

## Local Information on Hokkaido

### 1. Destination

Sapporo City, Hokkaido

### 2. Characteristics

Recognized as Japan's food base, Hokkaido is engaged in "Clean Agriculture," a cultivation method friendly to people and the soil with reduced amounts of agricultural chemicals, in an environment blessed with vast land and a cool climate. Boasting the largest production of many agricultural and livestock products in Japan, Hokkaido has successfully developed as a representative rice production area after continued efforts on the improvement of species, focusing on resistance to cold weather and taste.

Dairy products such as milk and butter, fruits and beans, rich in raw materials, here are a number of nationally renowned confectionery manufacturers. Cream plenty of cakes and soft-serve ice cream making from Hokkaido milk, you can only enjoy it in Hokkaido.

Rice for sake is also produced in this prefecture. A number of kinds of *sake* using this rice have won gold prizes at national competitions, gaining a favorable reputation both inside and outside the prefecture.

Hokkaido is blessed with abundant marine resources, such as salmon, codfish and Pacific saury, thanks to a topography surrounded in all directions by ocean. Various manufacturers of fresh and quality processed foods are clustered in Hokkaido because of its proximity to the production areas of the agricultural and fishery produce that goes into their products.

This year's business meetings of reliable and safe "Hokkaido Brand Goods" produced in such an environment are to be held in Sapporo City.

Sapporo City is the prefectural capital of Hokkaido and a large consumption area, where one third of the prefecture's population is concentrated. There is a cluster of companies engaged in wholesale, retailing, production of foods and other activities related to food. Also, from other areas of Hokkaido, famous for both marine products and processed marine products, sweets, confectionery, and ramen companies will also join the business meetings. Please enjoy the excellent products and the hospitality in Hokkaido.



Sapporo Central Wholesale Market(\*)



Sapporo Clock Tower(\*)

### 3. Specialties of Hokkaido

Fishery products and processed seafood, confectionery (chocolate, Swiss rolls, cheesecake, fruit jelly, steamed bean-jam buns, etc.), alcoholic drinks (*sake*, wine and beer), noodles (ramen and instant cup noodles), fresh and processed meats, dairy products (long-life milk, cheese, cream, ice cream, etc.) rice, cooked foods, seasoning (*miso* and soy sauce)



**Fishery products(\*)**



**Confectionery(\*)**



**Sake(\*)**



**Ramen(\*)**



**Vegetable(\*)**

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