



和

WAKAYAMA



の食卓

Table of Japanese Cuisine



Wakayama Prefecture



Catalogue of Wakayama Prefecture's Specialties

和の食卓

Table of Japanese Cuisine



Grand mountains, the sea and the powerful Kuroshio Current, bright sunlight, and wisdom of people living in such a wonderful environment – Wakayama Prefecture is home to a wide variety of specialties developed through the rich nature, culture, and people.





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※ Produce amounts and other information in this brochure are based on statistics in 2016.

Climate

WAKAYAMA

The gourmet food of Kishu comes from its bountiful nature.

Specialties from Wakayama lend flair to the “Table of Japanese Cuisine.”

In Wakayama, while the climate is moderate in some parts, the deep mountains generate changes in temperature in other areas. Meanwhile, the mingling of the Kuroshio Current from the south and the Inland Sea of Japan from the north enables Wakayama to appreciate rich harvests from the sea. Demonstrating a wide variety of characteristics depending on the season and area, Wakayama Prefecture is a very treasure-trove of food.

In the past, when the high mountains prevented material flows between communities, each household planted persimmon trees or tea bushes in their garden, or grew soybeans, rice, or other crops in the neighborhood. Thanks to the moderate climate, people were able to enjoy a rich harvest of a wide variety of vegetables and fruit. At the sea, people were also able to achieve great catches of fish. This superb environment has led to the generation of present-day Wakayama’s unique food culture, characterized by vegetables and edible wild plants in the mountainous regions, as well as fresh fish in the coastal regions.

Now, food from Wakayama has achieved a status as a renowned national brand. High-quality fruit and other agricultural produce, as well as sweetfish, sea bream, cutlassfish, bonito, tuna, and many other varieties of fish, lend flair to the table of Japan.



Blessings from the Earth and the Sea

Map of Specialties



Wakayama's Climate and Regional Characteristics

In Wakayama, the climate is temperate and rainy throughout the year. While possessing deep forests covering 77% of the prefecture's total area, Wakayama boasts a long seashore extending 648 km. Located in the southernmost part of the main island of Japan, Wakayama Prefecture, once called "ki-no-kuni (state of trees)," is home to the mountains extending from Koyasan to Kumano, a World Heritage property of the "Sacred Site and Pilgrimage Routes in the Kii Mountain Range." The rain that falls on these mountains flows through the clear rivers, such as Kinokawa River, Arida River, Hidaka River, Hikikawa River, and Kumano River, to the plains of each region in the prefecture, as well as to the sea, where there are as many as 90 fishing ports.

Food Culture

WAKAYAMA

Japanese cuisine originated from the enterprising spirit of people in Kishu.

Food History Traced to "Kinokuni"

Dried Bonito Flakes

It is said that in 1674, Jintaro, a fisherman from Inamira (present day Inami Town) of Kishu (now Wakayama), first tried smoking a bonito and produced dried bonito flakes. Reportedly, when he headed out to sea to fish for bonito, his ship was wrecked and subsequently drifted to Usaura (now Tosa City in Kochi Prefecture), where he settled down and began to spread the bonito smoking method under support from Sanosuke Harimaya.



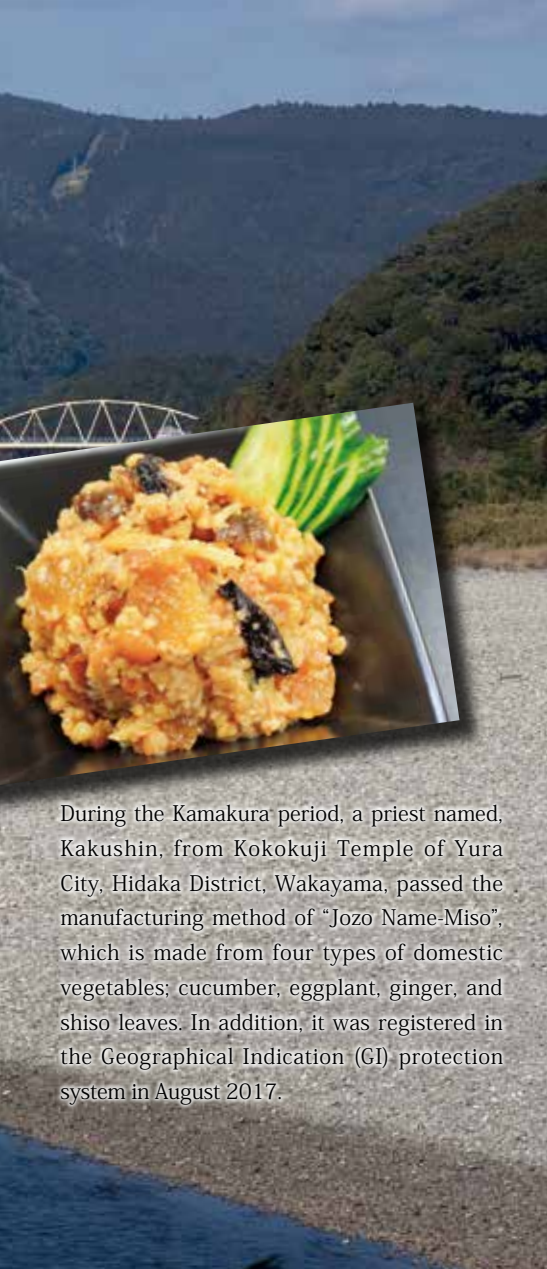
Kinzanji Miso

Blessed with rich nature, people in Wakayama have long demonstrated their originality and ingenuity, which has led to a wide variety of "tastes" that are imperative to Japanese cuisine. Such tastes act as the cornerstone of the world-class cuisine of which Japan is rightly proud.

Umeboshi (pickled Ume-plums)

Some people feel that umeboshi, pickled Ume-plums, are a synonym of Kishu, indicating that Wakayama is well known as a produce center of umeboshi. Of particular note are Minabe Town and Tanabe City, which boast the country's largest umeboshi produce in terms of both volume and value, thanks to the areas' moderate climate. Mainly used for umeboshi from Wakayama is Nanko plum, one of the highest quality brands.





During the Kamakura period, a priest named Kakushin, from Kokokuji Temple of Yura City, Hidaka District, Wakayama, passed the manufacturing method of "Jozo Name-Miso", which is made from four types of domestic vegetables; cucumber, eggplant, ginger, and shiso leaves. In addition, it was registered in the Geographical Indication (GI) protection system in August 2017.



Yokan Confection

It is said that the current-style yokan (sweet jelly made from adzuki beans) was first made by Zenemon Okamoto, the fifth store master of the Japanese-style confectionery store, Surugaya. Since the yokan in those days did not keep long, the store master aimed to solve the problem by using different ingredients and adjusting their amounts. He eventually succeeded in making yokan using kanten agar and began to sell it 1599. In addition to yokan, many other traditional confections are still made in Wakayama, where confectionery craftsmen demonstrate their sophisticated skills.



Soy Sauce

Reportedly, soon after Kinzansi miso was brought from Song, soy sauce began to be made in and around the area currently called Yuasa Town. It is said that the history of soy sauce making began when people making miso noticed that there was liquid with a distinctive flavor and taste at the top and bottom of their miso casks. After a trial-and-error process, they finally succeeded in developing the liquid into delicious soy sauce. Having spread from the port of Yuasa nationwide, and even worldwide, the taste of soy sauce now pleases the palates of people all over the world.

Taste of the Hometown

WAKAYAMA

While people in the past demonstrated their wisdom, people today pursue even deeper, which underpins Japanese cuisine.

Wakayama Prefecture introduces many local specialties of which the prefecture is truly proud, through a wide variety of fairs and other events. Here is a selection of especially popular items from among those specialties.



Umeshu (Ume-plum Liqueur)

For this Ume-plum liqueur, Ume-plums from Wakayama Prefecture are used. Many manufacturers aim to develop new products, one of which received the Grand Gold Quality Award of the Monde Selection.



Sanma Sushi (Pacific Saury Sushi)

This is a type of oshizushi (pressed sushi with vinegared fish on it). To make this specialty, vinegared rice, as well as a sanma (pacific saury) cut open lengthwise and preserved in salt, is placed in a rectangle frame, and then pressed. There are shops specializing in this dish in Shingu and other cities.



Nare Sushi (Fermented Sushi)

Gaining popularity as a traditional, local dish, this is a preserved food using fish (such as a mackerel) fermented with salt and rice. The nare sushi using fish fermented for a long period of time is called "hon-nare." Its distinctive aroma and acidity make people addicted hon-nare. At the same time, "haya-nare (fermented for a short period of time)" is also available at shops offering Wakayama Ramen.



Himono (Dried Fish)

Fresh fish from the seas adjacent to Wakayama are processed into hiraki (fish cut open lengthwise and dried), maru-boshi (fish dried whole), or sakura-boshi (fish dried and then seasoned with mirin). Also available is hai-boshi, fish dried with volcanic ash, which controls the oxidation and enhances the flavor of the fish.



Mehari Sushi ("Wide Eye" Sushi)

This local specialty was once made as rice balls for people working in the mountains to eat as lunch. It is said that the size of the rice ball was so big that the workers "opened their eyes" ("mehari" in Japanese), which gives the food its current name. With an excellent combination of pickled takana mustard leaves and rice, the specialty is sure to stimulate your appetite.



Tsurigane Manju (Bun with Bean-Jam Filling)

The shape of this product is inspired by the famous story of the tragic love between the monk Anchin and the princess Kiyo. The key item in the story is the tsurigane (hanging bell) of Dojoji Temple. Featuring the shape of the temple's bell, this confection has a simple taste that pleases the palates of many people.

Honor and Pride



The 52nd Supermarket Trade Show 2018 (Makuhari Messe)



Wakayama Fair (Shinjuku Isetan)

Wakayama Ramen

Featuring a soy-sauce taste based on broth made from pork bones, Wakayama Ramen has a distinctive, rich flavor. The noodles usually used for this specialty are thin noodles made from common wheat and egg white. The typical ingredients are slices of roast pork, slices of kamaboko (white fish meat made into a seasoned paste, and then steamed), and pickled bamboo shoots.



Furusato Festival Tokyo 2018 (Tokyo Dome)



Shirasu Don (Bowl of Rice Topped with Young Sardines)

This specialty provides a perfect combination of rice and fresh shirasu (young sardines) straight from the pot. The ingredients used for this dish are very simple: shiso (perilla), umeboshi (pickled Ume-plums), and nori seaweed. These simple items enhance the savor of the shirasu to the fullest possible extent.



Yuzu Monaka (Wafers of Bean Jam with Yuzu Flavor)

Sandwiched between crispy wafers is bean jam with a refreshing flavor due to the use of yuzu (citrus junos) from Wakayama. As a traditionally popular confection in Wakayama, this item is made in many parts of the prefecture.



Maguro Don (Bowl of Rice Topped with Tuna Slices)

The best way to appreciate the real taste of a very fresh tuna with rich fat is to eat it raw. Sushi is, of course, a good option to do so, but if you'd like to eat tuna fully, the most recommended dish is maguro don (bowl of rice topped with tuna slices).



Usukawa Manju (Bean Jam Filled Bun with Very Thin Dough)

This is a typical confection from Kushimoto Town, Higashi-Muro County. The appearance of the item was inspired by the shape of the Hashigui Rocks in a picturesque place in the town.

2017 Premier Wakayama Recommended Product Review Committee Special Award and Incentive Awards have been announced!

Premier Wakayama Recommended Product Review Committee awarded the special awards.

These are products that proved to be of high quality with appealing power at the national level, as well as having contributed to the enhancement of the publicity for the entire Wakayama Premier. The products selected below were particularly excellent and certified to be given the special award.

In addition, an "Incentive Award" was given to particularly excellent products, following the special award.

2017 Premier Wakayama Special Award / Awardee



『Yasashii Gyunyu (Milk) 』

Agricultural Producers' Union Kurosawa Farm

Kurosawa Farm is located in the highlands at an altitude of 500m overlooking the Kii Channel in Wakayama. "Stress-free breeding" based on the idea of animal welfare, this is raw milk, rich in flavor, non-homogenized process, and sterilized at low temperature (65 °C 30 min). It is a popular milk and is known for its easiness to drink, especially to those who do not like milk.

2017 Premier Wakayama Incentive Award / Awardees



『Issin Nouen Original Premium Persimmon Ice Cream』 Issin Nouen (Farm)

This is a milk-based flavorful two-layered ice cream with a mixture of homemade "Anpo Kaki" with the special Fuyu brand persimmons in a gelee form. The farm's vaunt, sweet, and ripened Fuyu persimmons and Kawa Group's processing technique bore the delicious ice cream that is popular among many.



『Kinokawa Persimmons』 JA Kihokukawakami

A bag is put on each fruit on the trees and an astringency removal treatment is done with solid alcohol. Farmers spare time and effort to make these persimmons, as a result, the fruit is big, sweet, and crunchy, and has a black sesame flesh that delivers a strong impact.



『Tai-Meshi (rice with snapper)』 Agura Company

The master chef from Agura (restaurant), with its 120 years of history, created this excellent masterpiece through repeated trial and error. It is a dish that you can easily taste at your own home, too.



『Wasabi Sushi』 Akadama

"Wasabi Sushi" is passed down to the modern age as a new product by the pioneers of the Edo period in the Aridagawa City, Shimizu area. The refreshing flavor that the wasabi leaves and stems, as well as wasabi vinegar, interweave into a sushi form, is still loved by the locals.

Premier
Wakayama



Premier Wakayama

A combination of “hamburger” and “Wakayama’s Ume (sour plum)” developed in anticipation of overseas customers

Wakayama’s ume plum is healthy. With the desire to spread not only in Japan, but in the world, “Kishu Ume Burger” was developed by combining a “hamburger” best known for fast food and Japanese sour plum, umeboshi. The challenge from this odd combination created the out-of-world delicacy.

Definition of Kishu Ume-plum Burger

- 1 Made with ume plums from Wakayama
- 2 Promote the healthy image of ume plums
- 3 Must be labeled as Wakayama-grown ume plums



“Why not make a hamburger, known for being a major fast food overseas, and combine with a Japanese sour plum?” Based on this idea, “Kishu Umeburger Development Study Group” was established in October 2012. Various companies such as food manufacturers, JA, and prefectural test research institutes gathered to develop this product. As a result of reviewing definitions, tasting sessions, and ingredient matching, three types of products were chosen one after another, and sales started from June 2014. As a “method of utilizing a new plum that fits burgers”, a separate plum product was created after studying at the research stage and as these developed, a new plum product proposal was made as they developed this burger.



October 12, 2015
Tottori Burger Festa Award Ceremony



November 19, 2015
The 7th Food Action Nippon Award 2015 Won



Kishu Ume-Plum Burger

Premier Wakayama

A collaboration with food manufacturers. A new brand that emits the charm of our prefectural fruit.

A new project began in Wakayama in October 2015. A product that consists of more than three assortments of delicious fruit from the "kingdom of fruit", Wakayama, is collectively being developed by prefectural government and food makers to be sold to promote and promote the fruits of Wakayama. That is what the Nago-Mix project is.

Wakayama produces a wide variety of fruit such as ume plums and tangerines. Wakayama prefecture, Suntory Liquors, and Nippon Luna cooperated to start up the Nago-Mix project, with the intention to promote the attractive fruits from the "kingdom of fruit", Wakayama, to the national market.

A business meeting was held by Suntory Liquors, Nippon Luna and the prefectural entities to kick-start the project, and created a logo so consumers can see, at a glance, that a product is from the Nago-Mix project.

The first wave of products was created. One was "Kishu Citrus Highball" by Suntory Liquors using Nakano BC's "Kishu Fruit Juice Syrup" and was promoted as a menu suggestion to restaurants both inside and outside the prefecture. "Kishu Fruit Mix Lassi" was produced by Nippon Luna in collaboration with multiple prefectural juice makers and is now being sold nationwide.

As the second wave of product for the Nago-Mix project, a whipping cream fruit sandwich using Wakayama's ume plums, tangerines, and peaches, was sold to Lawson's convenience stores.

We will continue to develop the "Nago-Mix" series in collaboration with various manufacturers in the future.

The Definition of Nago-Mix

A product approved by the prefecture using more than three types of Wakayama grown fruit (must use ume plum) and mix with fruit juice and syrup.



Matching business meeting with companies in the prefecture



Nago-Mix Logo

Nago Mix



Kishu Citrus Highball Kishu Fruit Juice Syrup
[Suntory Liquors x Nakano BC]



Kishu Fruit Mix Lassi
[Nippon Luna x Local Juice Makers]



Nago-Mix

As a kingdom of fruit, Wakayama is proud to provide this outstanding product filled with love for our hometowns.

In July 2009, a new sweet dish was created in Wakayama. Named "Wakayama Punch," this is a fruit punch using sweet stewed Ume-plums.

Wakayama produces a wide variety of attractive food. For example, Wakayama Prefecture is placed as the third in terms of fruit produce value. In addition, no other prefecture produces such a variety of fruit as Wakayama. However, there is no denying that the profile of the prefecture as a kingdom of fruit is not so high.

To raise our profile, and to promote the various items we produce, the government of Wakayama Prefecture began to consider creating Wakayama Punch. In response to this movement, young restaurant owners in the prefecture began to provide support in April 2009. They believed that if they exchanged and shared various ideas to improve the situation of Wakayama, and if they did whatever they could do, then things would surely change. As well as the government, they wanted to promote food from Wakayama both inside and outside the prefecture. A recipe for this special dish was developed, with nutritionists and students at elementary schools all involved. In July, the National Wakayama Punch Association was founded. Furthermore, the registration system for stores handling Wakayama Punch was established. Thus, the movement regarding the new dish has now developed into a major project for community, social, and economic revitalization based upon cooperation among the agriculture, food service, and school education sectors.

Requirements for Wakayama Punch

- 1 Use sweet stewed or Ume-plums in syrup from Wakayama Prefecture
- 2 Use at least one variety of fruit from Wakayama Prefecture
- 3 Indicate that the punch contains fruit from Wakayama Prefecture

*Wakayama Punch is available only at registered shops.



Wakayama Punch



Wakayama Punch

Fruit

WAKAYAMA

Producing a wide variety of delicious items, Wakayama is a kingdom of fruits.

Boasting the country's largest produce volume of mandarin oranges, Wakayama is a trusted brand of the fruit cultivated through its moderate climate.



Mandarin Oranges

Major producing areas: Aridagawa Town, Kainan City, Arida City, Kinokawa City, Tanabe City, etc.
Season: Late September – mid-February

In Arida, the cultivation of mandarin oranges began around 1570, which means that the area boasts a history of more than 400 years of cultivation. One of the well-known stories concerning mandarin oranges in the Edo period tells how the merchant Bunzaemon Kinokuniya shipped a large quantity of the fruit from Kishu to Edo during a terrible storm. Presently, mandarin oranges from Wakayama Prefecture are grown under very good conditions, such as a moderate climate and well-drained slopes. As a result, such oranges are high in sugar content and rich in taste. Mandarin oranges contain many important nutrients, such as β-cryptoxanthin, vitamin C, and dietary fiber. Both "Arida Mikan" (brand mandarin orange) and "Shimotsu Mikan" (which are stored for a while after being harvested, so that they will have a perfect balance of sweetness and acidity) are registered as regional collective trademarks.

Family Rutaceae
Varieties Yura-wase, Nichinan No. 1, Miyagawa-wase, Taguchi-wase, etc.

Japan's No.1 in produce volume



Sanboku (Citrus Sulcata) Major producing areas: Yuasa Town, Tanabe City
Season: Early March – early April

Not only their juicy flesh but also their peel is highly valued.

It is said that the name of this fruit came from "sanbo" (a small wooden table for placing an offering on). Reportedly, the fruit was placed on a sanpo, when it was presented to the 10th lord of the Kishu feudal domain Harutomi Tokugawa. Sanboku is characterized by its refreshing-flavored flesh and a large amount of juice. Since the fruit has a thick peel and a unique shape, some people use it as the container for a dish, such as chawanmushi (cup-steamed egg custard hotchpotch). In addition, the fruit is processed into jelly, sherbet, and other items.

Family Rutaceae



Dekopon (also called Shiranuhi) Oranges Major producing areas: Kinokawa City, Aridagawa Town, etc.
Season: Late January – late March

Featuring substantial flesh and juice, this sweet fruit attracts both men and women of all ages.

Dekopon (also called Shiranuhi) is a hybrid of a Kiyomi orange and a ponkan mandarin. This orange strikes the best balance between sweetness and acidity. Additionally, the fruit's peel is easy to remove, and the inner peel and pith are edible, making the fruit even more popular.

Family Rutaceae



Wakayama is the country's largest Hassaku orange produce center. This fruit tastes especially good around early January.

Featuring substantial amounts of juice, the fruit is very well balanced in terms of sweetness, acidity, and bitterness. The name hassaku, meaning August 1 in Japanese, derives from the past customs in which people ate this orange on August 1 according to the lunar calendar (equivalent to late September today). Presently, however, the season for the fruit is from February to early May. Satsuki Hassaku, which is not picked during the winter until March or April, is one of the varieties of hassaku created in Wakayama's moderate climate.

Family Rutaceae



Japan's No.1
in produce
volume

Hassaku Oranges Major producing areas: Kinokawa City, Aridagawa Town, Hidakagawa Town, etc.
Season: Early January – early May

Featuring excellent aroma, this fruit is versatile. The fruit's juice and peels are processed into a wide variety of products.



Yuzu (Citrus Junos) Major producing areas: Kozagawa Town, Aridagawa Town, etc.
Season: Late October – early December

In Wakayama, yuzu (citrus junos) are grown mainly in Kozagawa Town, an area situated between plain and mountain. In the Hirai district of Kozagawa Town, the Kozagawa Yuzu Hirai-no-sato was established as an agricultural affairs cooperative corporation in 2004, in order to achieve a systematic management of yuzu produce, process, and sales. This establishment has gained a wide attraction as a good example of community revitalization projects.

Family Rutaceae



Kitayama Village, Wakayama Prefecture, is the place of origin for this fruit. Also, the fruit might have an efficacy against hay fever.



Jyabara Oranges Major producing areas: Kitayama Village
Season: Later October – late November

Japan's No.1
in produce
volume

Surrounded by areas belonging to Nara Prefecture and Mie Prefecture, Kitayama is Japan's only village whose area is not contiguous with the other parts of the prefecture to which the village belongs. In this village, jyabara used to grow naturally. The name derives from the Japanese phrase meaning "driving out noxious vapors." Since the juice of the fruit has a distinctive flavor, drinks and many other products using this benefit are sold. Recently, the School of Medicine, Gifu University, announced that the fruit might have an efficacy against hay fever, attracting wide attention from the public.

Family Rutaceae

Maintaining far and away the largest share in the domestic Ume-plum market, Wakayama produces Nanko and Kojiro, the cream of the crop.



Ume-plums

Major producing areas: Minabe Town, Tanabe City, etc. Season: Mid-May – early July

In Wakayama Prefecture, Ume-plums are grown mainly in Minabe Town of Hidaka County and Tanabe City. On top of being processed into umeboshi (pickled Ume-plums), they are shipped as ao-ume (unripe green Ume-plums). Nanko and Kojiro are mainly produced in these areas. While the former is a large plum with a thin peel, the latter is often utilized as an ingredient for plum liqueur and plum beverage. In August, umeboshi producers begin to dry their plums very carefully under the sun. Being rich in organic acids, such as citric acid, ume are also popular as a health food.

Family Rosaceae

Varieties Nanko, Kojiro, Koume



Japan's No.1
in produce
volume



Note: Globally Important agricultural heritage
"Minabe / Tanabe Plum System"

It is certified by the United Nations Food and Agriculture Organization (FAO) with the aim of succeeding traditional culture, agriculture, landscape, biodiversity, worldwide, in the most important areas, to pass to the next generation. In Minabe and Tanabe area, it has coexisted with various organisms such as bees that help pollinate plums while leaving Ubamegashi forest intact. The forest trees are used as raw material of Kishu Bincho charcoal, for the purpose of securing the water source and preventing plum trees from collapsing for about 400 years, in which this effort ended up producing high-quality ume plums. This effort was recognized, and in December of 2015, FAO certified "Minabe / Tanabe Plum System" as an agricultural heritage site.



Boasting Japan's No. 1 produce volume, Wakayama grows sweet, good color, high-quality persimmons.

In Wakayama, persimmons are produced mainly in the basins along Kinokawa River, especially in the Ito region. The varieties are astringent persimmons, such as Hiratanenashi and Tone-wase, as well as sweet ones, such as Fuyuu. Taking advantage of the big differences in temperature between the day and night, the producing areas grow sweet, good color, high-quality persimmons. Meanwhile, Kinokawa-gaki persimmons, the astringency of which is removed using solid alcohol before being harvested, are also popular; they are sweet and crunchy. Kaki-no-ha-zushi is a local dish using the leaf of a persimmon.

Family Ebenaceae

Varieties Nakatani-wase, Tone-wase, Hiratanenashi, Fuyuu



Peaches Major producing areas: Kinokawa City, Katsuragi Town, etc.
Season: Early June – mid-August

In Wakayama, the cultivation of peaches began about 200 years ago. The major producing areas are the basins along Kinokawa River, which are suitable for growing peaches, due to the areas' well-drained soil which contains sand and gravel, together with the areas' moderate climate. Of particular note is Arakawa-no-momo, produced in Momoyama-cho of Kinokawa City. As a brand peach representing Wakayama, it is highly appreciated nationwide.

Family Rosaceae

Varieties Hakuho, Shimizu-Hakuto, Kawanakajima-Hakuto

Arakawa-no-momo, a brand peach known nationwide, is the result of strict cultivation controls to achieve the highest quality.



Persimmons Major producing areas: Katsuragi Town, Kinokawa City, Hashimoto City, Kudoyama Town, etc.
Season: Early September – mid-December



Figs Major producing areas: Kinokawa City, Wakayama City, etc.
Season: Mid-July – late October

In Wakayama, figs are grown mainly in the Kihoku region, especially Kinokawa City. Greenhouse-cultivated figs and outdoor-cultivated ones are shipped in and after May and August, respectively. Harvested at an early phase, the figs, which feature a delicate flesh, are carefully nurtured. Being rich in food fiber, figs are now gaining particular attention as a health food.

Family Moraceae

Varieties Masui Dauphine

Placed high in the produce volume rankings, Wakayama ships figs over an extended period, due to the combination of greenhouse and outdoor cultivation.

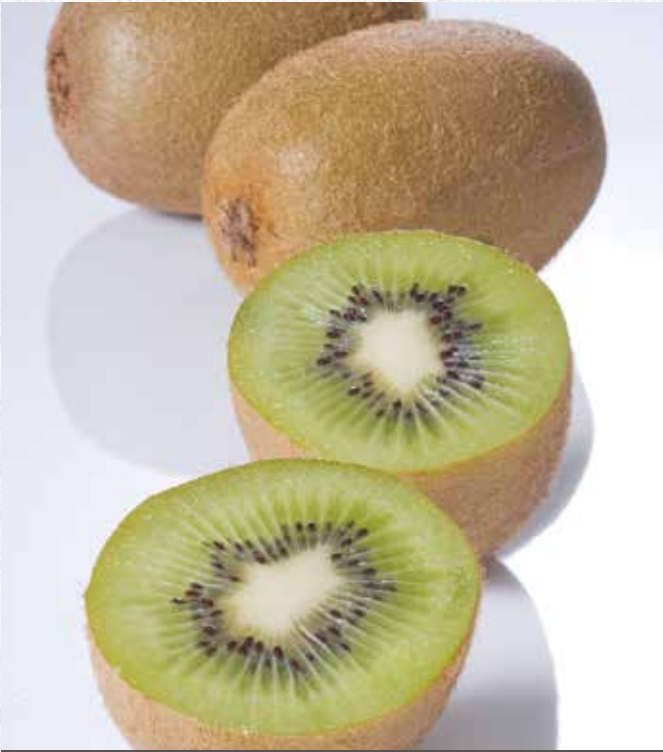
Featuring a well-balanced combination of sweetness and acidity, the fruit is rich in nutrients, such as vitamin C.



Wakayama Prefecture produces the country's third largest volume of kiwi fruit, which please not only the eyes of consumers with the emerald green color of their flesh, but also their palates with their sweet-and-sour taste. In addition, the fruit is rich in nutrients, such as vitamin C, vitamin E, potassium, and fiber. The juice of the fruit can also be used for making meat more tender.

Family Actinidiaceae

Varieties Hayward



Kiwi Fruit Major producing areas: Kinokawa City, Kainan City, etc.
Season: Early November – late March

High-quality, palatable loquats produced in a moderate climate



Loquats Major producing areas: Kainan City, Yuasa Town
Season: Late May – late June

Grown on well-drained slopes, loquats from Wakayama Prefecture are rich in sugar content and low in acidity. Mogi Biwa loquats from Shimotsu-cho of Kainan City are very popular due to their soft and sweet flesh. Since loquats are easily damaged, they are handled very carefully so as not to remove the hairs on the outer skin at the time of shipping. Loquat flesh comprises 90% water, as well as B-complex vitamins, malic acid, citric acid, etc.

Family Rosaceae

Varieties Mogi

Strict quality management and early shipment



Sumomo (Japanese Plums) Major producing areas: Katsuragi Town, Tanabe City, Kinokawa City
Season: Early June – late August

In Wakayama, which is placed high in the produce volume rankings of sumomo (Japanese plum), the fruit is produced mainly in the Ito and Nishi-Muro regions. In these regions the shelf cultivation method is used, which is effective as an energy-saving measure and as a countermeasure against the wind. Strict cultivation management is undertaken throughout the entire process, including pollination and the thinning out of fruit. In addition, taking advantage of the moderate climate, producers in Wakayama ship sumomo earlier than those in other prefectures. Greenhouse cultivation has also been introduced in some parts of the producing areas.

Family Rosaceae

Varieties Oishi-wase, Santa Rosa, Soldum, Taiyo

Vegetables

WAKAYAMA

Please fill your basket with blessings bestowed by the nature of Wakayama.



The secret of their agreeable flavor lies in a moderate climate. Marihime, a new variety of strawberries, originates in Wakayama.

Kinokawa City in the northern part of Wakayama is the prefecture's largest strawberry producing city. Marihime, the prefecture's original variety of strawberries, is actually a hybrid of the Akihime and Sachinoka varieties. A variety registration application for the new strawberry was filed in March 2008. Characterized by its large size and shiny red color, the fruit has a good balance between sweetness and acidity, as well as a favorable texture. The shipment of strawberries from Wakayama begins in early December, which means that they are available even before the Christmas season, when demand grows considerably, offering an important advantage.

- Family Rosaceae
- Varieties Marihime, Sachinoka, Beni-hoppe, etc

Strawberries

Major producing areas: Kinokawa City, Nachi-Katsuura Town, Yuasa Town, etc.
Season: Mid-December – late April



In Wakayama, sansho peppers are harvested as mi-sansho or kan-sansho depending on the season. Wakayama boasts the largest share in the domestic sansho pepper market.

Japan's No.1
in produce
volume

Sansho Peppers

Major producing areas: Aridagawa Town, Kimino Town, etc.
Season: Mid-May – mid-August

Even though of a very small size, a sansho pepper tastes hot, accentuating the flavor of the dish in which the aromatic spice is used. The Shimizu district of Aridagawa Town, which boasts the largest share in the domestic sansho pepper market, produces highest-quality sansho in terms of both taste and flavor. Produced in the district is Budo Sansho. This large-size sansho has thick and high-quality flesh. Mi-sansho is unripe sansho harvested in May, and is cooked mainly as tsukudani (dish boiled down in soy sauce). Kan-sansho is ripe sansho harvested in July and August, and is usually powdered to be used as spice.



- Family Rutaceae
- Varieties Kishu Shimizu, Budo Sansho

Aka-tombo, a cherry tomato with a sugar content level of 8.5° or higher, satisfies strict quality requirements.



Cherry Tomatoes Major producing areas: Inami Town, Hidaka Town, Kainan City
Season: Throughout the year

In Wakayama Prefecture, cherry tomatoes, which are rich in vitamins and minerals, are grown over a total of 50 ha, especially in Inami Town and Hidaka Town. Particularly popular is Aka-tombo with a sugar content level of 8.5° or higher. All the farmers growing Aka-tombo are eco-oriented. Focusing on the importance of preparing a healthy soil, they implement environment-friendly agriculture and ship only cherry tomatoes that satisfy their strict quality requirements.



- Family Solanaceae
- Brands Aka-tombo, Yutousei, Oishimbo, etc.
- Varieties Carol Seven, etc.



Kodama Suika (Small-Sized Watermelons) Major producing areas: Inami Town
Season: Early June – mid-July

Despite its small size, this watermelon tastes so sweet. Its name is Hitorijime Seven.

Even in winter, it is relatively warm in Inami Town, which makes the town a long-time watermelon producing area. Of particular note is Hitorijime Seven. "Hitorijime" means "monopoly" in Japanese, implying that the vegetable is so delicious that you don't want to share it with anyone else. Featuring a thin skin, crunchy texture, and an irresistible sweetness, Hitorijime Seven is shipped from early June to late July, mainly to the Kyoto, Osaka, and Kobe areas.

- Family Cucurbitaceae

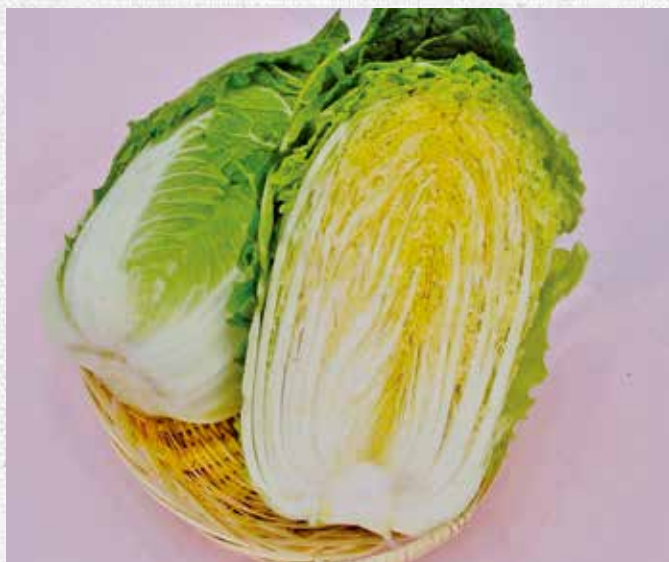


Usui Green Peas Major producing areas: Inami Town, Hidakagawa Town, Minabe Town
Season: Mid-November – late May

Unlike ordinary green peas, this vegetable features a flaky texture.

Usui green peas are shipped from the middle of November to late May. The edible part is the peas in the pod. They are rich in protein, and also contain iron, calcium, and phosphoric acid. Compared with ordinary green peas, Usui green peas feature a flaky texture, making the vegetable a perfect ingredient for mame-gohan (rice cooked with green peas) and scrambled egg with green peas.

- Family Fabaceae
- Varieties Kishu Usui, Ki-no-Kagayaki



Hakusai (Chinese Cabbages) Major producing areas: Wakayama City, Kinokawa City, Iwade City, etc.
Season: Early November – mid-February

Featuring a yellow, soft, and sweet core, this vegetable is an essential ingredient for the winter table, and also tastes excellent when pickled.

In Wakayama, hakusai (Chinese cabbages) are grown as a secondary crop after the rice is harvested and before the next planting begins. The main producing areas in the prefecture are Wakayama City and Iwade City. Mainly produced in these cities are hakusai with the core part being pale yellow, soft, and sweet. Being rich in vitamin C, potassium, food fibers, the vegetable is shipped from November to May. Hakusai tastes delicious when cooked for nabe (one-pot meal), pickled, or used as an ingredient for salad or other dishes.

Family Brassicaceae



Cabbages Major producing areas: Wakayama City, Iwade City, Kinokawa City, Minabe Town, etc.
Season: Early December – mid-May

Spring cabbages, which herald the arrival of spring, are fresh and soft. It is most recommended to eat the vegetable raw.

In Wakayama, cabbages are grown as a secondary crop after the rice is harvested and before the next planting begins. They are shipped from November to late May. Spring cabbages harvested from March to May are characterized by their soft but crispy texture. The best way to appreciate the texture fully is to eat the vegetable raw. In addition, this vegetable can be used for a wide variety of menu items—it all depends on the chef's inspiration.

Family Brassicaceae



Daikon Radishes Major producing areas: Wakayama City, etc.
Season: Late November – early February

Featuring white skin and a smooth texture, this vegetable tastes good as an ingredient in any type of dish.

It is believed that the cultivation of daikon radish in Wakayama began in the Edo period. Grown in sandy areas, daikon from Wakayama features white skin, soft flesh, and smooth texture. Whether stewed, eaten raw, or pickled, the vegetable tastes delicious. Some of the renowned pickled daikon are Kuki-zuke, Kinokawa-zuke, and Bettara-zuke.

Family Brassicaceae



Shin Shoga (Fresh Gingers) Major producing areas: Wakayama City
Season: Early June – early October

This vegetable is characterized by its refreshing aroma. It can be used for a wide variety of menu items—it all depends on the chef's inspiration.

Shin Shoga (fresh ginger) has an appearance of a vivid contrast between white and pink. In Wakayama City, this vegetable has been grown since the Taisho period in the sandy area along the Kinokawa River. Currently, the vegetable is also being grown in greenhouses. Shin shoga from Wakayama is characterized by its beautiful skin and refreshing aroma, as well as soft but crunchy texture.

Family Zingiberaceae

Livestock Products

WAKAYAMA

Strictly selected, the livestock products from Wakayama embody the pursuit of the highest quality.

Rivaling Matsusaka Beef in taste, Kumano Beef is a top brand Japanese beef, well known to true gourmets.



Kumano Beef

Major producing areas: Nachi-Katsuura Town, Katsuragi Town, Tanabe City, Kamitonda Town, etc.
Supply period: Throughout the year

Kumano Beef is a regional brand generated as a hybrid of strictly selected varieties. In 2004, a recognition system was launched to ensure that consumers can purchase Kumano Beef with even more reliability. Featuring a smooth and tender texture, this beef rivals Matsusaka Beef in taste. Since the cattle are cared for with great attention in order to secure the highest quality, the brand value of Kumano Beef has an excellent reputation throughout the country.



Family Bovidae

Brand Kumano Beef

Varieties Kuroge Washu (breed of cattle with black hair produced by crossbreeding Japanese and non-Japanese stock)



Wakayama Gibier

Major Producing Cities: Wakayama, Kozagawa
Supply Period: All year

Enjoy the nature of Wakayama!

Gibier is drawing attention in recent years. Wild boars and deer that were captured within the prefecture, and properly processed at the facility are certified as "Wakayama Gibier" brand. They are graded by meat quality for the first time nationwide, so consumers can choose Gibier that suits their purpose. Deer meat is rich in iron, low in calories, high in protein, and is healthy. Wild boar meat is very tasty, with its collagen infused fat.

Family Suidae, Cervidae



Inobuta

Major Producing City: Susami
Supply Period: All year

Flavor of wild boar meat with the sweetness of pork.
This meat is the best of both worlds.

Inobuta was created in 1970 from the mating of a male wild boar and a female swine at the prefectural livestock experiment station (Susami City). Its odorless red meat is delicious and lean. Its fat is rich flavor. In December 2008, the Ino-Butan Kingdom Revitalization Committee in Susami City called for suggestions for a hypocoristic form of name for Inobuta. The committee selected the "Susami F1 Inobuta: Ibu-no-megumi (Blessings from Eve)." Meaning, the meat was created by the combination of good parts of a wild boar and a domestic pig; and is being sold in the market as a delicious food.

Family Suidae

Brand Ibu-no-megumi



Kishu Ume-dori Ume-tamago

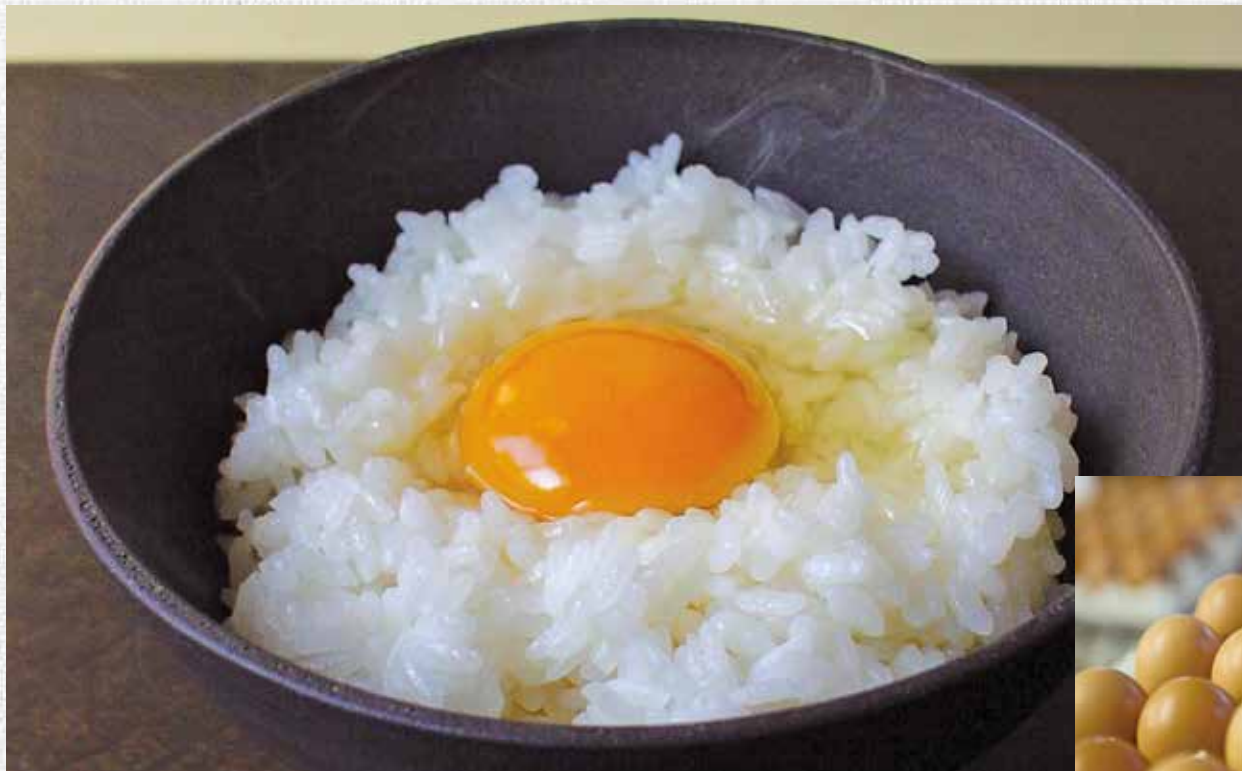
Fed with Ume-plum vinegar, the fowl in Wakayama are healthy and their chickens are delicious. At one chicken contest, the Wakayama fowl won the highest prize.

Ume-plum vinegar is generated in the process of making umeboshi, pickled Ume-plums. After being desalinated and concentrated, it is fed to Kishu Ume-dori fowl. Thanks to this fodder, the visceral fat of the fowl is reduced, making them very healthy. Also, the fodder enhances their texture, flavor, and taste. In 2008, at a contest of locally produced fowl and brand fowl, which was held as part of a meat industry fair, Ume-dori was placed first in the categories of texture and taste.



Kishu Ume-dori (Plum Chicken) Major producing areas: Aridagawa Town
Supply period: Throughout the year

- Family Phasianidae
- Brand Kishu ume-dori
- Varieties Chunky, etc.



Healthy eggs come from healthy hens. Please enjoy the prefecture's safe, reliable, and delicious eggs.



Kishu Ume-tamago (Plum Eggs) Major producing areas: Aridagawa Town
Supply period: Throughout the year

The hens in Wakayama that are fed on Ume-plum vinegar lay many more eggs. In addition, they become even healthier, leading to an increase in feed efficiency. The white of an egg from such hens is springy and elastic. The egg is also rich in many nutrients, such as folic acid, pantothenic acid, and vitamin A.

- Family Phasianidae
- Brand Kishu Ume-tamago
- Varieties Julia, etc.

Seafood

WAKAYAMA

The Kuroshio current and limpid stream... Seafood from the fertile seas and rivers



Bonito Main fishery cooperatives: fishery cooperatives in the region from the Karekinada open sea to the Kumanonada open sea and others
Main fishing seasons: <Nobori-gatsuo> February-May, <Modori-gatsuo> September-November

- Family Fish (ocean)/ Scombridae
- Brands Susamikenken katsuo, Shorasan katsuo
- Dish Serve as sashimi (raw fish), tataki (seared fish), etc.

Fresh bonito caught by the Kenken fishing method tastes even better when served raw rather than seared.

Bonitos migrating along the Kuroshio Current to the Kinan open sea in spring are called nobori-gatsuo, and bonitos migrating to the south in autumn are called modori-gatsuo. Although bonitos are generally caught by pole-and-line fishing, Wakayama's bonitos called Susamikenken katsuo and Shorasan katsuo are caught by a trolling method known as Kenken fishing; they are paralyzed and bled while still alive immediately after being caught, and then stored in ice at the appropriate temperature. As the fish are quickly transferred to market after being bled, the flesh is exceptionally fresh and springy despite its high fat content and has a very rich flavor.



Beltfish Main fishery cooperatives: Aridaminoshima, Kishuhidaka and others
Main fishing seasons: all year

The coastal fishery has been very successful in the Kii Channel due to its abundant aquatic resources, and a large number of beltfish are caught in this area. Beltfish grown in the Kii Channel has white, firm flesh with a light flavor despite its high fat content. These features make this fish perfect for Chinese and French dishes as well as Japanese dishes for which it is generally boiled, fried, grilled, steamed or eaten as sashimi. Beltfish are used locally as ingredients for fried kamaboko (steamed fish paste), small hot pot dishes for set meals or mirin-boshi (fish dried after marinated in mirin.)

- Family Fish (ocean)/ Trichiuridae
- Brand Kinotachi
- Dish Serve as sashimi, fried kamaboko or mirin-boshi, or boil, broil with salt, etc.

It's fatty but light in flavor. Perfect for Japanese, Chinese and various other kinds of dishes



Tuna from Nachikatsuura, boasting one of the largest catches of tuna in Japan, has an exquisite flavor nurtured by the Kuroshio Current.



Tuna Main fishery cooperatives: <Natural> Katsuura and others <Farming> Wakayamahigashi, Katsuura
Main fishing seasons: November-April

The Katsuura fishing port in Nachikatsuura-cho, Wakayama, boasts one of the largest catches of tuna in Japan. As the freshness of tuna can more easily be preserved if the port is located near the fishing spot, the Katsuura fishing port has been developed as a base for fishing tuna that come near the Kii Peninsula chasing bonito, squid and horse mackerel swimming along the Kuroshio Current. The red tuna meat is very soft and rich in inosinic acid, alanine and taurine. Tuna caught in Wakayama include Pacific bluefin tuna, big eye tuna, yellowfin tuna and albacore tuna. Pacific bluefin tuna is also cultivated in Kushimoto-cho, a town on the southernmost part of the main island of Japan.

- Family Fish (ocean)/ Scombridae
- Brands Tuna of Kishukatsuura (natural), Kishuume-honmaguro (cultivated)
- Dish Serve as sashimi, donburi (rice bowl dishes), kabutoyaki (broiled fish heads), etc.



Pike conger Main fishery cooperatives: Aridaminoshima, Saigasaki, Kainan City, Kishuhidaka and others Main fishing seasons: April-December

The king of summer seafood makes a perfect ingredient for yubiki, teriyaki and hot pot dishes.

Pike conger caught in the Kii Channel is a first-class ingredient used in old-established restaurants in Kyoto. Removing the small bones from the pike conger flesh without cutting the flesh from the skin requires a professional technique. Having a light flavor and being rich in vitamins, pike conger is often eaten to relieve summer heat fatigue. Ochihamo, pike conger caught in autumn, is fatty and tastes very nice when used in hot pot dishes including sukiyaki.

- Family Fish (ocean)/ Muraenesocidae
- Dish Serve as yubiki (parboiled fish), teriyaki (fish broiled with soy sauce), hot pot dishes, sukiyaki, tempura, etc.



Red sea bream Main fishery cooperatives: <Natural> Aridaminoshima, Kada and others <Farming> Wakayamahigashi, Katata and others Main fishing seasons: November-April

Red sea bream from Kada with tasty and firm flesh
Sakuradai caught in March and April is especially popular.

From among all the sea bream caught in Wakayama City and Arida City, which are famous production districts for sea bream in Japan, sea bream from Kada in Wakayama City, reared in the strong current of the Kitan Strait is especially popular as a first-class seafood with firm flesh. While Sakuradai, sea bream caught in spring before spawning, is very popular, fatty red sea bream caught in winter is also delicious. Red sea bream have been successfully farmed in the fishing grounds located in the southernmost part of the main island of Japan due to its temperate climate and smooth water flow. Some red sea bream is reared using special methods, and these include Kishuume-madai, red sea bream fed with Ume-plum extract, which has been reported to be of higher quality and more disease-resistant in the research conducted by Wakayama Prefectural Fisheries Experiment Station, and Oseto-no-madai, red sea bream certified as a Cultivated Fish with Production Information to JAS standards.

- Family Fish (ocean)/ Sparidae
- Brands Red sea bream from Kada (natural) Kishuume-madai, Oseto-no-madai (cultivated)
- Dish Serve as sashimi, shabu-shabu (thinly sliced fish boiled in water), tai-meshi (rice cooked with sea bream), tai-chazuke (cooked rice with sliced sea bream and tea poured on it), etc.



Fatty and exquisite whitefish
This “legendary high-class fish”
is especially delicious.



Kue (longtooth grouper)

Main fishery cooperatives: <Natural> Wakayamahigashi, Kishuhidaka, Wakayamaminami, Hiizaki and others
<Farming> Wakayamahigashi, Wakayamaminami and others Main fishing seasons: August-January

Kue inhabits sunken rocks in the Kichu and Kinan regions. Kue has been known locally as the king of fish from old times when people would say “Once you eat kue, you won’t want to eat other fish anymore.” After becoming famous as an ingredient for local dishes served in hotels and inns in Hidaka-cho in the mid-1960s to mid-1970s, kue became one of the biggest tourist attractions in the region. Also due to the active farming of kue in recent years, it can be eaten throughout the year in and around Shirahama-cho. Despite its elegant and light flavor characteristic of whitefish, this fish also contains a large amount of fat and gelatin, and is considered especially delicious from autumn to winter.



- Family Fish (ocean)/ Serranidae
- Brands Kishuume-kue, Oseto-no-honkue (cultivated)
- Dish Serve as sashimi, hot pot dishes, deep-fried fish, etc.



Especially delicious when
served raw, broiled with
salt or even as a western
style dish

Chicken grunt inhabit the shores of the Kichu and Kinan regions. The best season for eating chicken grunt is generally considered to be from winter to early summer as fatty chicken grunt in winter is exquisite. Raw chicken grunt in early summer is often considered to be as delicious as red sea bream sashimi. Young chicken grunts are called uribo (wild boar piglets) due to their striped bodies, although the stripes disappear as they grow. In Wakayama Prefecture where management of fishery resources has been actively promoted, chicken grunt is mostly caught by pole-and-line fishing. It is also suitable for meunière and other western dishes.

- Family Fish (ocean)/ Haemulidae
- Dish Serve as sashimi or meunière, or boil with soy sauce and sugar.

Chicken grunt

Main fishery cooperatives: Kishuhidaka, Wakayamaminami, Wakayamahigashi and others
Main fishing seasons: January-June

Ayu, a fish essential to Japanese cuisine. Taste the intrinsic taste of this aromatic fish nurtured by clean water.



Ayu Main fishery cooperatives: <Natural> Kinokawa River, Aridagawa River, Hidakagawa River, Tondagawa River, Hikigawa River, Kozagawa River, Kumanogawa River and others <Farming> Wakayama Prefectural Ayu Cultivation Association and others Main fishing seasons: June-October (varies according to the production district)

Wakayama Prefecture is one of the large producers of cultivated ayu. Wakayama's ayu is raised in the underground water from the Kii Mountains. Natural ayu nurtured by the fertile clean water of the rivers in Wakayama, including the Kinokawa and Kumanogawa Rivers, is famous for being aromatic and delicious. Fishermen catch ayu in the Aridagawa River using the Kachi fishing method, a type of traditional cormorant fishing designated an Intangible Folk Cultural Property by Wakayama Prefecture, and in the Kinokawa River, using the Akaneyaryu-kotaka-ami net throwing method which appears in the popular comic "Tsurikichi Sanpei." Various ayu dishes have taken root in Wakayama's food culture; they are usually simply broiled with salt although in the Kihoku region, sweetened boiled ayu is used as an ingredient for sushi and in the Kinan region, for narezushi (fermented sushi).



Family Fish (river)/ Plecoglossidae
Dish Serve as sushi or dried ayu, or broil with salt, boil with soy sauce and sugar, etc.



Horse mackerel Main fishery cooperatives: Hizaki, Kishuhidaka, Wakayamaminami, Yura-cho, Wakayamahigashi and others Main fishing seasons: <Japanese horse mackerel> February-September <Maruaji> October-May

**Suitable for a variety of dishes
This blueback is essential for local dishes.**

Summer is generally considered to be the best season for eating Japanese horse mackerel while for maruaji, autumn and winter are considered the best; nevertheless both types of fish are equally delicious. Mackerel, including chub mackerel and blue mackerel, grown in the Kii Channel become very fatty and extremely delicious from autumn to winter. Specially selected Japanese horse mackerel with 600 g or more of fat is called Kisaba, and it is mostly caught using roundhaul nets. The mackerel and horse mackerel caught by pole-and-line fishing in Yura-cho and Yuasa-cho are famous for being of high quality. Horse mackerel is generally grilled, fried or served as sashimi or tataki. Mackerel is generally pickled in salt and vinegar, grilled, boiled with soy sauce and sugar or fried, while locally it is used for sashimi, sushi, tea gruel or takikomi (rice boiled with fish and vegetables).



Mackerel Main fishery cooperatives: Kishuhidaka, Hizaki, Wakayamaminami, Wakayamahigashi and others Main fishing seasons: <Chub mackerel and blue mackerel> September-November

[Horse mackerel]
Family Fish/ Carangidae
Dish Grill, fry or serve as sashimi, tataki, etc.

[Mackerel]
Family Fish/ Scombridae
Brand Kisaba
Dish Pickle in salt and vinegar, grill, boil, fry, use for sushi, etc.

Local fishermen are proud of their Japanese spiny lobsters with springy and exceptionally sweet meat.



Japanese spiny lobster Main fishery cooperatives: fishery cooperative in charge of the areas of Hinomisaki, Karekinada open sea and Kumanonada open sea and others Main fishing seasons: November-March

Wakayama Prefecture boasts the third largest catch of Japanese spiny lobster in Japan. Japanese spiny lobster from Susami-cho, Wakayama, is highly esteemed by chefs and was served to Queen Elizabeth and Mr. Gerald Ford, the then President of the United States, when they visited Kyoto. Lobsters caught in the rocky coasts in and around the Kinan region have a firm, springy meat with a very rich flavor. It will surprise you with its sweetness when served as sashimi, and by its rich and deep flavor when grilled.



- Family Crustacea/ Palinuridae
- Dish Grill, serve as sashimi, hot pot dishes, Chinese cuisine, etc.



Popular among chefs for being more delicious than kuruma prawns. Abundant ashika prawns are caught in Wakayama.

Ashiaka prawns (kuma prawns) Main fishery cooperatives: Saigasaki, Kainan City, Aridaminoshima, Yuasa Bay and others Main fishing seasons: November-February

Wakayama Prefecture boasts one of the largest catches of ashika prawns in Japan. This prawn, although its official name is "kuma prawn," is locally called ashika (red-legged) prawn and caught abundantly in Wakayama City and Kainan City. Ashika prawns, with their springy and sweet meat, taste very nice when served as sashimi, tempura or simply broiled with salt. They are reputed by chefs to be more delicious than kuruma prawns, and local fishermen even say "once you eat this, you won't want to eat other prawns anymore."

- Family Crustacea/ Penaeidae
- Dish Serve as sashimi, hot pot dishes or broil with salt, fry, etc.

A new specialty of the Kinan region
Mineral-rich seaweed



Hirome Main fishery cooperatives: Wakayamaminami, Wakayamahigashi and others Main fishing seasons: February-April

From among the various kinds of seaweed gathered from the sea of Wakayama, hirome, a specialty of the Kinan region which signals the coming of spring, is drawing a great deal of attention. Hirome, an allied species of wakame seaweed, only grows in a very limited range of sea areas affected by a warm current, and so it is very rare and hence valuable. This fan-shaped seaweed can be used for wrapping sushi or decorating other foods. Despite being thick and soft, it has a crisp texture, and tastes nice when boiled. Although most hirome is natural, it has also been cultivated in recent years.

- Family Seaweed/ Laminariaceae
- Brand Kishu hirome
- Dish Serve as hot pot dishes, sushi, soup, vinegared dishes, etc.



The tradition and techniques preserved and developed for 800 years in the birthplace of soy sauce

Processed foods
WAKAYAMA

Essence passed down from olden times and newly developed techniques

Soy sauce

Wakayama Prefecture is believed to be the birthplace of soy sauce. Tamari, a liquid byproduct made during the fermentation of Kinzanji-miso, started to be used as a seasoning in Wakayama, and later developed into Tamari soy sauce, the origin of today's Japanese soy sauce. In Yuasa-cho, traditional methods of soy-sauce brewing have been passed down from olden times.



Kishu Kinzanji-Miso

The root of soy sauce was the "edible miso" brought back by a priest.

During the Kamakura period, Kakushin, a priest from Kokokuji-Temple (current name) in Wakayama, passed the manufacturing method of "fermented malted miso" using four types of ingredients; cucumber, eggplant, ginger, and shiso leaves. In August 2017, it was registered in the Geographical Indication (GI) protection system.



Pickled Japanese radish

Elegant and modestly sweet

The sandy soil area around Wakayama City, the production district for Japanese radish, is also where its specialty, pickled Japanese radish, is produced. Kinokawa-zuke and Kuki-zuke are pickled radish made from Wakayama radish with its characteristically white, juicy and soft flesh.

Brand Kinokawa-zuke



Vinegar

The traditional flavor essential to the sushi culture of Wakayama
A variety of fruit vinegars made from persimmon, citrus fruits, etc.

Various types of vinegar, including grain vinegar and fruit vinegar, are produced using carefully selected ingredients. As shown in the fact that there are a great number of local sushi dishes always served at local festivals in Wakayama, vinegar is considered a valuable ingredient essential to Wakayama's food culture.



Whitebait

The whitebait processing business in Wakayama has a long history which dates back to the early 1600s as one of the long-established whitebait processors was founded around when the Tokugawa Shogunate began. Whitebait are young fish which can also be eaten raw. Whitebait reared in the sea of Wakayama, rich in minerals, is processed near the shore immediately after being caught. Whitebait boiled in a large pot is called kamaage-shirasu while sun-dried whitebait is called chirimen-jako. Kamaage-shirasu is usually eaten with soy sauce and grated Japanese radish or served over rice.

You will never get tired of this specialty from the Kii Channel.



Dried fish



Sun-dried fish from the Kii Channel and the Kumanonada open sea

Types of dried fish produced in Wakayama Prefecture include "hiraki (cut open and dried)" horse mackerel, sardines and barracuda, "maru-boshi (whole dried)" sardines and Pacific saury, "sakura-boshi (cut open and marinated in mirin)" young horse mackerel and Pacific saury, "hai-boshi (dried using volcanic ash in order to prevent oxidization and bring out its savory taste)" Pacific saury and dried flying fish produced in the Kinan region.



Narezushi

**The origin of sushi.
Its distinctive flavor is hard to resist.**

Narezushi is a local dish consisting of rice with mackerel or Pacific saury on it, which is fermented for a long period of time. In the Arida and Hidaka regions, narezushi is a special dish served at autumn festivals. Narezushi is believed to be the origin of sushi and has a unique yet attractive flavor.



Meharizushi

**Local sushi popular outside Wakayama
has a bold yet delicate flavor.**

Meharizushi is a local sushi dish consisting of a rice ball wrapped in a salted takana leaf. It was originally eaten by men working in the mountains of the Kumano region, and started being called meharizushi (eyes-wide-open sushi) as it was so large that people unwittingly opened their eyes wide as well as their mouths when they ate it.



Kamaboko

**The blessing of the sea and the skills of professionals.
Fresh and delicious steamed fish paste.**

This delicious kamaboko is made from fresh fish caught in the Kii Channel where the seawater of the fertile Seto Inland Sea and the warm Kuroshio Current collide. There is a variety of kamaboko including the traditional and elegant "nanban-yaki," the salty-sweet "gobo-maki" consisting of burdock roots wrapped in the skin of pike conger, lizardfish or tuna, and "honeku," minced beltfish tempura.



Moray eel (deep-fried and simmered in broth)

**Delicious and healthy contrary
to its appearance**

In the Kinan region, moray eel is an essential ingredient of special dishes for celebrations, festivals and New Year's holidays and has been valued as a nutritious food from olden times. Moray eel is rich in iron and calcium, and reported to have anti-aging effects. Moray eel is also used as ingredients for tsukudani (seafood simmered in soy sauce and mirin) and fish ball soup. Tsukudani made from dried moray eel that has been deep-fried and simmered is really delicious.

A traditional health food passed down from olden times in the town of ume trees



Wakayama's Japan's largest producer of Ume-plums.

Umeboshi (pickled Ume-plums)

Wakayama's umeboshi is made from fruits of Nankoubai, an ume variety grown in Wakayama Prefecture, the largest producer of Ume-plums in Japan. It has thick and soft flesh and a thin skin. Ume-plums, being at the peak of their harvest in the rainy season, are harvested from May to July, and after being slowly sun-dried in August, are finally turned into Kishu's delicious umeboshi. Umeboshi, due to their high citric acid content, are reported to be effective in the treatment of fatigue and the prevention of food poisoning, and are becoming popular as a health food.



Note: Kishu's umeboshi continues evolving.

Wakayama provides not only the traditional shiro-umeboshi but also newly developed and unique umeboshi. Refreshing and sweet honey-flavored umeboshi and umeboshi combined with kombu seaweed or cherry tomatoes are especially popular.



Kishu binchotan Major production areas: Hidakagawa-cho, Tanabe City, Minabe-cho, Shirahama-cho, Kushimoto-cho and others

Various unique products have been produced from this black charcoal.



Wakayama Prefecture is the birthplace of binchotan (a traditional charcoal). Binchotan is not only used as a fuel, but also finely milled and kneaded to produce unique products including charcoal cream puffs, charcoal ice cream, charcoal Swiss roll and charcoal ramen noodles.



Fans of this traditional and simple noodle soup dish are increasing nationwide.

This ramen was originally served at a street stall located by the tramcars tracks that used to run through Wakayama City from before the Second World War to the mid-1970s. Wakayama ramen has been loved by local residents under the name of "Chuka-soba (Chinese noodles)." The soy-sauce flavored soup made from pork-bone broth and pork-back fat has a deep flavor and rich aroma. The thin noodles are mainly made from wheat flour and egg white. Sliced roasted pork, kamaboko and menma are often used as toppings. In Wakayama, it is often eaten with mackerel sushi or boiled eggs.

Wakayama Ramen



Sesame tofu

A rich flavor of sesame spreads throughout the mouth. Gourmets prefer eating this tofu with soy sauce flavored with grated wasabi.

One of the most typical vegetarian dishes originated in Mount Koya, which has a nearly 1,200-year history since the monk Kukai first settled there. This smooth, springy and aromatic tofu is made from finely milled sesame seeds kneaded into kudzu starch and clean water from Mount Koya.



Anpo-kaki (Half-dried Persimmon)

Relish the persimmon's natural sweetness. Its elegant flavor resembles a Japanese confectionery.

Anpo-kaki is made by fumigating Hiratanenashigaki persimmons produced in Wakayama Prefecture, the largest producer of this persimmon variety in Japan. Its surface is as crunchy as a dried persimmon while its flesh inside is half raw like jelly. This soft specialty with its natural sweetness is rich in dietary fiber and popular as a snack or gift.



Umeshu (Ume-plum liqueur)

Traditional and new flavors presented by ume experts

The Ume-plum liqueur made from Ume-plums produced in Wakayama Prefecture, the largest producer of Ume-plums, is mellow and suitable as an aperitif. There have been various types of newly developed Ume-plum liqueurs including aromatic ume spirits made from distilled Ume-plum liqueur and sake-based and brandy-based Ume-plum liqueur. In Minabe-cho, a production center of Ume-plums designated as a Special District for Ume-plum Liqueur, producers have been engaged in developing new types of Ume-plum liqueur.



Note:

The true ume plum liqueur is retro yet modern.

Japan Spirits and Liqueurs Makers Association established voluntary standards to enact a certification for "True Plum Liqueur" on alcohol beverages that strictly use the ingredients - ume plum, sugar and alcohol. "True Plum Liqueur" tends to contain a large amount of antioxidants such as polyphenol and potassium that suppresses the rise in blood pressure, and is widely attracting attention as a result.



Sake

Kishu sake produced from its history, culture and bountiful nature

Kishu sake is made from rice suitable for sake brewing carefully selected by brewers, using traditional techniques. A number of types of sake produced in Wakayama have received gold quality awards from Monde Selection, and gained international attention.



Fruit juice beverages

Juice directly squeezed from in-season fruits from the fruit kingdom, Wakayama

Wakayama provides beverages made from fresh fruit and various other kinds of products made from in-season fruits including mandarin orange. We carefully select the ingredients and juice extracting method to bring out the deep and refreshing flavor of the fruit.



Japanese confectionery

Confectionery from Kishu passed down since the Edo period

In Wakayama Prefecture, traditional confectionery has been passed down since the Edo period, when Wakayama flourished as the Kishu Domain with an income of 550,000 koku. Typical traditional confectionery from Wakayama includes "Usukawa manju," "Dojoji-yukari-tsurigane manju," "Ume manju," "Wakaura rice crackers," "Shrimp-flavored rice crackers" and "Yokan."



Confectionery

The elegant flavor of Wakayama will satisfy your heart as well as your appetite.

With the advantage of being able to use high-quality ingredients such as safe eggs and fresh fruit, Wakayama provides a variety of confectionery including cake decorated with in-season fruits and special desserts made from Ume-plums.



Jam

Flavors of fresh fruits

Wakayama produces jam and marmalade made by slowly boiling fully ripened fruits down to a proper consistency. The jam contains a generous amount of fruit flesh and matches very well with ice cream and yogurt. All ingredients are produced locally.



Mandarin orange honey

A refreshing, sour-sweet flavor unique to honey produced on mandarin orange farms

While the Arida region in Wakayama Prefecture is famous for its mandarin orange cultivation, it has also been a production district for honey from olden times. The honey collected from mandarin orange farms has a modest aroma and sour-sweet flavor that spreads through the mouth.

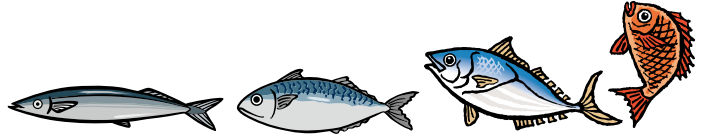
Wakayama Seasonal Product Calendar

Farm Products



| Item | Cultivated Indoors/ Outdoors | January | February | March | April | May | June | July | August | September | October | November | December | | |
|--|--------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---|--|
| | | Early Mid Late | Early Mid Late | Early Mid Late | Early Mid Late | Early Mid Late | Early Mid Late | Early Mid Late | Early Mid Late | Early Mid Late | Early Mid Late | Early Mid Late | Early Mid Late | | |
| Unshu (mandarin orange) | Outdoors | █ | | | | | | | | | █ | | | | |
| Unshu (mandarin orange) grown in greenhouses | Indoors | | | | | █ | | | | | | | | | |
| Hassaku | Outdoors | █ | | | | | | | | | | | | █ | |
| Iyokan | Outdoors | █ | | | | | | | | | | | | █ | |
| Kiyomi | Outdoors | | █ | | | | | | | | | | | | |
| Navel orange | Outdoors | █ | | | | | | | | | | | █ | █ | |
| Natsumikan | Outdoors | | █ | | | | | | | | | | | | |
| Dekopon (Shinanui) | Outdoors | █ | | | | | | | | | | | | | |
| Tangerine | Outdoors | █ | | | | | | | | | | | | | |
| Sanbokan | Outdoors | | █ | | | | | | | | | | | | |
| Seminole | Outdoors | | | █ | | | | | | | | | | | |
| Yuzu | Outdoors | █ | | | | | | | | | | █ | | | |
| Jabara | Outdoors | █ | | | | | | | | | | █ | | | |
| Kumquat | Outdoors | █ | | | | | | | | | | | | | |
| Ume-plum | Outdoors | | | | | █ | | | | | | | | | |
| Persimmon | Outdoors | | | | | | | | █ | | | | | | |
| Peach | Outdoors | | | | | █ | | | | | | | | | |
| Japanese plum | Outdoors | | | | | █ | | | | | | | | | |
| Grapes | Protecting against rain/ outdoors | | | | | | | █ | | | | | | | |
| Fig | Outdoors / indoors | | | | | █ | | | | | | | | | |
| Loquat fruit | Outdoors | | | | | █ | | | | | | | | | |
| Kiwi fruit | Outdoors | █ | | | | | | | | | | █ | | | |
| Usuiendo pea | Indoors Outdoors | █ | | | █ | | | | | | | █ | | | |
| Kinusayaendo pea | Indoors Outdoors | █ | | | █ | | | | | | | █ | | | |
| Tomato | Indoors | █ | | | | | | | | | | | | | |
| Cherry tomato | Indoors Outdoors | █ | | | | | | █ | | | | | | █ | |
| Cucumber | Indoors Outdoors | █ | | | | | | █ | | | | | | █ | |
| Eggplant | Indoors Outdoors | █ | | | | | | █ | | | | | | █ | |
| Sweet pepper | Indoors | █ | | | | | | | | | | █ | | | |
| Shishito pepper | Indoors Outdoors | █ | | | | | | █ | | | | | | █ | |
| Strawberry | Indoors | █ | | | | | | | | | | | █ | | |
| Small watermelon | Outdoors | | | | | █ | | | | | | | | | |
| Cabbage | Outdoors | █ | | | | | | | | | | █ | | | |
| Chinese cabbage | Outdoors | █ | | | | | | | | | | █ | | | |
| Broccoli | Outdoors | █ | | | | | | | | | | █ | | | |
| Lettuce | Outdoors | █ | | | | | | | | | | █ | | | |
| Japanese radish | Outdoors | █ | | | | | | | | | | █ | | | |
| Onion | Outdoors | | | | █ | | | | | | | | | | |
| Ginger | Indoors Outdoors | | | | | █ | | | | █ | | | | | |
| Japanese pepper | Outdoors | | | | | █ | | | | | | | | | |

Marine products



| | Item | January | February | March | April | May | June | July | August | September | October | November | December | | |
|-------------------------------|--|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|---|--|
| Sardines | Whitebait | | | ■ | | | | | | | ■ | | | | |
| | Japanese sardines | | | ■ | | | | | | | | | | | |
| | Japanese anchovies | | | ■ | | | | | | | | | | | |
| | Round herring | | | | | | ■ | | | | | | | | |
| | Silver-stripe round herring | ■ | | | | | | | | | | | ■ | | |
| Horse mackerel | Japanese horse mackerel | | ■ | | | | | | | | | | | | |
| | Maruaji | ■ | | | | | | | | | | ■ | | | |
| | Northern mackerel scad | ■ | | | | | | | | | ■ | | | | |
| | Yellowtail | ■ | | | | | | | | | | | | ■ | |
| Mackerel | Chub Mackerel/ blue mackerel | | | | | | | | | ■ | | | | | |
| | Skipjack tuna | | ■ | | | | | | | | ■ | | | | |
| | Frigate tuna | | | | | | ■ | | | | | | | | |
| | Tuna | ■ | | | | | | | | | | | ■ | | |
| Other fish | Red sea bream | ■ | | | | | | | | | | | ■ | | |
| | Chicken grunt | ■ | | | | | | | | | | | | | |
| | Beltfish | ■ | | | | | | | | | | | | | |
| | Mahi-mahi | | | | | ■ | | | | | | | | | |
| | Yorori (Promethichthys Prometheus) | | | | | | | | | ■ | | | | | |
| | Flying fish | | | | ■ | | | | | ■ | | | | | |
| | Pacific saury | ■ | | | | | | | | | | | | ■ | |
| | Japanese halfbeak | ■ | | | | | | | | | | | | ■ | |
| | White croaker | ■ | | | | | | | | | | | | | |
| | Red tongue sole | ■ | | | | | | | | | | | ■ | | |
| | Flounder | ■ | | | | | | | | | | | ■ | | |
| | Barracuda | | | | | | | | ■ | | | | | | |
| | Japanese butterfish | | | | | | | | | ■ | | | | | |
| | Butterfish | ■ | | | | | | | | | | | | ■ | |
| | Japanese whiting | | | | | | ■ | | | | | | | | |
| | Daggertooth pike conger | | | ■ | | | | | | | | | | | |
| | Whitespotted conger | ■ | | | | | | | | | | | | | |
| | Moray eel | ■ | | | | | | | | | | | | ■ | |
| | Longtooth grouper | ■ | | | | | | | | ■ | | | | | |
| Ayu | | | | | | ■ | | | | | | | | | |
| Cuttlefish/ squid | Japanese flying squid, Kensaki-ika | | | | | | ■ | | | | | | | | |
| | Spear squid | | | | | | | | | ■ | | | | | |
| | Bigfin reef squid | ■ | | | | | | | | | ■ | | | | |
| | Cuttlefish | ■ | | | | | | | | | | ■ | | | |
| Prawn/ shrimp/ lobster | Japanese spiny lobster | ■ | | | | | | | | | | | ■ | | |
| | Ashiaka prawn | ■ | | | | | | | | | | ■ | | | |
| | Shirasa prawn | | | | ■ | | | | | | | | | | |
| | Small prawn (saru prawn, kishi prawn, aka prawn) | | | | | | ■ | | | | | | | | |
| Shellfish | Abalone | | | | | ■ | | | | | | | | | |
| | Horned turban | | | | | | ■ | | | | | | | | |
| Seaweed | Hirome | | ■ | | | | | | | | | | | | |
| | Wakame | | ■ | | | | | | | | | | | | |
| | Hijiki | | | ■ | | | | | | | | | | | |
| | Tengusa | | | | ■ | | | | | | | | | | |

Wakayama's National Market Share on Farm and Marine Products

The fruit and fish you eat... did you know many of them are from Wakayama?
The following charts show Wakayama prefecture's market share of farm and marine products.

Farm Produce Share

With Wakayama's temperate climate and fertile soil, it has been ranked high on the national charts.

| 2016 Product | Market Share (%) | Output | | 1st | 2nd | 3rd | 4th | 5th |
|-----------------|------------------|-------------------------|-------------------------|-----------|-----------|----------|-----------|----------|
| | | Wakayama (per 100M yen) | National (per 100M yen) | | | | | |
| Tangerine | 17.5 | 308 | 1,761 | Wakayama | Ehime | Shizuoka | Kumamoto | Saga |
| Ume Plum | 57.4 | 124 | 216 | Wakayama | Gunma | Fukuoka | Yamanashi | Kanagawa |
| Persimmon | 20.1 | 92 | 458 | Wakayama | Nara | Fukuoka | Gifu | Aichi |
| Kinu Snap Peas | 10.7 | 26 | 243 | Kagoshima | Wakayama | Aichi | Kumamoto | Hokkaido |
| Sumomo Plum | 12.9 | 11 | 85 | Yamanashi | Wakayama | Nagano | Yamagata | Fukuoka |
| Fig | 14.3 | 10 | 70 | Aichi | Wakayama | Fukuoka | Hyogo | Shizuoka |
| Peach | 9.5 | 52 | 547 | Yamanashi | Fukushima | Wakayama | Okayama | Nagano |
| Kiwi Fruit | 12.7 | 15 | 118 | Ehime | Fukuoka | Wakayama | Kanagawa | Shizuoka |
| Shishito Pepper | 4.3 | 3 | 70 | Kochi | Chiba | Wakayama | Tokushima | Miyazaki |

*Products with an output of more than 5 billion yen nationwide are listed with each prefecture ranked from 1st to 5th place. (Statistics of Agricultural Production Income 2016.)

**"Peas" include Usui peas, Kinusaya peas, and Holland Peas.

Market share of fishing volume by fish type

Characteristic of the sea of Wakayama has many long rias on the coast from north to south. Centering on coastal and offshore fisheries, a wide variety of fisheries are operating in various places.

| 2016 Classification | Market Share (%) | Fishing Volume | | 1st | 2nd | 3rd | 4th | 5th |
|------------------------------|------------------|----------------|----------------|----------|-----------|-----------|----------|-----------|
| | | Wakayama (t) | Nationwide (t) | | | | | |
| Hairtail | 13.8 | 990 | 7,188 | Ehime | Wakayama | Hiroshima | Oita | Tokushima |
| Japanese Spiny Lobster | 13.1 | 147 | 1,119 | Mie | Chiba | Wakayama | Shizuoka | Tokushima |
| Amberstripe Scad | 11.9 | 3,239 | 27,105 | Miyazaki | Kagoshima | Wakayama | Nagasaki | Oita |
| Inland Farm-Raised Sweetfish | 20.0 | 1,039 | 5,183 | Aichi | Wakayama | Gifu | Shiga | Tochigi |

▼ Introducing Wakayama Specialties



「Wakayama Specialties Online Catalogue」

What is the Wakayama Specialties Online Catalogue?

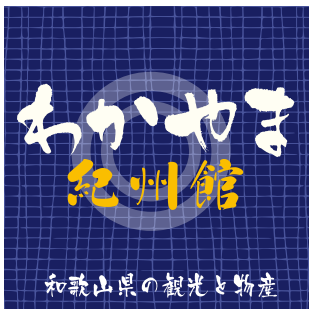
The Wakayama Specialties Online Catalogue is a website that introduces Wakayama specialty food products, presenting information about the products, their growers and manufacturers. It currently has information about 2,263 products from 420 businesses (as of March 2018). Please take a look!

- Plenty of handy functions for buyers!
- Search by producer, region, or season
- New, multilingual pages (English, Chinese)
- Can be viewed on a smartphone
- Packed with functional information, recipes, and more!



Website Available at this URL
<http://www.pref.wakayama.lg.jp/prefg/071700/database/dbtop.html>

▼ Buy Wakayama products in Tokyo!



Wakayama Specialty Shop in Tokyo 「Wakayama Kishukan」

You can buy delicious local foods at Wakayama Kishukan in the first basement of the Tokyo Traffic Hall located in front of Yurakucho Station. The shop provides 50 types of umeboshi, a typical Wakayama local food, and seasonal products such as mandarin orange and kamaage-shirasu. A tourist information office where travel brochures and tourism consulting services are provided is located next to the shop.



Travel brochures for various regions of Wakayama are always available.



- Address : B1 Tokyo Traffic Hall, 2-10-1, Yuraku-cho, Chiyoda-ku, Tokyo
- Tel : +81-3-3216-8000
- Opening hours : 10:00-19:00 (Sundays and holidays : 10:00-18:00)
- Access : In front of the Kyobashi Entrance and Central Entrance of JR Yurakucho Station facing the Ginza district. Directly connected to Exit D8 of Yurakucho Station, Yurakucho Line, Tokyo Metro

The Catalog of Wakayama Prefecture Products "Japanese Cuisine"
 Planned and published by the Food Distribution Section of the Agricultural, Forestry and Fisheries Department,
 Wakayama Prefecture (published in March, 2010)
 Edited by Wakayama Broadcasting System Co., Ltd.

The "Table of Japanese Cuisine" catalog has been produced using soy-bean-based ink and recycled paper with 70% or more content of used paper.



Delicious and Healthy Wakayama

Promoting "Delicious and Healthy Wakayama"

Wakayama Prefecture produces an abundance of healthy, useful and delicious foods such as mandarin orange and Ume-plums. Wakayama is engaged in promoting Wakayama products and expanding distribution channels under our slogan "Delicious and Healthy Wakayama."
Wakayama has designated the Tanaka siblings, Kazuhito, Rie and Yusuke Tanaka, who competed in the Japanese national team at the 2012 Summer Olympics as Delicious and Healthy Wakayama Products Promotion Supporters because their healthy and energetic characters perfectly represent the qualities of Wakayama products.



We promote healthy,
useful and delicious
products of Wakayama.



Facebook page of "Delicious and Healthy Wakayama" with a QR code and a button that says "Click the Like and Share Buttons !"

Delicious and Healthy Wakayama

Please direct any enquiries on products from Wakayama Prefecture to:
Food Distribution Section, Agricultural, Forestry and Fisheries Department, Wakayama Prefecture
e-mail : e0717001@pref.wakayama.lg.jp
Website of Wakayama Prefecture HP <http://www.pref.wakayama.lg.jp/english/>