Agricultural Products from the Farms, Forests and Fisheries of 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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White Peach

Official Okayama Brand Product

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. Largest 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.

* 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.)

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<th>Variety</th>
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<th>Late July</th>
<th>Early Aug.</th>
<th>Mid-Aug.</th>
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<td>Okayama Yume Hakutou</td>
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**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**

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**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.
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.

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
culture, 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

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

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<th>Mar</th>
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<th>Jul</th>
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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 -
1. Sweet (Strong sweetness with moderate acidity)
2. Large grapes, seedless
3. Do not readily drop from vines.
4. Good shelf life

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

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

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<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
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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**


**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**


Passe Crassane

Yari
**Passe 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

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**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

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<td>Paskurasan</td>
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<td>Yari</td>
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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

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Saijo Persimmon

Features -Selling points-

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

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<td>Saijo Persimmon</td>
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<td>(Edible raw) (Dried persimmon)</td>
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Senryo 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.

Example foods made with eggplant:

- 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.

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<td>Summer-Autumn eggplant</td>
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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

Example of food made with tomato
- Ripe tomato jelly
- Stir-fried tomatoes and eggs
“Momotaro” brand tomatoes are grown in the hearty sunshine of Okayama, which is known for its clear skies.

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<td>Greenhouse</td>
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<td>Summer - Autumn</td>
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- 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
Grown in the ‘Land of Sunshine’ blessed with little rainfall, this vivid green soft texture asparagus is highly rated by consumers.

**Features -Selling points-**

**Shipping period**

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**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.
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.

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Growing 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

1. Cut into round slices and remove the seeds and pulp.
2. Boil in water.
3. 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**

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**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**

|-----|------|------|------|------|
Other Vegetables

Cucumbers

Endive

Lotus Root

Burdock
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.

### 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.

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### 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.

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### 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.

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### 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.

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**Asahi Rice**

The taste of Asahi Rice makes it even more delicious.

**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

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 Black Soybean" growing areas (2013)
Okayama Wagyu (Beef)

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 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
Livestock Division
Tel.+81 86-226-7404
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/
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
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
Livestock Division
Tel. +81 86-226-7404
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-kajyuiri

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/
Seafood

Oysters

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
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.

**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**

<table>
<thead>
<tr>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
</tr>
</thead>
</table>

**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 (131st - 4th 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.
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.

Features -Selling points-

Rice balls
Sushi rolls
Seasoned Nori
Nori boiled in soy sauce

How to enjoy best

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

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
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.

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

Data, other information

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- 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
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

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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

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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
Koraiakashitabirame
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 Seito 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**

Year round

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**

Year round

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**

Year round
**Conger Eel**

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

**Example foods made with conger eel**

- Grilled conger eel
- Conger eel over rice

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**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.

**Half-Crenate Ark**

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

**How to enjoy best**
Grilled, tempura, mixed with rice, vinegared, soup

**Shipping period**
Year round

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**Pen Shell**

**Features - Selling points -**

Crunchy sweet adductor muscle

**How to enjoy best**
Raw, tempura, grilled, sautéed in butter, vinegared

**Shipping period**

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**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**
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

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.
Sweet Pea signal the coming of Spring.

Comes in a variety of colors.

Colors

<table>
<thead>
<tr>
<th>Symphony White</th>
<th>Elizabeth</th>
<th>Muscat</th>
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<tbody>
<tr>
<td>シンフォニーホワイト</td>
<td>エリザベス</td>
<td>マスカット</td>
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<tr>
<td>Lavender</td>
<td>Sepia</td>
<td>Scarlet</td>
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<tr>
<td>ラベンダー</td>
<td>セピア</td>
<td>スカーレット</td>
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</tbody>
</table>
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.

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.

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

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
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.

**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**

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.

**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**

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.

**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**
# Fruit

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</tbody>
</table>

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: J.A. National Federation of Agricultural Cooperative Associations, Okayama Tel. 81 86-296-5111 Fine Weather Country Okayama Hall Tel. 81 86-234-2270

# Vegetables

<table>
<thead>
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<th>Item</th>
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<td>Eggplant (Winter, Spring)</td>
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<td>Black Soybean (Pods)</td>
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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: J.A. National Federation of Agricultural Cooperative Associations, Okayama Tel. 81 86-296-5111 Fine Weather Country Okayama Hall Tel. 81 86-234-2270
### Seafood

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</table>

**For inquiries on the above content**

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

Marine Production Division
Tel.+81 86-226-7425

**Contact for purchase**

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

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**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 86-296-0096
This is Okayama Prefecture

The southern part of Okayama Prefecture faces the Seto Inland Sea and has a warm coastal climate. Though the central part of Okayama Prefecture is covered with highlands, the northern part of the prefecture is mountainous.

Population: About 1.95 million

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

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

If looking for fruit,
ookayama fruits information

http://momotaros.com/