



TEA CULTIVATION IN SHIZUOKA PREFECTURE

Shizuoka's warm climate, along with its mountainous terrain and plentitude of farming villages, positions it as the leader in tea cultivation area and crude tea production among Japan's forty-seven prefectures. Tea farms all over the prefecture produce high-quality tea, renowned for both their irresistible aromas and rich taste.



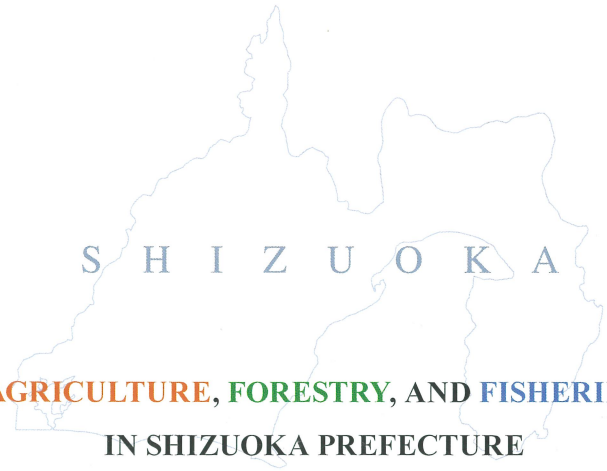
ABUNDANT FORESTS

With no shortage of plant life, Shizuoka is a prime producer of high-quality woods, including from cedar and cypress trees. Cypress production, in particular, is the eighth highest in the country.



WHITEBAIT FISHING IN SURUGA BAY

Many fish markets in Shizuoka Prefecture are strategically located near the fishing grounds for whitebait, or *shirasu*, allowing consumers to enjoy fresh and delicious seafood.



April 2015-March 2016

OVERVIEW OF SHIZUOKA PREFECTURE

●Location

Situated roughly in the center of Japan on the Pacific coast, Shizuoka extends 155 km from east to west and 118 km north to south. With a land area of 7,779 square kilometers, it accounts for 2.1% of the total land area of Japan, making it the thirteenth-largest prefecture.

●Terrain

The northern part of the prefecture is defined by mountains exceeding three thousand meters in height, such as the Southern Alps and the prefecture's crown jewel, Mount Fuji, while the downstream sections of large rivers such as the Abe, Oi, and Tenryu are surrounded by interrupted stretches of plains. In addition to a total coastline of approximately five hundred kilometers, Shizuoka is also home to Lake Hamana, the fourth-largest brackish lake in Japan.

●Climate

With an average annual temperature of fifteen to seventeen degrees Celsius and average precipitation of 1,800 to 2,400 millimeters, the prefecture generally has a warm, humid coastal climate. The winter season has many days of clear, dry weather, and snow is seldom seen in the flatlands.

Shizuoka Climate Data

Geographic Name		Shizuoka	Hamamatsu	Mishima
Average temperature (°C)	2014	16.6	16.5	16.1
	Average year	16.5	16.3	15.9
Annual rainfall (mm)	2014	2,374	1,831	1,665
	Average year	2,325	1,809	1,874
Annual sunlight hours (hours)	2014	2,215	2,324	2,024
	Average year	2,099	2,208	1,953

Source: Shizuoka-ken no kishō jishin gaikyō 2014nenpō (Status of weather and earthquakes in Shizuoka Prefecture for 2014). Shizuoka Meteorological Office.

Shizuoka Prefectural Agriculture Promotion Fund

Shizuoka Prefectural Fishery Promotion Fund

AGRICULTURE IN SHIZUOKA PREFECTURE

OVERVIEW & FEATURES

PERCENTAGE OF FARMLAND

PRODUCTION VALUES FOR MAIN AGRICULTURAL PRODUCTS

AGRICULTURAL PRODUCTS BY NATIONWIDE RANKING FOR PRODUCTION VALUE

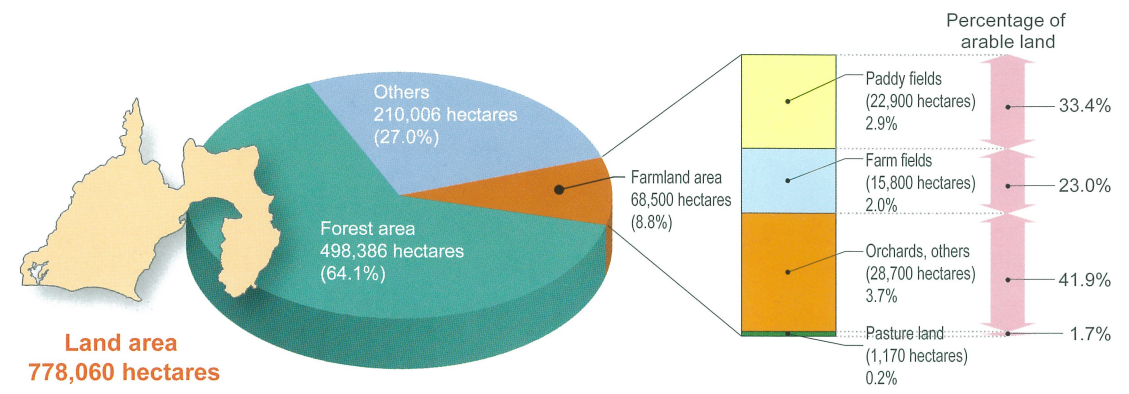


Diverse Agricultural Products Raised in a Rich Natural Climate

Shizuoka's warm climate and diverse ecosystems accounts for its broad range of agricultural products, the most famous of which are tea and tangerines. In 2013, Shizuoka posted a higher production value for tea than any other of Japan's forty-seven prefectures, while it trailed only Ehime and Wakayama Prefectures for tangerines.

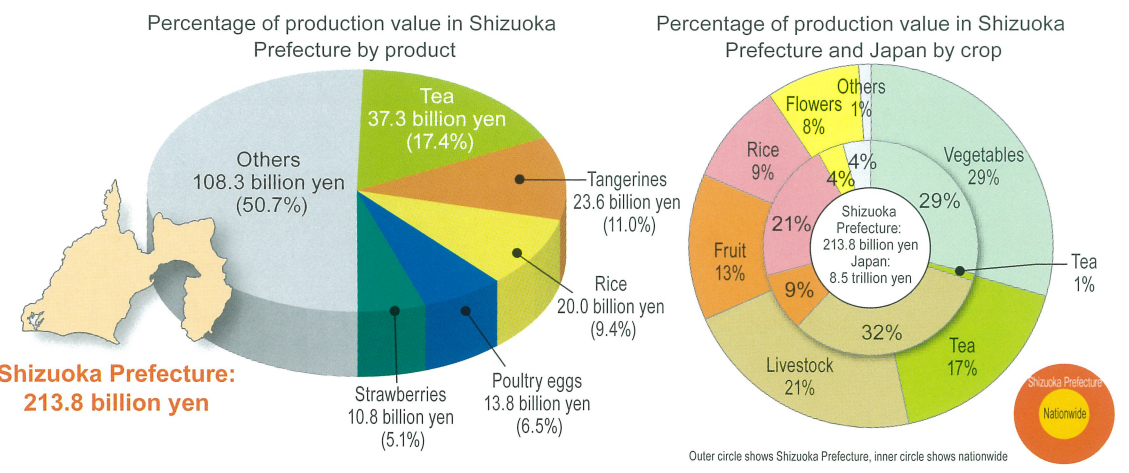
In the areas of floriculture and animal husbandry, too, Shizuoka is a force to be reckoned with. Besides greenhouse-grown melons and strawberries, flowers, such as gerbera daisies and roses, are widely cultivated. Cutting-edge technology and development of new product varieties ensures that Shizuoka can supply consumers all over the country with the highest-quality products. The livestock industry, meanwhile, is heavily involved in breeding special varieties of cows and pigs in order to develop new brands of meat.

Out of a total land area of 778,060 hectares, farmland (including paddy fields, farm fields, orchards, and pastures) accounts for 68,500 hectares, or 8.8% of the total. Of this, 28,700 hectares, or over 40%, is comprised of orchards.



Sources: Heisei 26nen-ban kōchi menseki chōsa (2014 farmland area survey), Ministry of Agriculture, Forestry and Fisheries; Heisei 26nen-ban Shizuoka-ken shirrin ringyō tōkei yoran (2014 statistical overview of forests and the forestry industry in Shizuoka Prefecture), Shizuoka Prefecture. Note: Totals do not match exactly due to rounding

The total market value for Shizuoka's agricultural products in 2013 amounted to 213.8 billion yen, about half of which came from the top five products: tea (both leaves and crude), tangerines, rice, poultry eggs, and strawberries. Compared to the national average, rice and livestock occupied a relatively low percentage of the total, while tea, fruit, and flowers were especially high.



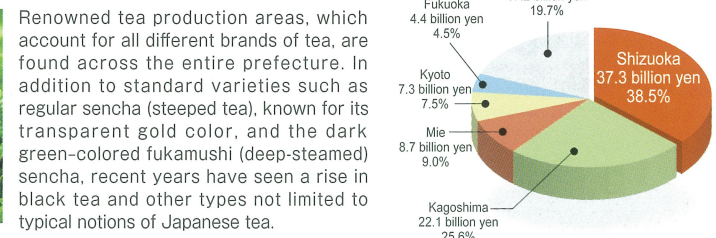
1st Place	2nd Place	3rd Place	4th Place	5th Place	6th Place	7th Place	8th Place	9th Place	10th Place	Total
Tea (leaves and crude), wasabi, gerbera daisies	Bok choy, roses, celery, plant cuttings	Tangerines, strawberries	Melons	Orchids	Chrysanthemums, bulb onions, ginger	Lettuce, potatoes, sweet potatoes	Taro root, green onions	—	—	19 product items

Note: Lists items within tenth place nationwide among thirty highest products of Shizuoka Prefecture; calculations do not include prefectures whose figures are unavailable for reasons of confidentiality. Source: Heisei 25nen seisan nōgyō shotoku tōkei (2013 production agriculture income statistics), Ministry of Agriculture, Forestry and Fisheries.

MAIN AGRICULTURAL PRODUCTS AND DOMESTIC SHARE IN 2013

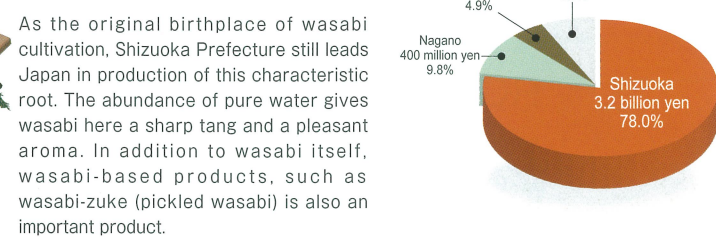
#1 IN JAPAN TEA (leaves and crude)

Production value: 37.3 billion yen
Main production areas: All regions of the prefecture



#1 IN JAPAN WASABI

Production value: 3.2 billion yen
Main production areas: Izu, East, Central



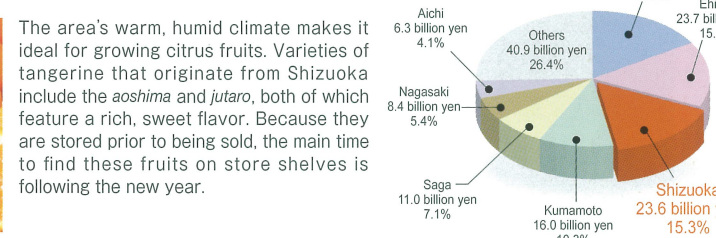
#1 IN JAPAN GERBERA DAISIES

Production value: 1.8 billion yen
Main production areas: Shida-Haibara and West



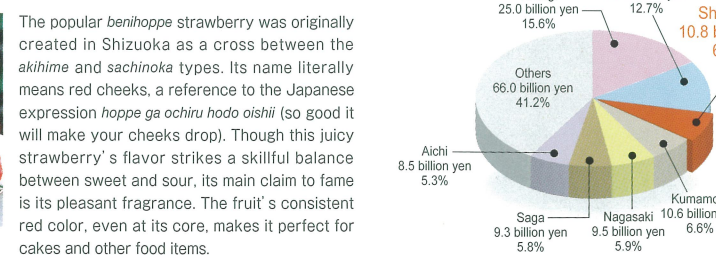
#3 IN JAPAN TANGERINES

Production value: 23.6 billion yen
Main production areas: All regions of the prefecture



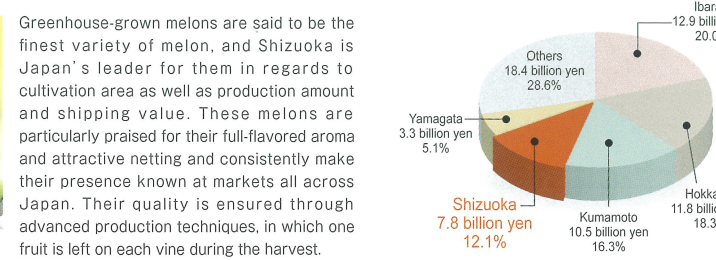
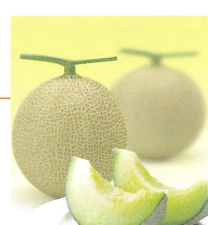
#3 IN JAPAN STRAWBERRIES

Production value: 10.8 billion yen
Main production areas: All regions of the prefecture



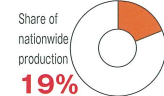
#4 IN JAPAN MELONS

Production value: 7.8 billion yen
Main production areas: Central Enshu and West



MAIN AGRICULTURAL PRODUCTS AND DOMESTIC SHARE IN 2013

#2 IN JAPAN BOK CHOY



Production value: 2.2 billion yen
Main production areas: Central Enshu and West



This leafy green vegetable has a fresh, beautiful appearance, a chewy texture, and a faintly sweet taste.

#2 IN JAPAN CELERY

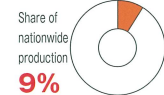


Production value: 1.7 billion yen
Main production areas: West



As Shizuoka's main Western vegetable product, this features a unique aroma, thick rib section, and fresh taste. During winter, Shizuoka ships more celery for sale than anywhere else in Japan.

#2 IN JAPAN ROSES



Production value: 1.6 billion yen
Main production areas: All regions of the prefecture

With more than one hundred varieties, Shizuoka's roses come in all shapes and forms, running the gamut from standalone flowers to rose-based sprays. Some varieties offer a pleasant aroma, and there is no shortage of diversity regarding color and shape.



#6 IN JAPAN CHRYSANTHEMUMS

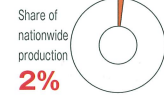


Production value: 2.5 billion yen
Main production areas: West



These are mainly cultivated within the western region of the prefecture. Besides the regular and miniature varieties, spray chrysanthemums, which have many flowers on one branch, are also popular.

#6 IN JAPAN ONIONS



Production value: 1.8 billion yen
Main production areas: West

Onions grown in the western portion of Shizuoka are the first in Japan to be shipped, which takes place in early January. Salad onions, which have a white outer skin and a thick pulpy texture, are characterized by their pleasant appearance and lack of astringent taste.



#7 IN JAPAN LETTUCE

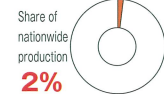


Production value: 3.9 billion yen
Main production areas: Shida-Haibara, Central Enshu



In Shizuoka, winter is the main shipping period for lettuce. Harvesting the plant while it is still young allows it to maintain an impressive level of freshness, which contributes to its subtle sweetness and crisp texture.

#7 IN JAPAN POTATOES



Production value: 1.9 billion yen
Main production areas: West, Shida-Haibara, East

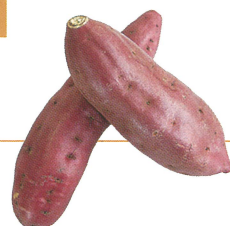


Potatoes are special in that they do not lose their Vitamin C when heated. Shizuoka's main varieties include the *danshaku*, which has an agreeably moist texture, and the *may queen*, which retains its shape when boiled.

#7 IN JAPAN SWEET POTATOES



Production value: 1.4 billion yen
Main production areas: West, Central Enshu, East



A nutritious food rich in Vitamin C, potassium, and fiber, this sweet potato is also sold in large quantities in its dried and other processed forms.

#8 IN JAPAN GREEN ONIONS

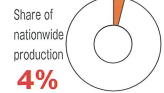


Production value: 4.3 billion yen
Main production areas: Center, Central Enshu, West

Besides leeks, which are a popular ingredient in Japanese hot pot, green onions and green onion sprouts are also common. They are also rich in alliin, which promotes blood circulation.



#8 IN JAPAN TARO



Production value: 1.3 billion yen
Main production area: Central Enshu



Popular for its sticky sensation, taro comes in several varieties. Particularly prized among more opulent audiences are the striped *ebi-imo* and the small, round *Ishikawa kaimo*.

Shizuoka Prefecture Product

FUJINOKUNI

Main production area: West



This brand consists of Shizuoka-raised pork, mainly from the specially-bred Fuji York and Fuji Roc species. The fine texture of the meat keeps it moist and gives it a mellow, smooth taste when chewed.

Shizuoka Prefecture Product

Shizuoka Rice KOSHIHIKARI

Main production areas: All regions of the prefecture



Rice is Shizuoka's number three crop by production value, and this brand accounts for 40% of planting area.

Shizuoka Prefecture Product

Japanese Black Beef SHIZUOKA SODACHI

Main production areas: All regions of the prefecture



The balance of marbled and lean meat is exquisitely beautiful, and the wonderful taste of the pulpy meat and fine flavor has won accolades from many.

COLUMN

SHIZUOKA PREFECTURE: HOME OF MOUNT FUJI AND TEA CAPITAL OF JAPAN

Tea has been cultivated in Shizuoka from long ago. It is now a key tea production and distribution center, accounting for about 40% of all tea production and 60% of all tea shipments in Japan. In addition, it has a high concentration of tea-related businesses and features abundant history, culture, scenery, and other resources.

Based on these assets, the prefecture is working to further strengthen the Shizuoka brand for tea and use its properties to enhance the mental and physical health of the public. By working to solidify Shizuoka's status as the Tea Capital of Japan, these efforts are expected to draw many visitors to the prefecture. Examples include the hosting of a global tea event and promotion of Shizuoka's traditional tea-grass integrated system, which has been recognized by the United Nations' Food and Agriculture Organization as a Globally Important Heritage System, or GIAHS.



THE FLOWER CAPITAL OF JAPAN

In addition to being the Tea Capital of Japan, Shizuoka also lays claim to the title of Flower Capital, a position supported by its cultivation of 704 flower varieties, including chrysanthemums, gerbera daises, and roses. Shizuoka's floriculture industry is not limited only to farmers but includes also designers, who participate in international competitions, and other local organizations. The prefectural government is also involved in promoting the flower industry; examples of projects include Shizuoka Flower Selection, which is aimed at showcasing flowers selected by producers, and the Shizuoka Flower Capital Trade Show, which aims to give local flower growers a boost in marketing.



Logo for Shizuoka as the Flower Capital of Japan



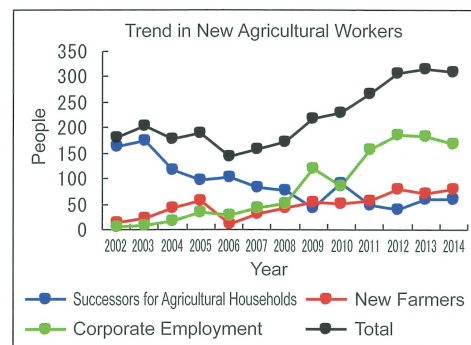
Shizuoka Flower Selection bouquet

COLUMN

TRAINING AND RECRUITING NEW AGRICULTURAL WORKERS

The government of Shizuoka Prefecture is committed to training the next generation of agricultural workers through hands-on programs to ensure that this important work is carried on by future generations. One venue for this is the Shizuoka Prefectural Agriculture and Forestry College, located in the city of Iwata. In addition to educating students about the fundamental knowledge and skills required in the agricultural industry, the school offers classes for up to 120 people that equip future leaders to respond to the demands of the times. One field covered by this is agricultural business, which includes state-of-the-art production methods based on information and communication technologies (ICT) and revitalization of agriculture through synergies of more traditional industries (referred to as "sixth-order industrialization" in Japan).

Also, due to the growing interest in agriculture by young people from non-agricultural households, the prefecture has recently begun a training program entitled the Dedicated New Farmer Assistance Project, which connects up-and-coming farmers with industry leaders for guidance and mentoring in the field of agricultural production technology or management. So far, between 1993 and 2014, 164 individuals have completed the training and have newly entered the agriculture industry.



MARKETING TANGERINES WITH CERTIFIED HEALTH BENEFITS

On April 1, 2015, a new product labeling system allowing food items to certify their health benefits took effect. This enabled producers of Japanese tangerines (*Citrus unshiu*) to inform consumers of the positive effect of beta-cryptoxanthin, an ingredient of these fruits, on bone metabolism. In November 2015, the Mikkabi branch of Japan's National Federation of Agricultural Cooperative Associations in Shizuoka Prefecture became the first supplier in the country to take advantage of this feature. It will soon be joined by seven other cooperatives in the prefecture with optic-sensor fruit-sorting capabilities.



THE KIRAPIKA: SHIZUOKA'S ORIGINAL STRAWBERRY BRAND

The Kirapika, which received its name in 2014, was selected by the Shizuoka Prefecture Agriculture and Forestry Research Institute from approximately 280,000 strawberry plants as a new high-quality variety of strawberry in the vein of the popular Benihoppe. Key characteristics of the Kirapika include a jewel-like shine, a juicy and smooth texture, and a sophisticated sweetness with a fruity fragrance. Following experimental cultivation and test marketing in 2013, a total of 270 strawberry growers from sixteen Shizuoka agricultural cooperatives started producing the Kirapika in 2015, representing a total acreage of sixteen hectares and an expected yield of 660 metric tons for sale. Future plans for the Kirapika include development of new cultivation technologies as well as consumer advertising and other marketing campaigns to strengthen the Kirapika's brand name and support strawberry growers throughout Shizuoka.



FUJI KINKA PORK: A SHIZUOKA-ONLY GOURMET DELIGHT

The Fuji Kinka, a high-quality hybrid species, was first bred in 2007 by the Shizuoka Prefecture Animal Industry Research Institute's Swine and Poultry Research Center. It is a cross of the Jinhua breed, received from China's Zhejiang Province in 1986, and the local, meat-rich Fuji Roc breed. The excellence of Fuji Kinka pork lies in the pig's genetics, as it was specifically bred from Jinhua pigs with the tenderness gene SSC2. The meat has won over many with its unique characteristics, including its soft texture and distinct sweet smell, which allow diners to taste the difference with other pork varieties for themselves. Fuji Kinka pork is currently being produced and sold under four different brands, each with their own special systems for raising the pigs, and with a strong sales push by the prefectural government, its popularity is expected to rise even further.



FORESTRY IN SHIZUOKA PREFECTURE

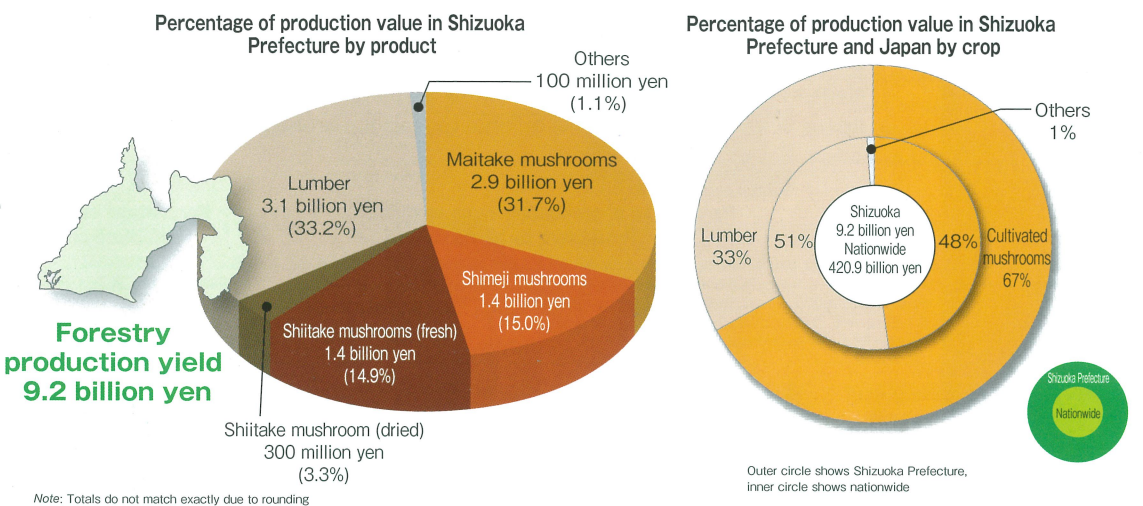
OVERVIEW & FEATURES

PRODUCTION VALUES FOR MAIN FOREST PRODUCTS

BOTANICAL BOUNTIES ABOUND IN A RICH, DIVERSE ECOSYSTEM

Shizuoka Prefecture's exquisite natural features are limited not only to the towering Mount Fuji and Southern Alps but also envelop a wide range of forests. Prominent examples include the eye-pleasing groves of the Tenryu area and the lush multicolored forests that cover the Izu Peninsula. The benefits that these forests bestow on the people of Shizuoka Prefecture go past its thriving lumber industry and include their functions as protectors of soil, providers of water, and defenders of the earth via removal of carbon dioxide from the atmosphere.

In 2013, Shizuoka produced 9.2 billion yen's worth of forest products, including 3.1 billion yen of lumber and 6.1 billion of mushrooms. At 60% of the total, Shizuoka's proportion of mushroom production is above average for Japan.



MAIN FORESTRY PRODUCTS AND DOMESTIC SHARE

#6 IN JAPAN
Share of nationwide production: **3%**

SHIITAKE MUSHROOMS (dried)

Annual figure for 2013: 300 million yen
Main production areas: Izu and throughout the prefecture

Shiitake mushrooms with a round, fleshy shape are called *donko*. The *seisuke donko*, a particularly high-quality version, is made in the Izu Peninsula.

Product of Shizuoka

SHIITAKE MUSHROOMS (fresh)

Main production areas: All regions of the prefecture

Mushrooms are grown throughout the prefecture on both wood and mushroom beds, the latter of which uses sawdust.

FOREST PRODUCTS BY NATIONWIDE RANKING FOR PRODUCTION VALUE

1st Place	2nd Place	3rd Place	4th Place	5th Place	6th Place	7th Place	8th Place	9th Place	10th Place	Total
—	Maitake mushrooms	—	—	—	Shiitake mushrooms (dried) Shimeji mushrooms	—	Hinoki (cypress) wood	—	—	4 items

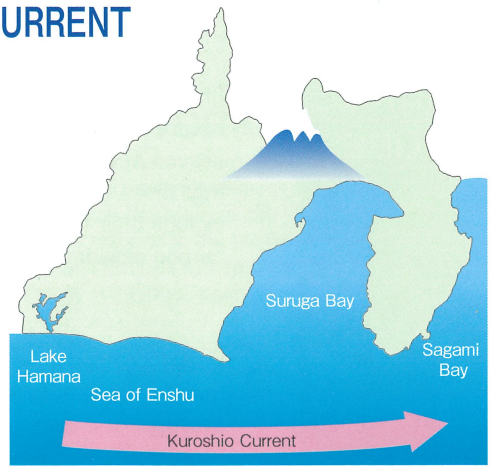
Note: Calculations do not include prefectures whose figures are unavailable for reasons of confidentiality
Sources: Heisei 25nen seisan ringyō shotoku hōkei (2013 production forestry income statistics), Ministry of Agriculture, Forestry and Fisheries; Heisei 25nen tokuyō rinsan kiso shiryō (2013 key statistics on special-use forestry products), Forestry Agency.

FISHERIES IN SHIZUOKA PREFECTURE

OVERVIEW AND FEATURES

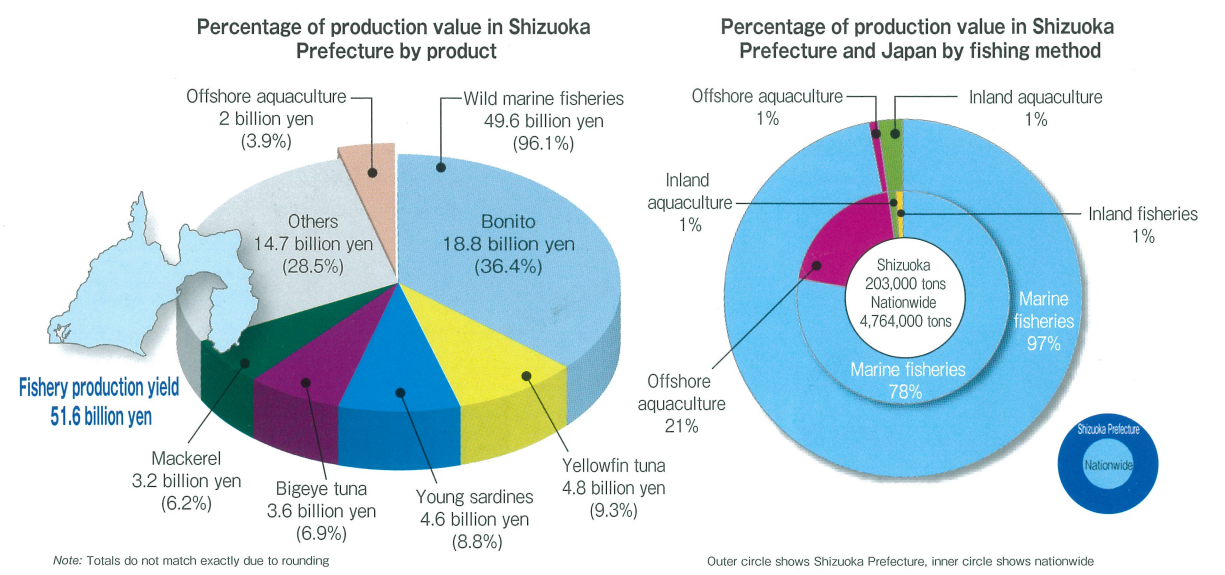
ENDLESS FRUITS OF THE SEA, SUPPORTED BY A DIVERSE COASTAL ENVIRONMENT AND THE KUROSHIO CURRENT

As a maritime prefecture, Shizuoka features a colorful assembly of different coastal regions. These run the gamut from the complex reef areas of the Izu Peninsula, the 2,500-meter-deep Suruga Bay, and the muddy bed of the Sea of Enshu to the amalgamation of freshwater and saltwater that is Lake Hamana. With this embarrassment of marine habitats and the strong beneficial influence of the nearby Kuroshio Current, Shizuoka is unsurprisingly home to a thriving fishing industry.



PRODUCTION VALUES FOR MAIN SEAFOOD PRODUCTS

Shizuoka's fishing industry generated 51.6 billion yen's worth of products in 2013, 70% of which was made up of bonito, yellowfin tuna, young sardines (whitebait), and mackerel. A comparison of Shizuoka's fishing industry with the nation at large reveals the area's reliance on wild marine fisheries.



SEAFOOD PRODUCTS BY NATIONWIDE RANKING FOR PRODUCTION VALUE AND AMOUNT

1st Place	2nd Place	3rd Place	4th Place	5th Place	6th Place	7th Place	8th Place	9th Place	10th Place	Total
Yellowfin tuna Bonito Sakura shrimp	Green nori (sheet form, farmed)* Dried bonito* Mackerel*	Southern bluefin tuna Mackerel varieties Bigeye tuna Mackerel (salted)* Pacific saury (salted)*	Spiny lobster Eel (farmed)* Atka mackerel (salted and dried)* Albacore Littleneck clams	Kamaboko (boiled fish cakes)* Squid shiokara (salted and fermented viscera)* Puffer fish	Frigate tuna Shark Puffer fish	Japanese sea bream* Striped jack*	Sweetfish (farmed)* Pacific saury (salted and dried)* Swordfish Gizzard shad Largehead hairtail Olive flounder (farmed)*	Mackerel scad Pacific saury Chicken grunt Sardine (dried)*	Horned turban (sea snail) Pickled marine products Blue marlin Mackerel (salted and dried)*	48 items

Note: Asterisks (*) indicate products for which production amount statistics were used due to unavailability of production value numbers
Sources: Gyogyō yōshoku seisan tōkei nenpō (annual report on fishery and aquaculture production statistics), Ministry of Agriculture, Forestry and Fisheries; suisanbutsu ryūtsū tōkei nenpō (annual report on seafood distribution statistics), Ministry of Agriculture, Forestry and Fisheries; data from Kanto Regional Agricultural Administration Office's Shizuoka Nousei Jimusho (Shizuoka regional agricultural administration office; now Shizuoka Chiiki Sentaa, or Shizuoka regional center); Kanzume jihō (canned foods report), Japan Canners Association; data from Shizuoka Prefecture Fishery Research Institute

SEAFOOD PRODUCTS BY NATIONWIDE RANKING FOR PRODUCTION VALUE AND AMOUNT (2013)

#1 IN JAPAN BONITO

Share of nationwide production: 26%

Production figure: 18.8 billion yen
Main production areas: Cities of Yaizu, Numazu and Omaezaki

In the early summer, bonito make their way via the Kuroshio Current to Shizuoka's shores, where marine fishing takes place. These are brought to the port town of Yaizu throughout the entire year.

#1 IN JAPAN SHIRASU (young sardines)

Share of nationwide production: 17%

Production figure: 3.2 billion yen
Main production areas: Cities of Hamamatsu, Iwata, Shizuoka, and Yoshida

One of Shizuoka Prefecture's hallmarks is that fishing takes place close to markets, allowing fresh seafood to be enjoyed by consumers immediately after being caught. Fresh shirasu, a quintessential Shizuoka product, are a prime example of this.

#1 IN JAPAN Cities of Shizuoka (Yui/Kanbara) and Yaizu (Oigawa)

Share of nationwide production: 100%

Production figure: 3.1 billion yen
Main production areas: Cities of Shizuoka (Yui, Kanbara) and Yaizu (Oigawa).

These shrimp, which cannot be found in any other Japanese prefecture, have two fishing seasons: spring and fall. In addition to being dried or boiled, sakura shrimp are often enjoyed raw or as tempura.

#1 IN JAPAN JAPANESE JACK MACKEREL (farmed)

Share of nationwide production: 52%

Production figure: 500 million yen
Main production areas: City of Numazu

These fish are largely raised in inlets, such as the still inner waters of Suruga Bay, and are usually shipped live rather than being processed.

#1 IN JAPAN RAINBOW TROUT (farmed)

Share of nationwide production: 25%

Production yield: 1,230 tons
Main production areas: City of Fujinomiya

The pure waters of Mount Fuji's foothills provide a perfect environment to grow these fish. Depending on size, rainbow trout can be consumed in a variety of ways; small ones are typically baked in salt, while the larger ones are often made into sashimi or cooked à la meunière.

#2 IN JAPAN TUNA

Share of nationwide production: 11%

Production figure: 11.9 billion yen
Main production areas: Cities of Yaizu and Numazu

Fish markets in Shizuoka carry a wide range of tunas: yellowfin, southern bluefin, albacore, bigeye, and more. These are made into both sashimi and processed foods, such as canned tuna.

#3 IN JAPAN MACKEREL

Share of nationwide production: 11%

Production figure: 4.6 billion yen
Main production areas: Cities of Yaizu and Numazu

Fishing tools for mackerel include but are not limited to round haul nets, stick-held dip nets, and fixed nets. Cooking and processing methods vary; stewing and drying are common, as are salting and smoking. Notably, these fish are a rich source of DHA and EPA, two health-boosting fatty acids.

#4 IN JAPAN SPINY LOBSTER

Share of nationwide production: 10%

Production figure: 500 million yen
Main production areas: Cities of Shimoda and Minamiizu

Lobsters are mainly caught by gillnetting off the coast of the Izu Peninsula, then shipped live to fish markets. These are cooked in several ways and are especially delicious in miso soup.

#4 IN JAPAN LITTLENECK CLAMS

Share of nationwide production: 7%

Production figure: 500 million yen
Main production areas: Lake Hamana (cities of Hamamatsu and Kosai)

Found in the brackish environment of Lake Hamana, where saltwater mixes with freshwater, these are said to be best during the spring.

#4 IN JAPAN EEL (farmed)

Share of nationwide production: 10%

Production yield: 1,396 tons
Main production areas: Cities of Hamamatsu and Yoshida

The Lake Hamana area is where eel farming got its start and continues to be a prominent area for eel agriculture. The eels are raised in a warm, temperature-controlled environment.

Shizuoka Prefecture Product: SPLENDID ALFONSINO

Main production areas: Cities of Shimoda, Ito, Omaezaki, and Higashizu

This local fish variety, renowned for its freshness and brilliant color, is often caught in one-day fishing expeditions. It is well known both in Shizuoka Prefecture and elsewhere.

PROCESSED SEAFOOD PRODUCTS BY NATIONWIDE RANKING FOR PRODUCTION VALUE AND AMOUNT (2013)

#1
IN JAPAN



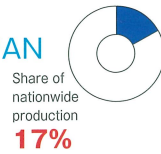
HORSE MACKEREL (salted and dried)

Production yield
13,716 tons
Main production areas:
Cities of Numazu, Atami, and Ito



The history of horse mackerel in Numazu, the leading area in Shizuoka for this product, goes back to the late nineteenth century. It has since been known as a top area for processed horse mackerel production technology.

#1
IN JAPAN



DRIED SHIRASU SARDINES (niboshi)

Production yield
5,094 tons
Main production areas:
Cities of Hamamatsu, Iwata,
Shizuoka, and Yoshida



These shirasu (see previous page) have been boiled in saltwater and then dried. The different varieties, such as *kamaage* and *chirimen*, are distinguished by how much moisture remains after processing. Though plenty delicious on their own, they are especially popular prepared in either vinegar or in salads.

#1
IN JAPAN



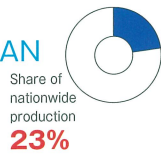
BOILED AND HALF-DRIED BONITO (katsuo namari bushi)

Production yield
889 tons
Main production areas: City of Yaizu



This is made by boiling bonito, letting it cool, then drying it out. It is usually consumed either alone or in salads and other dishes.

#2
IN JAPAN



DRIED BONITO (katsuo bushi)

Production yield
7,660 tons
Main production areas:
Cities of Yaizu, Omaezaki, and Nishizu



The proper name for this food varies by the exact process used to make it. Bonito that is first boiled then smoked and dried by burning either beech or oak wood is called *ara bushi*, while the same process with fish that has two to four times as much mold is called *kare bushi* or *honkare bushi*. Names for dried bonito made from different body parts also exist, including *o bushi* for the back and *me bushi* for the stomach. Finally, bonito filleted into three slices is called *kame bushi*.

#2
IN JAPAN



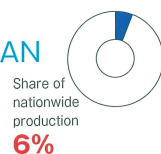
SHAVED DRIED BONITO (shaved katsuo bushi)

Production yield
3,817 tons
Main production areas: City of Yaizu



This is made from finely-shaved katsuo bushi; here, too, many different names exist. Shaved *arabushi* is called *katsuo kezuri bushi*, and shaved *karebushi/honkarebushi* is referred to as *katsuo bushi kezuri bushi* or *katsuo kare bushi kezuri bushi*.

#5
IN JAPAN



KAMABOKO (boiled fish cakes)

Production yield
28,324 tons
Main production areas: Cities of Yaizu and Shizuoka



The term *kamaboko* covers a variety of fish cakes, including the *age kamaboko*, *naruto maki*, *date maki*, and *kuro hanpen* types. *Kuro hanpen*, in particular, is a Shizuoka specialty. It is usually made from mackerel or sardines and is used often in *oden* (a type of stewed dish) and for frying.

COLUMN

ENRICHING AND STABILIZING SHIZUOKA'S FISHING INDUSTRY THROUGH AQUACULTURE

Starting in the late 1970s, a group of fishers, local government officials, and other organizations joined together to ensure sustainable fishing by releasing hatchlings into fishery environments, an effort which continues today. Types of seafood targeted by this initiative include seabream, flounder, abalone, and tiger shrimp. In addition, 2014 saw the beginning of research into ways to produce young splendid alfonso. The impetus behind these projects lies in the high mortality rate among fish that hatch in the wild; by releasing them into their natural habitat after they have had some time to grow, Shizuoka's fishing industry leaders are helping ensure that marine resources remain abundant. Sustainability efforts are not limited to releasing young fish into the wild. The prefectural government has supported the development of artificial shelters conducive to marine life and actively regulates fishing by limiting it to certain amounts, sizes, seasons, and areas. Through such farsighted policies, Shizuoka is working to ensure that its fishing industry remains vibrant far into the future.



Young red sea bream for ocean release

COLUMN

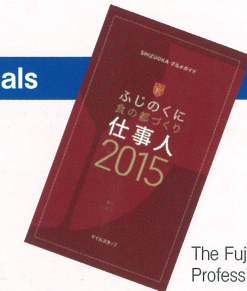


MAKING SHIZUOKA THE FOOD CAPITAL OF JAPAN THE NUMBER ONE AREA FOR FOOD SOURCES

The lush natural resources that sustain Shizuoka's agricultural, forestry, and fisheries industries also nurture a notably broad range of naturally-grown edible resources. As such, the prefecture is working to become known as "the Food Capital of Japan." Below is information about some of the steps Shizuoka is taking towards this goal, including its own food product certification program as well as awards for professionals in the food industry and outstanding food products.

Fujinokuni Food Capital Professionals

The title of Fujinokuni Food Capital Professional is given to chefs and confectioners who promote Shizuoka by proactively using its ingredients in their work. Particularly outstanding individuals, meanwhile, are given the even more prestigious Dedicated Chef of the Year Award; receiving this award five times grants one the title of Fujinokuni Maestro Chef. Between January 2010 and October 2015, a total of 416 people were certified as Fujinokuni Food Capital Professionals.



The Fujinokuni Food Capital Professional Guidebook

Selected Shizuoka Food



This certification is given to agricultural, forestry, and fisheries products possessing unique features and superior value on both a domestic and global scale, based on the prefecture's own special standards. Between 2010 and 2015, a total of 122 products were granted this certification.



● Yaizu Southern Bluefin Tuna (certified in 2015)

This is wild southern bluefin tuna caught by Japanese fishing vessels in the cold waters of the Southern Hemisphere and sold at the Yaizu Fish Market. The firm flesh and sophisticated, rich flavor make it a favorite even at high-end sushi restaurants.



● Shizuoka Matcha from Fujieda (certified in 2015)

This traditionally crafted matcha is made only with tea leaves from the Okabe district of Fujieda. The prefecture works with tea industry professionals to ensure that only the finest matcha is used, explaining this product's popularity.



● Izu Deer (certified in 2015)

Izu venison (deer meat), known for its high protein content, low calories, and high iron content, is extensively aged at the Izu Deer Wholesaler, a meat processing center in Izu city, to achieve a tender texture with extra sweetness and umami.

COLUMN

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Young red sea bream for ocean release

Fujinokuni New Product Selection



This award is designed to promote recent processed food products made from Shizuoka ingredients. Eligible foods are those which have been certified as products for two years or less and showcase local foods. Between 2010 and 2015, certification was given to a total of 78 products.



● Muskmelon Jam (2015 grand prize)

Jam made with Shizuoka muskmelons.



● A Fruity Feeling (2014 grand prize)

This dried fruit product contains all the tartness and sweetness of the fresh version while offering a novel, palate-pleasing texture.



● Purest Mikan (2013 grand prize)

This 100%, not-from-concentrate juice is made by hand-peeling and squeezing a high-quality variety of tangerine, the Nomitsu Aoshima.



● Shizuitsutsuzaki (2012 grand prize)

This assortment of tea bags is made with tea leaves from five different growing areas, each with its own signature characteristics, drawing attention to Shizuoka's status as the number one place for tea in Japan.

