

OVERVIEW OF SPECIALTIES OF FUKUI, HOKURIKU, JAPAN

◆ OVERVIEW ◆

Located in the central area of the Japanese islands, the Hokuriku Region is richly endowed with agricultural products grown in the fertile river plain formed by rivers flowing down through the Tateyama Mountain Range and Mount Hakusan, both of which are among Japan's three most famous mountains, and marine products from the Japan Sea.

As a starting point for international container shipping routes and international air routes, this region serves as a gateway to the Japan Sea. Located close to the three metropolitan areas of Tokyo, Osaka, and Nagoya, the Hokuriku Shinkansen extended its route to Kanazawa in March 2015, drastically reducing traveling time from Tokyo, with more active and efficient physical distribution expected as a result.

[Agriculture]

Agriculture is centered on rice cropping, with rice accounting for more than 60% of gross agricultural production. *Sake* brewing from rice is also flourishing.

[Fisheries]

Fixed netting is actively operated. Catches of fish and shellfish are abundant throughout the year.

[Processed foods]

Many processed seafood products made from abundant fish species and shellfish are distributed, and many fermented foods are prepared with rice bran or rice malt.

[Cuisine culture]

A mature cuisine culture has developed by taking advantage of the rich natural environment and the bitter cold of this snowy region.



◆ FUKUI PREFECTURE ◆

◆ Population: 0.79 million

◆ Annual mean temperature: 14.5°C

◆ Overview:

Thanks to the mountains of Echizen and water from Wakasa, Fukui Prefecture produces rich foods coming from the mountains and seas. As suggested by the name 'Saba-kaido (Mackerel Highway),' which was used to transport salted fish to Kyoto, abundant ingredients and foods were offered to the Imperial Court via this route. The prefecture is also famous for its *soba* production, and the local specialty, 'Echizen Oroshi Soba,' is renowned throughout Japan. The winter delicacy, 'Echizen Crab,' is also very popular across Japan. Additionally, the superb rice 'Koshihikari' originates in Fukui Prefecture.

FUKUI BUSINESS MATCHING PROGRAM

Business matching and Fukui food presentation. A professional Japanese chef will arrange the food produced by Fukui companies and let you know how to arrange them through tasting. We will ask for your potential sellers before the business meeting, in the same time, you can find new ones during our program. We are looking forward to meeting you in Fukui in November.

★ Participants: Around 20 companies/ Japanese Sake, Soy sauce, Miso, Rice, Rice Products, Soba, Seafood Products, Plum Products, etc.



DELICIOUS OF FUKUI

Fukui Prefecture is endowed with natural benefits from the sea, mountains, and land. It has been a 'Miketsukuni,' which offered foods for emperors, since ancient times. Fukui has high rainfall throughout the year and dramatic fluctuations in temperature from morning to night, thus contributing to the excellent growth and deliciousness of its agricultural products. You can find delicious food that is safe and reliable here in Fukui, one of the richest food cultures in Japan.

RICE & SOBA



Koshihikari was born in Fukui around 50 years ago. Fukui is known as one of the prime rice-growing areas in Japan. Also Echizen oroshisoba is a dish that typifies the dietary culture of Fukui, famed for the good health and longevity of its people.

FISHERY PRODUCTS



The colder it gets, the more flavorful the seafood becomes. Fukui is a large reservoir of seafood thanks to the Japan Sea. You can find fishery products here, ex. Kelp, Sushi with mackerel, Seafood sauce, and dried fish, preserved by freezing, canning, and vacuum packing.

SAKE & MISO & SOY SAUCE



Fukui, whose seas and mountains provide a wealth of delicious products, has an excellent reputation throughout Japan for its jizake,

which is also often offered to business class passengers on international flights. In addition to natural conditions such as its climate, temperature and humidity, it is also blessed with abundant water and rice. This is suitable for other breweries as well, such as soy sauce and miso

breweries. Such breweries produce soy sauce and miso with umami.

PLUM & WATERMELON & MELON



The south part of Fukui boasts, roughly, a 170 year history of plum cultivation. In particular, the quality and flavor of umeshu made from Fukui plum is highly regarded throughout Japan.

Some snacks and sweets such as plum candies and jellies are getting popular among health-conscious persons.

In the north of the prefecture, watermelons and melons are grown. Their high sugar content has made them popular.