted and shipped cool and standing in styrofoam.

# Yellow Leek

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Product of Okayama



## Examples of yellow leek cuisine

Not only used as a spice, leeks can also be used for various Japanese and Chinese dishes.



Boiled yellow leeks with dressing



Raw spring rolls of yellow leeks and fragrant vegetables



Yellow leeks and roasted meat wrapped in vegetables



Yellow leek cooked with beaten egg



Stamina bowl of yellow leeks



Bean-curd soup seasoned with red pepper and yellow leeks

## Features -Selling points-

### 1. Soft texture and delicate sweetness

There is a crunchy firmness within its softness, and its delicate sweetness stimulates appetite.

### 2. Light, refined fragrance and color

The tender yellow color enhances cuisines. Its dignified soft fragrance is valued highly as a spice.

### 3. Okayama Prefecture accounts for about 70% of all yellow leek yield in Japan.

#### ■ Shipping period

Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
					Grown year-round						

## Data, other information

- Yellow leeks are cultivated by blocking the sun's rays with covering material.
- Okayama Prefecture accounts for about 70% of all yellow leek yield in Japan. Locally grown leeks are shipped to Tokyo, Nagoya and the Kyoto-Osaka-Kobe area.

# Winter Melon



## Examples of Winter Melon cuisine



Simmered in soup



Pickled for a pungent taste Chinese style

# Spaghetti Squash



## How to cook spaghetti squash



Cut into round slices and remove the seeds and pulp.



Boil in water.



Once boiled, drain with a colander, then, while cooling with water, break apart the flesh to spaghetti-like strips.

Both the winter melon and spaghetti squash are local specialties from the southern coastal area of Okayama Prefecture.

## Winter melon

### Features -Selling points-

This vegetable is grown in the Summer and can be preserved for the long term.

Shipments of Winter Melon, a Summer vegetable, are made during the period from June to October, with a peak in July to August.

Since it can be kept at room temperature without losing quality for 2 to 3 months (until winter), it is called a "Winter Melon."

#### Shipping period

Jun.	Jul.	Aug.	Sep.	Oct.
←—————→				

## Spaghetti squash

### Features -Selling points-

Flesh that can be broken up like spaghetti

When a fully-ripened spaghetti squash is cut into round slices and steamed (boiled), the flesh breaks apart into long thin spaghetti-like strips.

It has brisk texture.

#### Shipping period

May	Jun.	Jul.	Aug.	Sep.
←—————→				

# Other Vegetables

Cucumbers



Endive

Lotus Root



Burdock

## Cucumbers

### Features -Selling points-

Most of the cucumbers from Okayama Prefecture are of the 'summer - autumn' variety grown in the farming basin in the central part of the prefecture, but a 'winter - spring' variety is also being grown in greenhouses.

### ■Shipping period

Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Grown year-round											

## Endive

### Features -Selling points-

Endive is a slightly bitter lettuce with a crispy texture similar to lollo rosso. It is grown in greenhouses and available throughout the year.

### ■Shipping period

Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Grown year-round											

## Lotus Root

### Features -Selling points-

Okayama Prefecture is the 8th largest producer of lotus root in Japan. The fertile soil found locally yields a soft variety of lotus root.

### ■Shipping period

Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Grown year-round											

## Burdock

### Features -Selling points-

Grown in readily drainable sandy soil, the white stalk variety of burdock from Okayama is characterized by a soft texture and sweetness. Another variety grown in red clay is renowned for its subtle flavor and crispiness.

### ■Shipping period

Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
←→		←→				←→					

# Asahi Rice

# Omachi Rice

# Himenomochi



## Asahi Rice

Official Brand  
agriculture, forestry and fisheries  
Product of Okayama

Local dish of Okayama "Chirashi-sushi"  
The taste of Asahi Rice makes it even more delicious.



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## Omachi Rice

Omachi Rice is a common choice for brewing sake in Okayama. Many high-quality sakes are made using Omachi rice.



## Himenomochi

Himenomochi is one of the stickier glutinous rice brands and becomes chewy and white when made into rice cake.



## Asahi Rice

### Features -Selling points-



1. Sweet tasting flavor
2. Large, moderately sticky, and crunchy
3. Suitable for sushi and rice balls
4. Very plump when cooked, suitable for industrial use

### Data, other information

- "Asahi Rice" is good quality rice that led to other popular brands like "Koshihikari," "Sasanishiki," and "Akitakomachi." You can enjoy a refined taste with fullness and moderate sweetness.

## Omachi Rice

### Features -Selling points-



1. This variety is good for brewing sake, owing to the large grain and large white opaque kernel.
2. Okayama Prefecture accounts for about 90% of all yield in Japan.
3. Sake brewed with Omachi Rice has a rich full taste.

### Data, other information

- The rice is highly rated as the top-quality variety for sake brewing, and well known as the origin of other renowned varieties such as "Yamadanishiki" and "Gohyakumangoku."

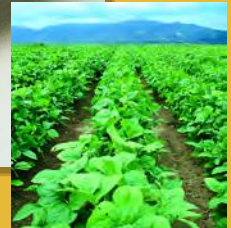
## Himenomochi

### Features -Selling points-

1. Himenomochi is very sticky and becomes chewy when made into rice cake.
2. It can be pounded to a whiter color than other glutinous rice.
3. The simple sweetness fills your mouth.

# Black Soybean

Official Brand  
agriculture, forestry and fisheries  
Product of Okayama



## Products made from Black Soybean

### Kokukoku tea

- Delicious tea with the fragrance of roasted black soybeans.



### Boiled black soybean pods

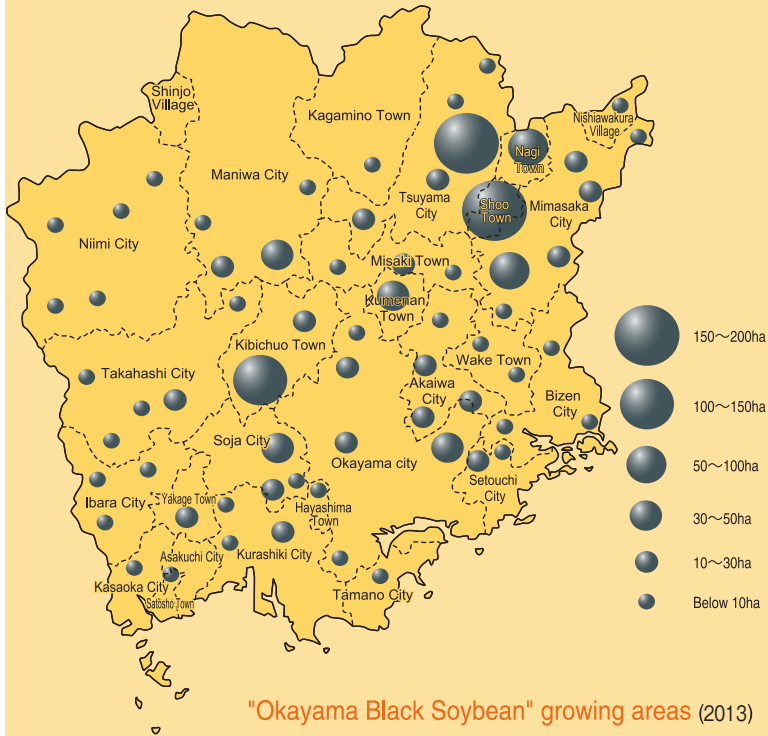
- Black soybeans are harvested as young pods.
- Large beans with unique sweetness and flavor.



## Features -Selling points-

1. Okayama Prefecture has one of the largest planted areas of black soybeans in Japan.
2. Large, tasty and filling beans

- Black soybeans from Okayama - Tanba Kurodane - are mainly cultivated in the central and northern parts of the prefecture, which is one of the largest planted areas of black soybeans in Japan.
- Exquisite black soybean with good appearance, flavor and smooth taste
- Okayama Prefecture brands locally grown soybeans as "Okayama black soybeans."



# Okayama Wagyu (Beef)

Official Brand  
agriculture, forestry and fisheries  
Product of Okayama



At the 10th National Wagyu Fair (held in October 2012), known as the "Olympics of Wagyu" because it is held only once every five years, Okayama Prefecture, which qualified as Category 7, was the second place finisher among all prefectures.

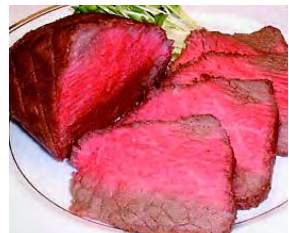
## Examples of cuisine using Okayama Wagyu



Grilled sliced beef



Pungent beef soup



Roast beef

## Features -Selling points-

The beef has thin muscle fibers, and the flavor and fatty taste specific to wagyu. It is perfect as steak or sukiyaki.

Japanese Black Cattle have been bred in the mountain areas of the Chugoku district since old times, which is why Okayama Prefecture is a source of good Japanese Black Cattle.

The prized beef is raised with tender care by farmers belonging to nine designated JA (Japan Agricultural) cooperatives.

## Definition, certification

**Variety:** Japanese Black Cattle produced in Okayama Prefecture and bred based on the fattening technique created by the Institute of Animal Production, which is part of the Okayama Prefectural Technology Center for Agriculture, Forestry, and Fisheries

**Processed at:** Okayama prefectural meat local wholesale market

**Standard:** Grade (Fineness of texture, gloss, etc.) - 3rd grade or higher  
BMS (Beef Marbling Standard) - No.4 or higher

Only beef that meets the standards mentioned above is certified as "Okayama Wagyu Beef."

**Certifying organization:** Okayama-produced Beef Brand Promotion Council  
(Head office: National Federation of Agricultural Cooperative Associations, Okayama Prefectural headquarters)

■ Cattle shipped: 952 (FY2013)

For inquiries  
on the above content

● Okayama Prefecture Agriculture Market Promotion Section  
Tel.+81 86-226-7404  
Livestock Division  
Tel.+81 86-226-7428

For purchases

● JA, National Federation of Agricultural Cooperative Associations,  
Okayama Livestock Department Tel.+81 86-234-6884  
● Okayama-produced Beef Brand Promotion Council  
<http://www.okayama-wagyu.jp/>

# Okayama Black Pig



Okayama Black Pig are pure Berkshire pigs originated in Britain.

The whole body is black except in six places; the four legs, the tip of the tail, and the nose are white.



## Features -Selling points-

Whether grilled, fried or boiled,  
this pork is sweet and tender.

-The pigs are raised on specially prepared feed.-

The feed is made from pure vegetable protein material mixed with nekkarich (feed mixes) and barley.

## Definition, certification

**Variety:** Black pigs (pure Berkshire) raised on specially prepared feed and shipped to the Okayama prefectural meat local wholesale market

Only pigs that meet the standards mentioned above are certified as "Okayama Black Pig."

**Certifying organization:** Okayama-produced Pork Consumption Promotion Council  
(Head office: National Federation of Agricultural Cooperative Associations, Okayama Prefectural headquarters)

■ Pigs shipped:

3,200 (FY2011)

For inquiries  
on the above content

● Okayama Prefecture Agriculture Market Promotion Section  
Tel.+81 86-226-7404  
Livestock Division Tel.+81 86-226-7430

For purchases  
(Handling stores)

● JA, National Federation of Agricultural Cooperative Associations,  
Okayama Livestock Department Tel.+81 86-234-6884  
<http://www.hare-meat-egg.jp/store/>

# Jersey Milk

Spacious prairies 500m above sea level in Northern Okayama Prefecture -  
"Hiruzenkogen Highlands"

The milk is made from Jersey cows that are healthily raised in the rich natural surroundings of the Hiruzenkogen Highlands.



Since Jersey cows are active by nature, physically nimble, and well capable of feeding themselves in grassland settings, they are suited for grazing. The fields of Hiruzenkogen Highlands are the best environment for cows to produce quality milk. Official Brand Agricultural and Maine Product of Okayama

Official Brand  
agriculture, forestry and fisheries  
Product of Okayama





## Features -Selling points-

### Thick, high nutritional value and full of flavor

1. Abundant nutrients including milk fat and protein  
(About 5% milk fat, 9% or more nonfat milk solids)
2. Abundant vitamins and minerals  
(Abundant in beta-carotene, Jersey Milk has a light golden tinge that earned it the name "Golden Milk.")
3. Rare luxury because milk production is not large



## Data, other information

### The Hiruzen area is the largest jersey dairyland in Japan.

- Jersey cows originated from Jersey Island in the English Channel.
- Jersey cows were specially bred to produce delicious milk for the British Royal Family.
- Jersey cows were introduced to Okayama Prefecture from New Zealand in 1954, and the number of feeding heads in Okayama Prefecture has been the largest in Japan since 1971.



For inquiries  
on the above content

● Okayama Prefecture Agriculture Market Promotion Section  
Tel.+81 86-226-7404  
Livestock Division  
Tel.+81 86-225-4419

For purchases

● Hiruzen Dairy Farming Agricultural Cooperatives  
Tel.+81 867-66-3645  
<http://www.hiruraku.com/>

# Jersey Dairy Products

## Cafe au Lait



Cartons 1000ml 500ml 180ml



Bottles 900ml 180ml

## Cheese, butter



Camembert cheese Gouda cheese Smoked cheese



Salt-free butter



Salted butter

## Yogurt



Hiruzen Jersey Yogurt  
100 ml cup



Hiruzen Jersey Yogurt  
Mango puree



Hiruzen Jersey Yogurt  
Blueberry-kajuyuri



Hiruzen Jersey Yogurt  
Sogen no Kagayaki



Jersey Gold  
Yogurt 250g



Luxury Yogurt

## Drinkable Yogurt



Hiruzen Jersey Drinkable Yogurt  
150ml



## Sweets



Jersey Pudding

For inquiries  
on the above content

- Okayama Prefecture Agriculture Market Promotion Section  
Tel. +81 86-226-7404  
Livestock Division  
Tel. +81 86-226-7428

For purchases

- Hiruzen Dairy Farming Agricultural Cooperatives  
Tel. +81 867-66-3645  
<http://www.hiruraku.com/>

# Oysters



Oyster farms off of Okayama

## Processed foods made with oysters



Parboiled oysters  
in soy sauce and sugar

## Local cuisine

Okonomiyaki (omelet) with oysters



Kakioko

## Example foods made with oysters



Oyster hot pot



Oyster cream chowder



Grilled oysters

## Features -Selling points-

### Plump and tasty

The sea off Okayama is perfectly suited for oyster farming. As a rich supply of nutrients are carried from the Yoshii, Asahi and Takahashi rivers, hearty volumes of vegetable plankton are available for oysters to feed on and the numerous islands provide shade and calm waters.

## How to enjoy best

Grilled oysters

Fried oysters

Oyster hot pot

Rice with oysters

Boiled oysters in vinegar

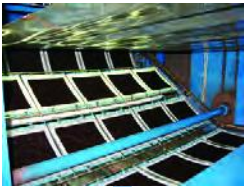
### Shipping period

Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
←—————→					

## Data, other information

- Because they are highly nutritional, oysters are often called the 'milk of the sea' . They have been eaten in Japan since the Jomon Period (131<sup>st</sup> - 4<sup>th</sup> century BC).
  - \* Nutrients found in oysters: Taurine, glycogen, vitamins and minerals
- Owing to a wondrous natural environment, oysters have been farm-raised in Okayama since a long time ago. Today, Okayama is one of the major producers of shucked oysters in Japan.

# Nori (Seaweed)



## Nori processing

Harvested Nori is washed, shredded and dried.



## Nori sheets

In general, black soft laver is considered good quality.



Nori is served for lunch at public elementary and junior high schools in Okayama Prefecture.

## Features -Selling points-

Nori from Okayama Prefecture clears the 3 requirements of color, luster and flavor.

Fed by 3 big rivers, the sea off Okayama Prefecture has a rich supply of nutrients that give Nori its high quality color, luster and flavor.

## How to enjoy best

Rice balls

Sushi rolls

Seasoned Nori

Nori boiled in soy sauce

### Shipping period

Dec.	Jan.	Feb.	Mar.
←—————→			

## Data, other information

- Nori farming in Okayama Prefecture is said to have started around 1883.  
In 2012, Okayama was ranked the 9th largest producer of farmed Nori in Japan.
- Nori is rich in nutrition.
  - \* Sea minerals: Calcium, potassium, iron, etc.

# Spanish Mackerel



This one-of-a-kind logo mark identifies Spanish mackerel from Okayama Prefecture.

## Example foods made with Spanish mackerel

'Barazushi (Scattered sushi)', selected one of the Top 100 Local Dishes in Japan



Spanish mackerel is an essential ingredient of 'Barazushi'.



Grilled Spanish mackerel



Raw Spanish mackerel



## Features -Selling points-

1. Sweet delicate taste
2. Buttery texture

## How to enjoy best

Barazushi

Raw, seared, grilled, teriyaki

Brined in miso

Soft roe soup, boiled roe

### Shipping period

Apr.	May	Jun.
←————→		

## Data, other information

- Spanish mackerel is a migratory fish that, in spring, swims from the Pacific Ocean to the waters off Okayama Prefecture to lay its eggs.
- Spanish mackerel quickly loses its freshness, but Spanish mackerel from Okayama Prefecture is packed in ice as soon as it lands in the boat. Its freshness is carefully managed all the way to market.
- Spanish mackerel is the most prized fish by the people of Okayama Prefecture and an essential food at festivals and celebrations. Foods prepared from Spanish mackerel are representative of the local cuisine in Okayama.

For information about Spanish mackerel cuisine

● Okayama Chamber of Commerce and Industry  
Tel.+81 86-232-2264

# Butterfish

The butterfish lives in warm water.

It has long been a famous saying that in Japan there is no salmon in the West, and no butterfish in the East. From this saying it is easy to gather that butterfish is a prized delicacy for Western Japan.



# Japanese Scaled Sardine



So delicious you'll need to borrow rice from your neighbor

Pronounced mamakari in Japanese, the name is said to have come from the fish being so delicious that you would run out of rice (mama) before finishing the meal and would have to borrow (kari) more from a neighbor in order eat it all. The Japanese scaled sardine tastes best in autumn because it gets fat from feeding on paste shrimp.



'Mamakari Sushi', a harbinger of Okayama cuisine

'Mamakari Sushi' was selected one of the Top 100 Local Dishes in Japan.

## Butterfish

### Features -Selling points-

White flesh with a subtle taste:  
Exquisite when served raw

In Kyoto, the butterfish is prized as a delicacy and featured as a component of traditional celebratory meals.

### Best way to enjoy

Raw, in miso soup, boiled,  
grilled, teriyaki, brined in miso

### Shipping period

Jun.	Jul.	Aug.
←————→		

## Japanese Scaled Sardine

### Features -Selling points-

Does not have that fishy smell typical of blueback fish. Refreshing taste.  
Rich in calcium.

### Best way to enjoy

Brined in vinegar, grilled,  
with vinegar, soy sauce and sake,  
Mamakari Sushi

### Shipping period

Jun.	Jul.	Aug.	Sep.	Oct.	Nov.
←————→					

# Swimming Crab

Also known as the Japanese blue crab

The English name comes from the fact that the crab is good at swimming.



# Common Octopus

—Shimotsui Octopus—

From late autumn into winter, these octopuses can be seen hanging out to dry in Shimotsui.



# Robust Tongue Sole

Standard Japanese names:

Inunoshia  
Akashitabirame  
Koraiaakashitabirame



## Swimming Crab

### Features -Selling points-

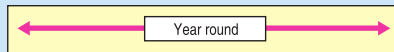
Soft meat, rich flavor: In season during autumn and winter

- Females are especially prized for their eggs.
- About half of all swimming crab catches come from the Seto Sea. Okayama Prefecture had the fourth largest haul in Japan in 2012.

### How to enjoy best

Boiled, hot pot, in miso  
soup, sautéed, steamed

### Shipping period



## Common Octopus

### Features -Selling points-

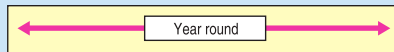
Large tentacles, firm meat

- The octopuses caught off Shimotsui, where the current is swift and often changing, are known all across Japan for their delicious taste.
- These octopuses are particularly tasty before they lay their eggs in summer.

### How to enjoy best

Raw, fried, tempura,  
boiled, vinegared

### Shipping period



To conserve marine resources, octopus catching is prohibited in some areas during the September spawning season.

## Robust Tongue Sole

### Features -Selling points-

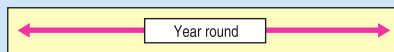
Featured by soft meat and sweetness void of a fishy taste

- Prepared and served in diverse ways around the world

### How to enjoy best

Boiled, fried, meunière, grilled,  
salted and dried overnight

### Shipping period



# Conger Eel



The conger eel is caught throughout the year and its flavorful taste never changes.

Example foods made with conger eel



Conger eel over rice

Grilled conger eel



# Pen Shell

# Half-Crenate Ark



## Pen Shell

Eaten raw, the pen shell is exquisite because of its freshness. The sea off Okayama is one of the best places in Japan to find the pen shell.

This species of ark shell inhabits the seabed in seas rich with nutrients.

## Half-Crenate Ark



## Conger Eel

### Features -Selling points-

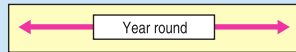
Mild taste: About half the fat of Japanese eels  
Rich in vitamin A

About 1/3 of all conger eels caught in Japan come from the Seto Sea.

### How to enjoy best

Grilled, tempura, mixed with  
rice, vinegared, soup

### Shipping period



## Pen Shell

### Features -Selling points-

Crunchy sweet adductor muscle

### How to enjoy best

Raw, tempura, grilled,  
sautéed in butter, vinegared

### Shipping period

	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
Pen Shell						

## Half-Crenate Ark

### Features -Selling points-

Tender flesh, good taste and color

### How to enjoy best

Boiled in soy sauce, steamed  
in sake, festive sushi, salad  
with vinegar and miso

### Shipping period

	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
Half-Crenate Ark						

# Mimasaka Wood



Official Brand  
agriculture, forestry and fisheries  
Product of Okayama

- Okayama Prefecture, especially the Mimasaka area in the northern part, forms one of the largest wood processing and distribution bases in Western Japan with abundant forests of cedar and cypress, and with established raw wood and product markets.
- Most saw mills in this area are specialized in domestic lumber, and produce and process a wide range of lumber products from pillars of cypress to floor boards of cedar using advanced technology.
- The lumber products processed in this area have been called “Mimasaka Wood” since old times. They are widely distributed and highly rated in Japan, and have become synonymous with lumber products made in Okayama Prefecture.





## Construction material using Mimasaka Wood for a large-size wooden building



Interior decoration using Mimasaka Wood



## Dried Shiitake Mushrooms

- Shiitake mushrooms are produced by embedding spores into raw woods such as sawtooth oak and quercus serrata, controlling temperature and humidity, and then drying with hot air. Dried shiitake mushrooms contain a lot of vitamin D and dietary fiber.
- Although about two-thirds of domestically consumed dried shiitake mushrooms is imported, the demand for safe and secure domestic products is increasing.



For inquiries  
on the above content

● Okayama Prefecture Agriculture Market Promotion Section  
Tel.+81 86-226-7404  
Forest Policy Division  
Tel.+81 86-226-7452

# Sweet Pea



Sweet Pea  
signal the coming of Spring.



Comes in a variety of colors.

## Colors



Symphony White

シンフォニーホワイト



Elizabeth

エリザベス



Muscat

マスカット



Lavender

ラベンダー



Sepia

セピア



Scarlet

スカーレット

## Features -Selling points-

### Symbol of the 'blue skies of Okayama'

If the skies are cloudy for 3 days in a row, the flowers of the sweet pea fall off the stem. But, blessed with a warm climate and sunshine throughout the year, Okayama has little to worry about and produces high quality sweet peas.

## Data, other information

- In flower symbolism, the sweet pea signifies 'departure' and 'fond memories'. It also signals the coming of spring and is a popular choice for decorating graduation and entrance ceremonies.

#### Shipping period

Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
←—————→						

- Okayama has the third largest acreage for cultivating sweet peas in Japan.

### A promising new variety, 'Okapea'

- A new variety grown in Okayama Prefecture
- The large flowers create a sense of volume.
- Color-wise, the flower is a soft pink with darker edges and lighter gradations toward the center.



# Other Flowers ①

Gentian



Rose



Larkspur



Okayama has a warm coastal climate in the south, vast highlands at its middle reaches and a northern tract blessed with cool summers. The varied climate has blessed the prefecture with diverse ecologies. Each region utilizes its peculiar climate and geography to grow beautiful flowers.

## Gentian

### Features -Selling points-

- The gentian likes cool climates.
- An original variety of gentian grows in the central and northern parts of Okayama Prefecture.

■Shipped: July - November



## Rose

### Features -Selling points-

- Roses are grown widely across the southern part of Okayama Prefecture.
- The ample amount of sunshine that Okayama Prefecture is known for is one reason for the high quality cut flowers that come from the prefecture.

■Shipped: Year round



## Larkspur

### Features -Selling points-

- More specifically known as a 'rocket larkspur', the flowers of this variety are about 3 cm across and blossom from a stem that is shaped like an ear of grain.
- The larkspur is continually shipped between October and June, with the first lots coming from the northern part of the prefecture and gradually thereafter from the central area and southern. The long picking season makes Okayama larkspur special.
- Carefully selected lineages yield high quality cut flowers in Okayama Prefecture.

■Shipped: Year round

# Other Flowers ②

Clematis



Orchid (Dendrobium)



Bupleurum



## Clematis

### Features -Selling points-

- Okayama is a top-rate producer of cut flowers. Products are shipped all across Japan, but particularly to markets in Tokyo and Osaka.
- The clematis grows like a vine and produces flowers of various shapes. It has been used since long ago to decorate tea ceremonies and, as of recent, has been chosen for Western-style arrangements.

■ Shipped: April - November

## Orchid (Dendrobium)

### Features -Selling points-

- Okayama Prefecture is one of the foremost regions for growing orchids in Japan.
- Growers enthusiastically breed new varieties and supply orchids of varying shapes and colors.

■ Shipped: November - May

## Bupleurum

### Features -Selling points-

- The bupleurum produces a tight cluster of tiny flowers ranging in color from yellow to light green. It is a popular choice for adding some green to arrangements.
- In Okayama Prefecture, a combination of selective breeding and enhanced growing techniques has led to longer-lasting, good quality flowers.
- Like the larkspur, the bupleurum is sequentially shipped as the flowers begin to bloom, from growers in the northern part of the prefecture to growers in the southern reaches.

■ Shipped: Late November - Early May

# Shipment Calendar

## Fruit

Item	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
White Peach												
Golden Peach												
Muscat of Alexandria												
Pione												
Aurora Black												
Seto Giants												
Shine Muscat												
Shien Grapes												
Atago Pear												
Passe Crassane												
Paskurasan												
Yari												
Strawberry												
Saijo Persimmon (Dried Persimmon)												

For inquiries on the above content

●Okayama Prefecture Agriculture Market Promotion Section Tel.+81 86-226-7404  
Agricultural Production Division Tel.+81 86-226-7425

Contact for purchase

●JA, National Federation of Agricultural Cooperative Associations, Okayama Tel.+81 86-296-5111  
●Fine Weather Country Okayama Hall Tel.+81 86-234-2270

## Vegetables

Item	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Eggplant (Winter, Spring)												
Eggplant (Summer, Autumn)												
Tomato (Green House)												
Tomato (Summer, Autumn)												
Asparagus												
Yellow Leek												
Winter Melon												
Spaghetti Squash												
Cucumbers												
Endive												
Lotus Root												
Burdock												
Black Soybean (Pods)												

For inquiries on the above content

●Okayama Prefecture Agriculture Market Promotion Section Tel.+81 86-226-7404  
Agricultural Production Division Tel.+81 86-226-7425

Contact for purchase

●JA, National Federation of Agricultural Cooperative Associations, Okayama Tel.+81 86-296-5111  
●Fine Weather Country Okayama Hall Tel.+81 86-234-2270



Item	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Oysters												
Nori												
Spanish Mackerel												
Butterfish												
Japanese Scaled Sardine												
Swimming Crab												
Common Octopus												
Robust Tongue Sole												
Conger Eel												
Pen Shell												
Half-Crenate Ark												

Seafood

For inquiries on the above content

●Okayama Prefecture Agriculture Market Promotion Section  
 Marine Production Division  
 Tel.+81 86-226-7404  
 Tel.+81 86-226-7425

Contact for purchase

●Okayama Federation of Fisheries Cooperative Association (JF Okayama Gyoren)  
 Tel.+81 86-262-4443



Item	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Sweet Pea												
Gentian												
Rose												
Larkspur												
Clematis												
Dendrobium												
Bupleurum												

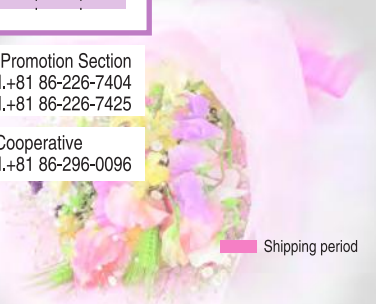
Flower

For inquiries on the above content

●Okayama Prefecture Agriculture Market Promotion Section  
 Agricultural Production Division  
 Tel.+81 86-226-7404  
 Tel.+81 86-226-7425

Contact for purchase

●JA, National Federation of Agricultural Cooperative Associations, Okayama  
 Tel.+81 86-296-0096



Shipping period

# This is Okayama Prefecture



Kakuzan Park Tsuyama City



Summer in the Hiruzen Highlands Maniwa City



Bicchukokubunji Temple Soja City



Bikan Historical District Kurashiki City

## Central and Northern areas

Though the central part of Okayama Prefecture is covered with highlands, the northern part of the prefecture is mountainous.

## Okayama Prefecture



Population: About 1.95 million

The southern, central and northern parts of Okayama Prefecture are each blessed with distinctive climates and ecologies.

## Southern area

The southern part of Okayama Prefecture faces the Seto Sea and has a warm coastal climate.



Setoohashi Bridge

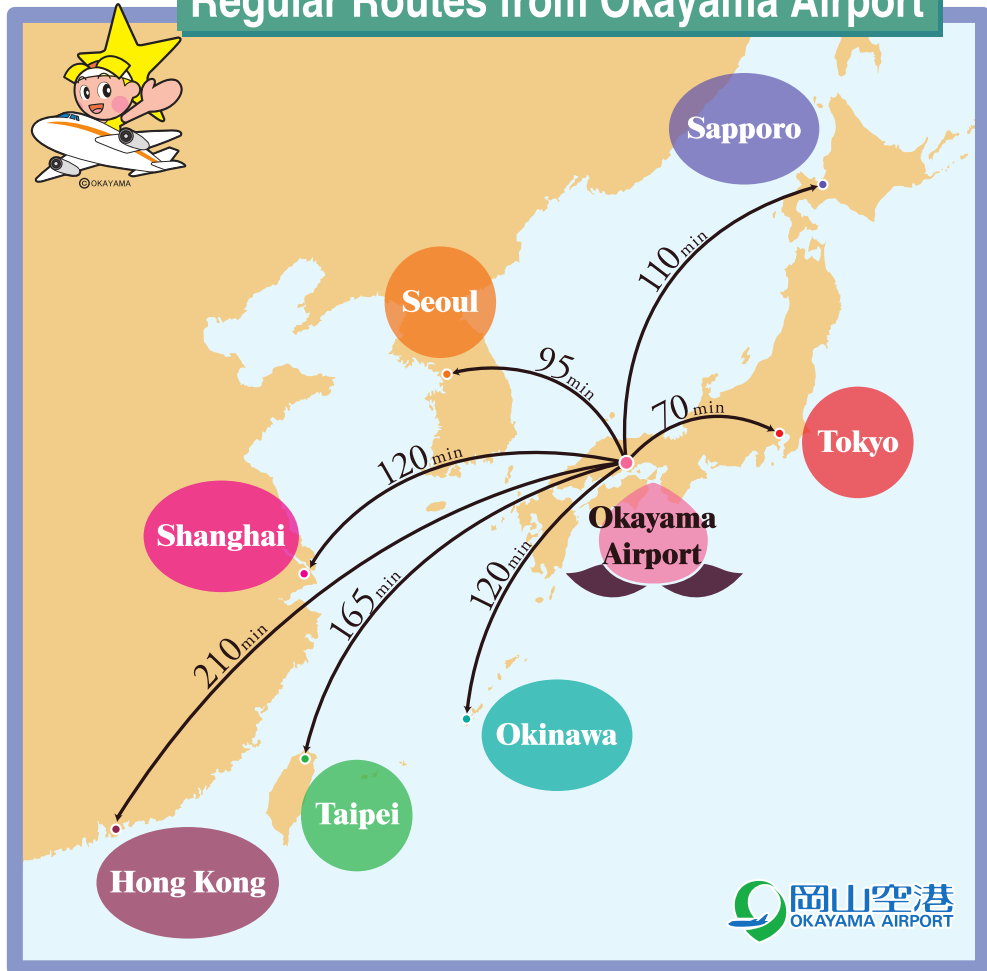


Koraku Gardens Okayama City



Shizutani School House Bizen City

## Regular Routes from Okayama Airport



As of June 2017



## Okayama Prefecture

If looking for fruit,

<http://momotaros.com/>