

# JETRO Business Meeting in TOHOKU

## Seafood



Northern Sea urchin

Pacific saury

Giant Pacific octopus



Pacific Oyster

Ikura Trout roe

Squid



Wakame Seaweed

Ezo Abalone

Mackerel

## Agricultural, livestock



Esashi Apple

White Asparagus

Brand Rice



Maesawa Beef

Black Garlic

Shiitake Mushrooms

## Beverage



Wild grape juice, Beer, Cider, Wine, Plum sake



Sake

## Processed Foods



Soy sauce, Soup base

Mustard

Ramen Noodle



Cold Noodle

Wanko Soba

## Sweets



Mochi Rice cake

Dumpling

Cake



# TOHOKU, Center of Rich and Various Food Culture

**TOHOKU** is the northeastern region of **Japan's** main island.

Tohoku is surrounded by nature with a rich variety of food produced from the sea, mountain and land. Professional chefs acknowledge the Wagyu (Japanese Beef), marine products and vegetables from the area. Tohoku produces high quality fresh and processed marine products caught off the coast of Sanriku, one of the world's major fishing grounds. Processed foods using various agricultural products such as high quality rice that has been grown from century of years ago. Traditional Miso (fermenting soybeans past), Sake, Noodles and confectionaries are fresh, safe and taste good. They are popular in and outside Japan.



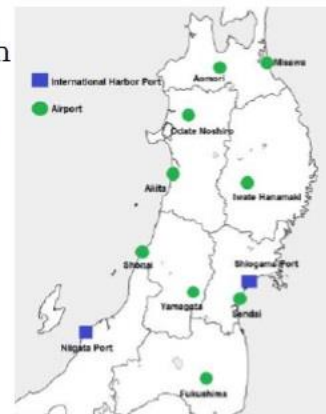
## ■ Logistics Network in Tohoku ■

The Ports of Sendai-Shiogama and Niigata support many regular routes for container ships within and outside of Japan.

Regular container shipping services directly connect to North America, China, South Korea, and Russia from the ports.

Using internal feeder services to Keihin port, transferring to Europe, the Middle East, Oceania, Africa, and South America is available.

Some airports in Tohoku area are served by regular direct flights to Asian countries.



## ■ Recovery from the Earthquake and Food Safety Initiative ■

The Great East Japan Earthquake, which occurred in 2011, wreaked enormous damage on food produce area and related companies such as fisheries industry.

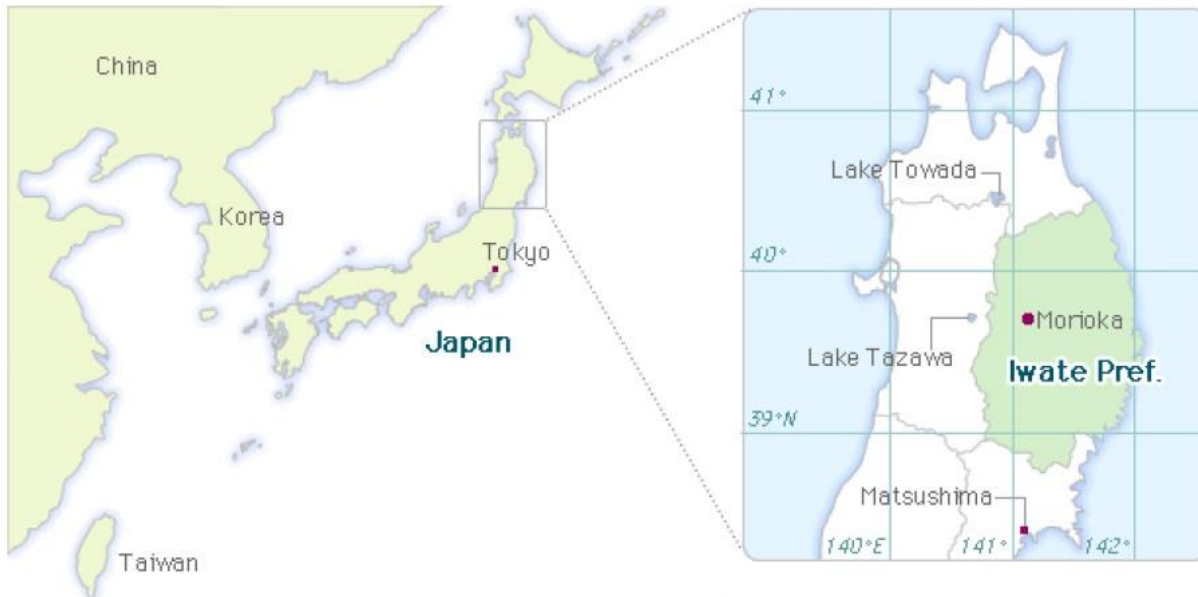
9 years have passed since the earthquake, many new food factories adopting global standard food hygiene management system are reestablished, and food production environment has been redeveloped in Tohoku.





## Iwate Prefecture Characteristics

Iwate is one of the largest prefectures in Japan, blessed with fertile land and beautiful nature. There are numerous mountains, the highest being Mt. Iwate, also known as Nambu Fuji or the “Half-Sided Fuji of the Nambu Fief” for its resemblance to Mt. Fuji. Surrounded by the mountains are cities such as the prefectural capital Morioka and various historical sites such as those representing Hiraizumi Culture. In Iwate there are also numerous hot springs and tasteful inns which are perfect for relaxation after long hours of traveling. The coastal area, called Sanriku, is designated as Rikuchu Kaigan National Park. Sanriku boasts a variety of scenic landscapes and is also one of the best fishing grounds in the world, famous for its fresh, wholesome seafood. Cherry blossoms in spring, beach in summer, colorful foliage in fall, skiing and snowboarding in winter---any season of the year is the right time to visit and enjoy Iwate!



### Location

Iwate, located in the northeastern part of Japan, is an oval-shaped prefecture, about 122 km east-west and 189 km north-south. With an area of 15,378-km<sup>2</sup>, Iwate is the second largest prefecture in Japan after Hokkaido. Morioka, the prefectural capital, is located at 39° 42' N and 141° 09' E.

### Basic Information

Population: 1.22 million  
Area: 15,279 km<sup>2</sup>  
Major industries: Foods and beverages, transportation machinery and tools, electronic components and devices, general machinery and tools, metal products



**Iwate Prefecture Food Portal Site:**

[http://www.iwate-syokuzaiclub.com/ebook/index\\_en.htm](http://www.iwate-syokuzaiclub.com/ebook/index_en.htm)

**Iwate Prefecture Tourism Portal Site:**

<https://visitiwate.com/>