

# EHIME

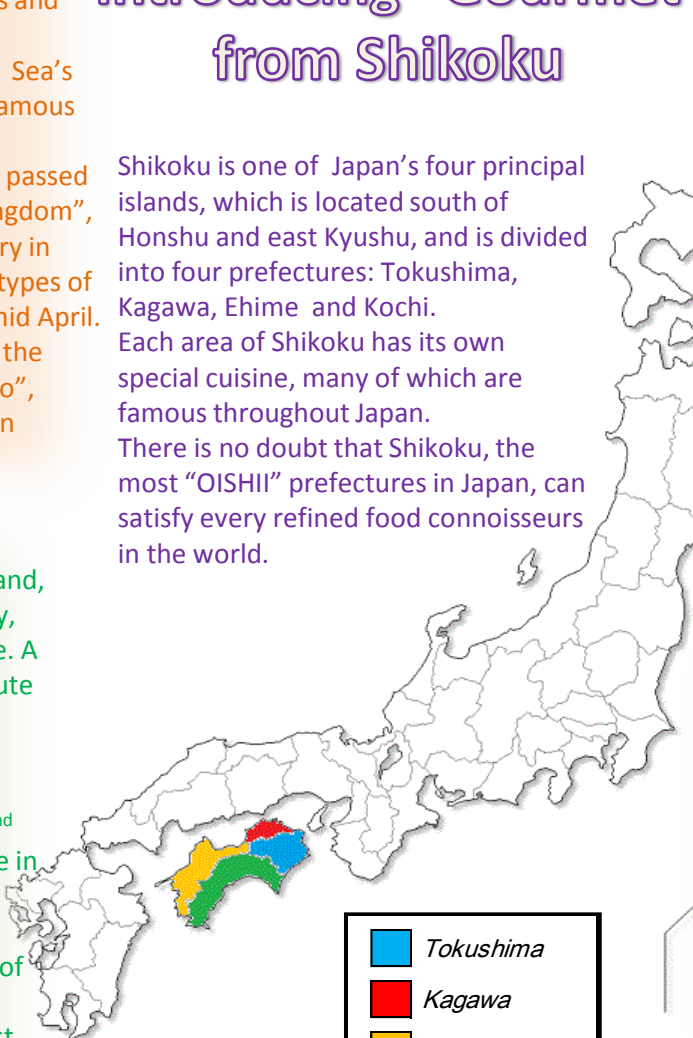
Ehime prefecture, located in the western part of Shikoku, is blessed with a mild climate, plentiful sunlight and strong fish market. Among the abundant agricultural and marine products granted by this rich natural setting, citrus fruits, kiwifruit, chestnuts and others are proud top sellers throughout Japan. Also, the Seto Inland Sea's small fish, and Uwa Sea's cultured pearls, sea bream and yellowtail are famous throughout Japan. These fruits of the sea are examples of regional cuisines which have been passed down to modern day. Known as "The Citrus Kingdom", Ehime prefecture ranks at the top of the country in terms of both variety and quality. 15 different types of citrus fruits are harvested from November to mid April. From the "Unshu Mikan" (Unshu Mandarin) to the "Iyokan", named after the ancient province "Iyo", please enjoy the various citrus fruits available in Ehime.

# KOCHI

Kochi is located at Southern part of Shikoku island, facing Pacific Ocean. With its unique geography, Kochi provides variety of gourmet Food Culture. A questionnaire survey done by a research institute specializing in travelling, Kochi score in the 1<sup>st</sup> place of a prefecture that provides "the most satisfying gourmet" in 2014. Since 2007. Kochi has placed in the 1<sup>st</sup> place 5 times and in the 2<sup>nd</sup> place twice. (which in both year, Okinawa place in the 1<sup>st</sup>) in the same survey. The most popular and well known gourmet in Kochi is KATSUO (bonito fish). Also Kochi produces around half of whole national production of YUZU citrus. Kochi has 18 SAKAGURA (Sake Breweries), most of them produced with clean and clear streams in Kochi, such as Niyodo River where it preserves one of the best quality of water or Shimanto River known as "the last limpid stream".

# ~The Most "OISHII" Prefectures in Japan~ Introducing Gourmet from Shikoku

Shikoku is one of Japan's four principal islands, which is located south of Honshu and east Kyushu, and is divided into four prefectures: Tokushima, Kagawa, Ehime and Kochi. Each area of Shikoku has its own special cuisine, many of which are famous throughout Japan. There is no doubt that Shikoku, the most "OISHII" prefectures in Japan, can satisfy every refined food connoisseurs in the world.



- Tokushima
- Kagawa
- Ehime
- Kochi

# KAGAWA

Kagawa Prefecture is located in the northern part of Shikoku Island. Thanks to the Seto Inland Sea and the Sanuki Mountains, the prefecture enjoys the blessings of a warm climate and beautiful nature. A traditional food culture has been developed in the region including Sanuki udon noodles, which are well known across Japan and have also become popular abroad. "Kagawa Prefecture: Not Just the Udon Prefecture." Beginning with iriko, or dried sardine, which is used as soup stock for udon noodles, rich fisheries and fishery-processed products are specialties of Kagawa. It is also one of the three major producers of soy source, a seasoning which symbolizes Japan. Other famous food products in Kagawa include wasanbon-to, a traditional sugar essential for making Japanese sweets, as well as rare sugar and related products developed through cooperation between industry and academia. A broad range of fruit such as citrus fruit, strawberries, grapes and kiwifruits are cultivated in the temperate climate of this prefecture. Kagawa is also the largest olive producer in Japan. From olives with more than 100 years of tradition, many new products have been processed. Olive hamachi, yellowtails fed on olive leaves, and olive beef, which is from cattle fed on olive pomace - these delicious and healthy products have earned a reputation as new specialties of Kagawa.

# TOKUSHIMA

Tokushima Prefecture is located in eastern Shikoku, and faces the Seto Inland Sea, the Kii Channel, and the Pacific Ocean. About 80% of its area is mountainous, blessed with rich forests and beautiful rivers. Due to its rich natural environment, the Tokushima produces a variety of agricultural products. Especially, sudachi, narutokintoki (sweet potatoes), and Awao chicken production tops markets in the Kansai region – Osaka, Kobe, and Kyoto – and has built a strong position as an important food strafe center for the Kansai. The Prefecture is also famous for its Awaodori Festival held in the middle of August (See page 1). Every summer, more than a million tourists visit Tokushima, coming not only from all over Japan but from overseas to enjoy.

# "SHINSEN na! TOKUSHIMA" (Fresh! Tokushima) Tokushima Foods Business Matching

## Citrus Fruits (*Sudachi*, *Kito Yuzu*) and Chicken



*Sudachi* is a specialty of Tokushima Prefecture, with 98% of its total growing area in Japan located within the prefecture. It contains more vitamin C than a lemon, and has a refreshing fragrance and a unique tangy flavor. You can enjoy its peels as well as its juice.



*Kito yuzu* nursery trees are planted nationwide. It is said to be *Kito yuzu* that helped to make *Kiyuzu* a fruit tree that can be found nationwide. It is a sweet *yuzu* with a strong and tangy flavor.

*Awaodori* chicken is a brand-name chicken carefully bred for more than 80 days in an environment blessed with an abundance of nature. Its meat has a sweet and rich taste particular to *jidori* chicken. *Awaodori* chicken boasts the largest production among *jidori* chicken produced in Japan.



## Sake and Shochu



Currently, there are a total of 28 *sake* (brewed rice wine) and *shochu* (distilled spirit) breweries and distilleries in Tokushima Prefecture. Water from the riverbeds of the Yoshino, Katsura, and Naka Rivers and rice grown in fertile soil produce rich and aromatic "*Awa no Sake*" ("*sake* produced in Awa"). *Shochu* made by soaking *Naruto Kintoki*, a top-quality sweet potato, and *Sudachi-chu* characterized by a refreshing flavor and smooth taste, are also among Tokushima's representative types of *shochu*.

## Fishery Products and Fishery Processed Products

Grown in the powerful ocean current of the Naruto Strait, meats of fishery products are very firm and their tastes are supreme. Tokushima Prefecture is one of the top-ranking producers of *hamo* (pike conger) in Japan, and this fishery product is delivered nationwide from Tokushima, mainly to traditional Japanese restaurants in Kyoto.



*Hamo*



Naruto sea bream



Abalone



Naruto wakame seaweed

Made with carefully selected abundant natural ingredients

## Processed Foods



*Sudachi* drinks



Soy sauce and *ponzu* sauce



Fermented soybean powder and soup



Fruit jam



*Somen* noodle



Western and Japanese-style sweets



Lotus roots chips



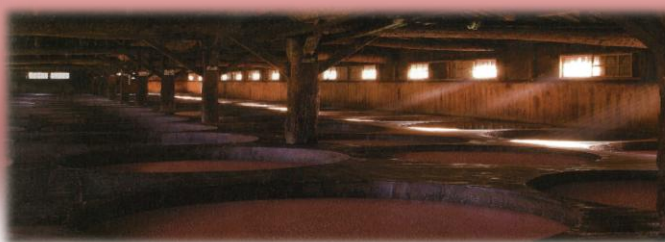
Organic dressing



## NOODLE



## SOY SAUCE / SAKE



# Kagawa



*The Shining Land with Authentic  
and Traditional Foodstuffs*

うどん県  
それだけ  
じゃない  
香川県

## Sea Food / Fishery Products



Hiketa Buri



Naoshima Hamachi



Olive Hamachi



## Olive / Fruits





# Ehime

*Sake*



*Citrus Fruits*



*Noodle & Others...*



*Sea Food & Fishery Products*



*The Leading Producer of Marine Products  
and Citrus Fruits*



## Vegetables/Fruits



## Sea Food / Fishery Products



## Others

