

# Overview of Specialties of the Hokuriku Region

## ◆ 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.



Mikata-goko (Five lakes of Mikata)

## Ishikawa Prefecture

- ◆ Population: 1.15 million
- ◆ Annual mean temperature: 14.6° C
- ◆ Overview: Noto Beef grown in the untouched natural environment of 'Noto's Satoyama and Satoumi,' certified as one of the Globally Important Agricultural Heritage Systems, is highly acclaimed in Japan. The prefecture is famous for top-brand agricultural products such as 'Kaga Vegetables,' 'Noto Vegetables,' and 'Ruby Roman' grapes, as well as abundant fish and shellfish caught in the Japan Sea and various food delicacies specific to each season.
- ◆ Access:
  - 2 hours 30 minutes from Tokyo (by Shinkansen)
  - 2 hours 40 minutes from Osaka (by conventional railway line)



Soy sauce made in Kanazawa  
Source : Kanazawa City

## Toyama Prefecture

- ◆ Population: 1.07 million
- ◆ Annual mean temperature: 14.1° C
- ◆ Overview: Toyama bay is 'Natures Treasure Box' with the Tateyama Mt. Range and deep seas reaching 1,000 meters in depth. Melted snow water from Tateyama Mt. Range carries rich nutrients to Toyama Bay. Toyama Bay is famous for its unique seafoods, such as the "Hotaruika (firefly squid)" which can be found only in Toyama, the "Shiroebi (glass shrimp)" known as 'The Jewel of Toyama Bay,' and the "Himi Buri (Yellowtail)"; a fatty natural and delicious fish. Processed marine products are abundant melted snow water is growing various crops and also the reason Toyama 'sake' is so refreshing and tasteful.



Tateyama Mt. Range  
over Toyama Bay



# Delicacies of Fukui

- Fukui Prefecture is lavishly endowed with natural benefits from the sea, mountains, and land, and is called one of the famous 'food reservoirs' in Japan. 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, especially in the spring and fall, thus contributing to the excellent growth and deliciousness of its agricultural products.
- Eiheiji Temple is the home of "Zen". Each year, many tourists from overseas visit Eiheiji to experience "Zazen" (Zen meditation). The temple is also famous for its vegetarian dish prepared from Zen inspired Soybean, wild plants and vegetables.



Ruins of Asakura  
Clan at Ichijodani



Tojinbo



Koshihikari rice



Tomitsu-kintoki sweet potato



Koshino-ruby



Wakasa Beef



Shredded Kelp



Echizen Crab



Pickled rakkyo



Fukui plum



Taro



Grilled mackerel sushi



Local sake

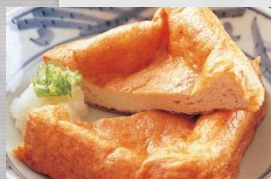


Goma-dofu



Soft sweet bean jelly

(Tofu made from sesame seeds and kudzu)



Deep-fried tofu



Echizen Oroshi Soba  
(Soba with grated Japanese radish)



Pork cutlet seasoned with  
Worcester sauce on boiled rice



Vegetarian  
dishes

Source of Photographs :  
Fukui Prefectural Tourist Federation



# Delicacies of Ishikawa

Ishikawa Prefecture is a treasury of pure water from Sacred Hakusan Mountain and diversified agricultural products. Fermented foods have been actively produced by taking advantage of the cold climate of the snowy region.

## Agricultural products



'Traditional vegetables' (The photo shows Kaga Vegetables.) Ishikawa Prefecture is roughly divided into the Kaga Area and the Noto Area, and traditional vegetables are categorized as 'Kaga Vegetables' or 'Noto Vegetables.' Characteristic local vegetables cultivated from ancient times are officially certified.

Thirty-one types of vegetables, including Kintoki spinach, Kaga lotus root, Nakajimana, and Sawano burdock, are currently certified.

Japanese radishes, watermelons, and grapes are actively cultivated on the dune along the coast. Among others, 'Ruby Roman,' developed over the years, is a top-brand fruit from Ishikawa Prefecture.



## Fishery products



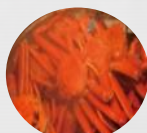
'Salt pan at Noto' Salt is produced by the traditional method of sprinkling seawater over a pan, and is used at high-class restaurants.



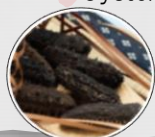
'Ohmicho Ichiba' Many fish and shellfish landed in Ishikawa Prefecture and local agricultural products are brought to the market.



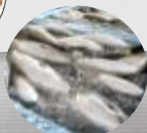
Oyster



Kano Crab



Sea Cucumber



Kan-buri

## Fermented foods

Diverse fermented foods are available such as general miso, soy sauce and Japanese sake, as well as food products prepared by fermenting fish, shellfish, or vegetables. These products can only be obtained in the cold climate of the prefecture's snowy region, which is optimum for fermentation.



'Japanese sake brewing' 'Noto Toji' (master brewer) is one of four Japanese major master brewers.



'Ishiru' 'Ishiru,' prepared only from fish and salt, is one of the three major Japanese fish sauces.



'Fish or shellfish pickled in brine and fermented rice bran' Fish or shellfish pickles have been prepared as long-preserved foods since early times. Delicacies such as *Konowata* (salted sea cucumber entrails) are renowned throughout Japan.



'Kabura-zushi' Sliced yellowtail pieces sandwiched between turnips and pickled in rice malt.



'Soy sauce making'



'Koro-gaki' (dried persimmon)'

## Others



'High-grade Japanese confectioneries' In Kanazawa, where tea ceremonies have been actively pursued from olden times, many seasonal Japanese confectioneries are



'Kinkato (Japanese candy)' Traditional good-luck confectionery made from sugar; indispensable for the Doll's Festival in March



'Rakugan (Japanese dry confectionery)' A type of dry confectionery. Among others, 'Choseiden' is known as one of the three excellent confectioneries from Japan.



# Delicacies of Toyama

Toyama Prefecture has the rare characteristic of having an elevation that differs by 4,000 meters, **from the 3,000-meter-high Tateyama Mountain Range of the North Alps to the 1,000-meter-deep Toyama Bay, often referred to as a natural fish preserve.** Abundant agricultural products benefit from the **geographical divergence** of the sea, land, and mountains of the area, where many delicacies and specialties are produced.

## Seafood

Melted snow water from the mountains of the North Alps provides **ample oxygen and nutrients** to Toyama Bay, a treasury of fishery resources, where approx. 500 types of fish live among the approx. 800 that are distributed throughout the Japan Sea.



'Yellowtail,' the king of Toyama Bay



Colorful 'carved kamaboko'



Jewel of Toyama Bay  
'shiro-ebi' or 'white shrimp'



Squid colored with squid ink 'Kuro-zukuri'



Firefly squid seasoned with soy sauce

## Agricultural products



"Toyama Rice" harvested using meltwater from Tateyama mountain range



Fuji apple



Apple pear



Yuzu



Tomato



'Toyama dried persimmon'

## Processed Foods



'Himi udon' with a smooth outer texture and elasticity



'Rice miso' prepared from rice harvested in Toyama Prefecture



'EGOMA Oil' Lifestyle disease prevention/improvement

## Sake

<Toyama Superb Sake Map>



- Brewer's rice accounts for over 80% of the rice produced in the prefecture (compared to 20% for the national average).
  - Pure water flowing down from the North Alps is used for sake brewing.
- => **Unique mellow flavor and refreshing taste**