

Hyogo Agricultural, Livestock and Marine Products

Hyogo Agricultural, Livestock and Marine Product Brand
Strategy Development Product Description Pamphlet



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Hyogo Foods Promotion Council

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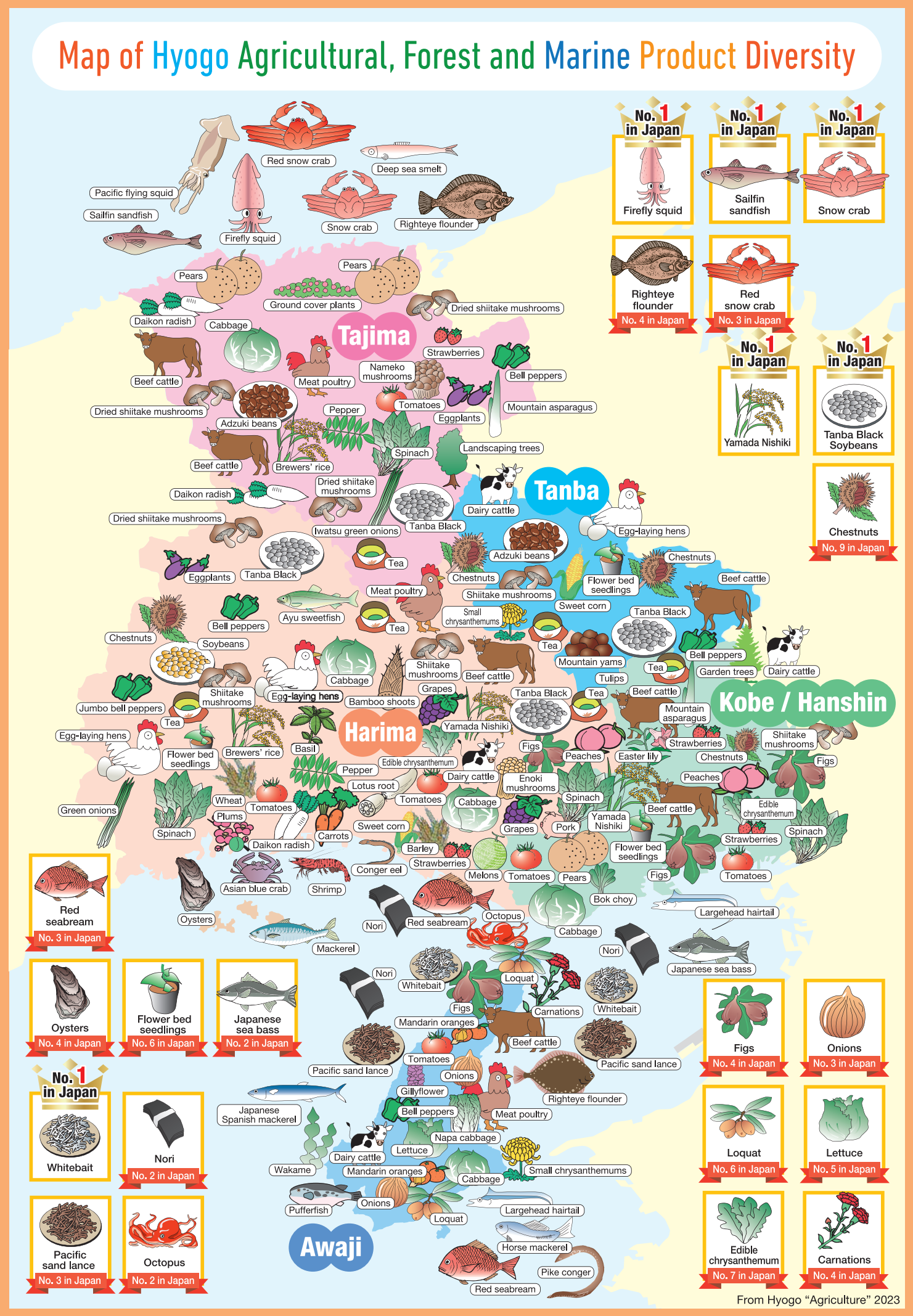
Hyogo Foods Promotion Council

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About the Hyogo Agricultural, Livestock and Marine Product Brand Strategy

In Hyogo Prefecture we are pursuing the development of a production region-driven “Hyogo Agricultural, Livestock and Marine Product Brand Strategy” which treats all processes from production to distribution and sales as an interconnected whole in the context of a product value enhancement action plan aimed at publicizing the superiority (appeal) of our prefectural products and, thereby, cultivating positive consumer opinion and anticipation. This pamphlet provides an introduction to the brand products for which this strategy is being developed.



Awaji-shima Onions

Registered regional
collective trademark

Awaji



American onions used in Western restaurants in Kobe started being produced in the Senshu region of Osaka, and, as demand for Western food spread, so, too, did onion production, with onion seeds and cultivation methods being introduced to Awaji Island from the Senshu region. Cultivation for sale began around 1920, and the size of the production area increased around 1935. Production volume in 2021 was the third highest in Japan, totaling 99,603t. The soil is carefully prepared, such as by spreading high-quality dairy and stock cattle compost and plowing in rice straw, and harvesting is done one week after the leaves fall, so as to ensure a ripe harvest. Some of the harvested onions are hung up in “hanging huts” which are unique to Awaji Island and which allow the heat of the sun and the wind from the ocean to dry the onions before shipping. Taste evaluations and results of analysis comparing American and Hokkaido onion varieties with the main varieties of Awaji Island show that Awaji’s onions are sweeter and softer. Harvesting begins in mid-April with the extremely early-season varieties, followed by the early, mid- and then late-season varieties in mid-June, with dried mid- and late-season onions being kept in refrigerated storage until the end of March the following year, which means that shipment to wholesalers and others in different regions is ongoing practically year-round.



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Awaji-shima Lettuce

Awaji



According to one version of events, the start of lettuce cultivation in the Awaji region began in the 1950s in a field owned by the president of the Shichi Agricultural Cooperative. This large growing region capitalizes on the warm climate to produce large heads of lettuce over a long, continuous shipping period that lasts from October until May of the following year. The production volume in 2019 was the fifth highest in Japan, totaling around 28,000t. The soil is prepared with high-quality dairy and stock cattle compost, the ridges are covered with vinyl film (mulch) and vinyl tunnels are installed over top of that, so that, even in the coldest winter period, the lettuce is kept warmer, producing better volume and fluffiness. The lettuce which is produced is shipped to JA, cooled in a vacuum pre-cooling facility and kept in cold storage until being shipped to wholesalers throughout Japan. It has a moist, crisp texture and a sweetness which makes this lettuce suitable for a diverse range of uses, including in salads, fried rice and shabu-shabu hot pot dishes.



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Kobe Leaf Vegetables

Kobe



Cultivation of Kobe leaf vegetables (e.g., spinach, edible chrysanthemum, Japanese mustard spinach, etc.) began in the 1950s. Because these leaf vegetables begin to rapidly spoil after harvesting, production is carried out mostly in suburban areas of Hanshin. In 2017, a total of 6,153t of leaf vegetables were produced in Kobe, including 1,201t of spinach, 516t of edible chrysanthemum, 2,728t of Japanese mustard spinach, 1,068t of Japanese mustard greens, 640t of bok choy and 280t of other leaf vegetables. In recent years, production has been trending sideways. A combination of outdoor and indoor cultivation is used to grow these vegetables year-round in the warm suburban environment. They say freshness is everything when it comes to leaf vegetables, so producers have introduced cold storage to keep the vegetables fresh before providing them to consumers via markets (such as those operated by Shinkakobeseika Co., Ltd.) and direct sales depots (such as the Agricultural Cooperative Rokko-no-Megumi Farmers’ Market). From salads, to boiled foods, fried dishes and so much more, these vegetables are an indispensable part of a diverse range of cuisines.



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Iwatsu Green Onions

Tajima



It is said that cultivation of these green onions began in the Edo era as a source of nutrition in the winter for the miners in the Ikuno Silver Mine, and for 200 years they have remained a specialty of Asago City. They are trademarked and produced only within Asago City. In fiscal 2021, a total of 160t was shipped. Exposure to winter snow and frost causes a large amount of jelly-like substance to develop on the leaf blade, giving the flesh an enhanced “melt-in-your-mouth” quality and distinctive softness. Shipping standards and a shipping period (November 23rd - March 21st) are established with regard to length, thickness and leaf count in order to ensure high quality. Every part from the white roots to the green leaves are delicious and provide a rich, distinctively green onion aroma, sweetness and softness, making them suited to a diverse range of preparation, including boiling, tempura, sautéing and much more.



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Kita-awaji Ichinomiya Tomatoes

Awaji



Since 1962, the warm climate and abundant sunlight of the Ichinomiya region northwest of Awaji City along the Harima Sea have been used to cultivate tomatoes, and in 2021 a total of 180t were produced.

In addition to preparing the soil with compost and organic fertilizers in order to enhance the flavor of the tomatoes, a concerted effort is made to reduce the use of agricultural chemicals.

Of particular interest are the trademarked “Haruru” Awaji Island spring tomatoes which are produced through forcing cultivation and are available between January and April. Because these tomatoes are cultivated with minimal watering and without supplemental heating, they are somewhat small; however, they are characterized by an intense flavor with a good balance of sweet and sour. Due to the use of a tomato variety which is resistant to low temperatures and the focus on flavor cultivation, only a small amount of “Haruru” tomatoes are produced, making them a highly elusive yet highly prized tomato.



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Tanbasasayama Mountain Yams

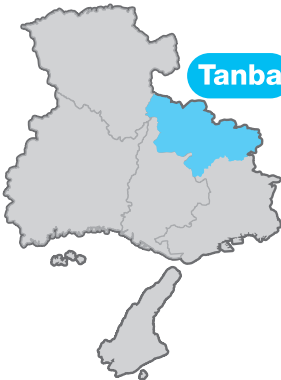
Tanba



Records show that this specialty of Tanbasasayama City has been cultivated at least as far back as the Edo era, and it is a trademarked product of JA Tanbasasayama. Unlike other yams, mountain yams produce daughter tubers (new tubers) under the mother tuber (seed tuber), earning them a reputation as bringing good luck because they are “dutiful children” to their parents.

The distinctive basin summer heat and moderate rains, autumn low temperatures and thick fog (in Tanbasasayama City these yams are also known as “kiriimo (fog yams)”), the day and night temperature variation and the rich soil combine to produce mountain yams of excellent quality. Harvesting is carried out in November, but the shipping period is long thanks to refrigerated storage and preservation as frozen grated yam.

The grated yam is characterized by its stickiness (so much so that it will not fall out of the container when turned upside down), white color and fine texture, and, in addition to being the yam of choice in classic grated yam dishes, it is an ingredient in Japanese confectionery, among other uses.



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*Supply cannot be guaranteed outside of November and December.

Hyogo Prefecture-grown
Strawberries

All of Hyogo Prefecture



Ama Queen

Beni Queen

Within Hyogo, varieties such as Akihime, Sachinoka and Benihoppe are cultivated primarily in Kobe, Higashi-harima, Awaji and other regions which can take advantage of their proximity to consumers.

In particular, production has been expanded for the “Ama Queen” and “Beni Queen” original varieties, which became registered varieties in March 2017 and which have also been trademarked.

The Ama Queen offers a trifecta of softness, fragrance and surprising sweetness and tastes great freshly picked near its growing region. The Beni Queen is lauded for its robustness, combined with a vibrant, deep red color and excellent balance of sweetness and slight tartness. Both varieties are popular among consumers who enjoy picking fresh strawberries, as well as those who appreciate their fully ripe deliciousness when purchased from direct sales depots.



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Black Soybean Edamame

Hanshin



Black soybean edamame are black soybeans which have been harvested while still young. In the northern Hanshin region centered on Sanda City, relay cropping of four black soybean edamame varieties - “Super Tankuro,” “Satokko Hime,” “Kurokko Hime” and “Tanba Black” - is carried out, with the harvested products available to eat from July until the end of October.

The Sanda region is located in southeastern Hyogo Prefecture, to the north of the Rokko mountains, situated in a basin surrounded by mountains. The temperature varies greatly between hot and cold in a single day, producing a rich taste and flavor in the black soybean edamame.

The later the harvest, the stronger and richer the flavor, which heightens the edamame variety’s deliciousness. Tanba Black is the last to be harvested and has large beans with the best flavor and deliciousness. By the end of October, the ripe Tanba Black pods have a deliciousness close to that of black soybeans, giving them an enjoyable flavor which is a bit different from other edamame.



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Tanba Black Soybeans

Kobe / Hanshin,
Harima, Tajima, Tanba



These large, spherical black soybeans originate in the Tanba region and have a long cultivation history, with records showing that during the Edo era they were offered by Sasayama Domain to the shogunate government as specialty products of Tanba. Although production volume varies year to year, Hyogo Prefecture's production volume was around 1,000t in 2021, which was the highest in Japan. The Tanba region is located in a basin between mountains, which produces a large variation in temperature between day and night and moderate precipitation due to fogs, evening showers and other factors. Other major Tanba black soybean-growing regions in Hyogo are similar to the Tanba region in that they are inland areas, with many also being in basins. These are some of the world's largest soybeans, with skin which is resistant to breaking, even when boiled, good swelling, a jet-black color, pervasive fragrance and a chewy texture with an exquisite taste. Because of their large size, beauty and other characteristics, these soybeans are used in a variety of foods other than Japanese cuisine, including in Western confectionery. The bean pods are also harvested while young to make edamame which is popular for its ample size, richness and distinctive flavor.

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| | Recommended for edamame ▲ | | | | | | | | | | | |

Konotori-hagukumu Rice

Tajima



Beginning with five producers in Toyooka City in 2003, this rice is cultivated using "konotori-hagukumu" farming methods which employ no or little agricultural chemicals to ensure safety and peace of mind for consumers and achieve sustainable agriculture that contributes to an environment which nurtures biodiversity. As part of efforts to reintroduce storks into the wild, producers abstain from agricultural chemicals, make use of organic fertilizers and perform year-round water management as they lovingly cultivate a rice which is both environmentally friendly and people-friendly. Annual production volume is among the highest in Japan for agricultural chemical-free production, totaling roughly 400t (of which approximately 120t is certified organic by JAS), and is around 900t for low agricultural chemical production. The brown rice is kept in low-temperature storage, with shipments of freshly milled, high-quality rice being sent out throughout the year, thus ensuring that it is delicious not only when cooked but also when eaten cold and can pair well with any dish.

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Sayo Mochi Soybeans

Registered geographical
indication (GI)

Nishi-harima



The "Sayo Mochi Soybean" is a native variety which has been cultivated in the town of Sayo for more than 30 years, with 80t being produced in 2021. The temperature in the town of Sayo varies greatly between night and day, which contributes to the resulting large, beautiful beans. The beans are known for their sweetness, size, chewiness and other characteristics and are said to be different from other glutinous soybean lines, as evident by their chewiness and sweetness when boiled or turned into natto or tofu, or in their lack of bitterness when turned into soy milk. The miso made with these beans is particularly popular both inside and outside the region, and the deliciousness of Sayo Mochi Soybeans in tofu, confectionery, soybean flour ice cream and various other foods has earned awards in a variety of food contests. In 2019, Sayo Mochi Soybeans were certified under the geographical indication (GI) protection system as soybeans that can only be found in the town of Sayo, which maintains high quality seeds and cultivation methods to produce beans with such characteristic deliciousness.

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Tanba Dainagon Adzuki Beans

Tanba



Said to have originated in the Kasuga region of Tanba City, record of these beans being produced in Tanba Province is found in the "Kefukigusa," an Edo era treatise on haiku, and it is thought that it was in the early Edo era that they came to be considered a specialty of Tanba. Based on the saying, "even if he draws his sword in the palace, the Dainagon (the chief counselor of state) need not commit harakiri (lit. 'cut one's belly')," and the fact that these adzuki beans 'bellies' do not split even when boiled, the name "Dainagon adzuki beans" was given. These rare adzuki beans comprise only a mere 1% or so of all adzuki beans delivered throughout Japan, with "Kasuga Dainagon" being a registered trademark by JA Tanba Hikami, and are provided to Japanese confectionery makers and other buyers. The beans are cultivated in a basin region with a large temperature difference between day and night and in fertile soil suited to adzuki cultivation, with the result being a bean that is characterized by its large size, thin skin, resistance to falling apart when boiled, beautiful luster and nicely sweet flavor. The red color of adzuki beans has long been believed to ward off evil, which is why steamed rice with red beans, sweet buns and other foods containing adzuki beans are deeply connected with celebratory dining occasions.

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Hyogo Prefecture-grown Figs

Kobe / Hanshin,
Harima, Awaji



Following the start of fig cultivation in Kawanishi City in 1925, the practice expanded into the regions of Kobe, Hanshin, Harima and Awaji. The “one character” training method for cultivation developed in Hyogo has spread to all of Japan. In fiscal 2019, Hyogo was the nation's fourth largest fig producer, shipping a total of 1,297t.

Outdoor cultivation is primarily practiced in the warm climate of the prefecture's southern region, and the conditions in suburban areas, such as early morning harvesting and fully ripened shipping, are utilized to produce high quality fruit, while specialized containers are used to prevent bruising when shipping long distances.

Because the figs bruise easily and do not keep for long, it is of primary importance that they are eaten quickly.

Also, while they are mainly eaten raw, some figs are used in processed foods, and frozen foods such as pureed figs, cut figs, unpeeled figs and peeled figs make it possible to use them year-round.

[Kobe / Hanshin Region]

Kobe City has the largest cultivation area and shipment volume in the prefecture, with cultivation occupying roughly 22ha and annual shipments totaling roughly 425t.

Producers take advantage of their location close to the city to ship fully ripened fruit and follow a schedule of night harvesting for next-day shipping, early morning harvesting for same-morning shipping, and morning harvesting for same-night shipping to ensure their figs are both high-quality and fresh.

Kawanishi City, where cultivation of the famous 'Masui Dauphine' fig variety in Japan is said to have begun, ships roughly 345t each year from its roughly 10ha growing area.

Kawanishi figs are known for being harvested fully ripened in the early morning to be available in stores the same day, and it is from this characteristic that their registered trademark name “Asadori-no-megumi” comes from.

[Kita-harima Region]

Cultivation efforts began in 1981, and the trademarked “Onokomachi” brand of figs has become a famous agricultural product of Ono City. In terms of annual production, around 16.1t is shipped to markets, 0.3t goes to direct sales depots and 3.2t are used for processing.

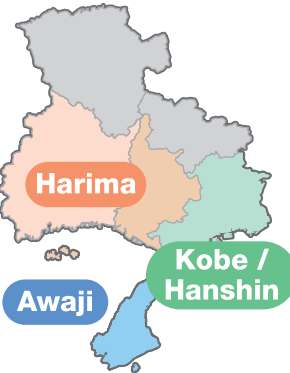
Among the various process foods that use these figs are pound cakes, sweet bean jellies, curries and sauces.

[Awaji Region]

First introduced in 1980 as a rotation crop in rice paddies in the town of Goshiki, production now occupies roughly 16ha, with roughly 311t being shipping annually.

Thanks to the long hours of sunlight, the figs harvested here are sweet and delicious.

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Tanba Chestnuts

Tanba

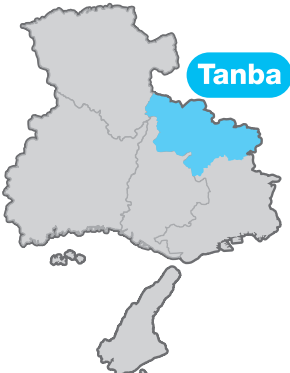


Tanba's association with chestnuts is so ancient that it is recorded in the *Engishiki* in 927 as the domain which offered chestnuts to the Imperial Court. The main varieties cultivated are the highly sweet and fragrant Ginyose and Tsukuba varieties, with total annual production being between 60-70t.

Conditions such as deep, well-drained soil and moderate rains, even in summer, provide harvests of good-quality chestnuts. In addition, shorter trees are cultivated to improve labor efficiency and quality.

Thanks not only to their sweetness and delicious flavor but also large size and lustrous color, these chestnuts are among the most prized on the market. They are used in a variety of dishes, including being stewed with their astringent skin intact, boiled with rice, roasted and incorporated into different Japanese and Western-style sweets.

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Hokusetsu Chestnuts
(Ginyose, Porotan, etc.)

Hanshin



Chestnuts are a traditional agricultural product of the Hokusetsu region, which includes Takarazuka City, Kawanishi City and Inagawa Town, having been cultivated here for more than 1,000 years and being given as offerings to both the Imperial Court and the Shogun, and, during the Taisho era, Hokusetsu chestnuts were the first from Japan to be exported overseas. The delicious Ginyose variety, which is cultivated in mountainous areas throughout Japan and has its origins in the Hokusetsu region, is characterized by its large, plump bottom, sweetness and high quality, making it a popular variety for use in fancy confections. In recent years, greater quantities of the Porotan variety, whose astringent outer skin can be easily removed, are being grown and shipped.

Two recommended ways of eating Hokusetsu chestnuts are in kuri-okowa (sticky rice with chestnuts) and roasted. To preserve them, please pre-treat the chestnuts in hot water and then keep them refrigerated at around 2°C.

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Asakura Sansho Pepper

Registered regional
collective trademark

Tajima



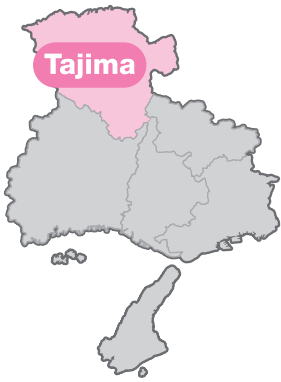
Asakura pepper gets its name from Asakura in the town of Yokacho, which is part of Yabu City, and records show that as far back as the Edo era it was presented as an offering to the shogunate government.

In Japan, “Asakura pepper”, written in Japanese *kanji* characters, is a common name for this type of pepper. In order to distinguish this pepper from others, JA Tajima has acquired a regional collective trademark for “Asakura Sansho”, which is written in *hiragana* characters.

Asakura Sansho pepper is characterized by a refreshing, citrusy aroma, making it popular not only in Japanese cuisine but also with Western cuisine and sweets, among others, and is highly prized by both Japanese and non-Japanese chefs. A total of 16t was produced in 2022.

In addition to cultivating grafted seedlings resistant to withering which are then planted in paddies, seedlings are tagged as part of careful efforts undertaken to ensure quality.

“Asakura Sansho” is also being exported as a new spice to Europe and other regions.



Fresh pepper

Available Jan. Feb. Mar. Apr. **May** **Jun.** Jul. Aug. Sep. Oct. Nov. Dec.

Recommended Jan. Feb. Mar. Apr. **May** **Jun.** Jul. Aug. Sep. Oct. Nov. Dec.

Processed pepper

Available Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

Ogo Flowers (Easter lily, tulips)

Kobe



Easter Lily



Tulips

Easter lilies were introduced to the town of Ogo in Kobe City around 1953. From around 1960, growers began selective breeding to create unique varieties, eventually producing the closely guarded cultivar known as the “Ogo-no-shinteppoyuri” brand of lily. Three varieties produced from Ogo lineages have been trademarked - “Original Ogo,” “Miss Ogo” and “Princess Ogo” - and in 2013, the nickname “Kobe Lily” was chosen in a nationwide poll for these beloved, pure white lilies.

Around 1953, growers in Ogo Town in Kobe City’s Kita Ward purchased tulip bulbs from Toyama Prefecture, and this trial cultivation would mark the beginning of tulip production in Kobe City. Currently, outstanding bulbs from the Netherlands and Toyama have been introduced and are being used in indoor cultivation in the rural areas of Kobe City’s Kita Ward.



Easter Lily

Recommended Jan. Feb. Mar. Apr. May Jun. **Jul.** **Aug.** **Sep.** **Oct.** Nov. Dec.

Tulips

Recommended Jan. Feb. **Mar.** **Apr.** May Jun. Jul. Aug. Sep. Oct. Nov. **Dec.**

Tajima Cattle /
Kobe Beef

Registered regional collective trademark

Registered geographical indication (GI)

All of Hyogo
Prefecture

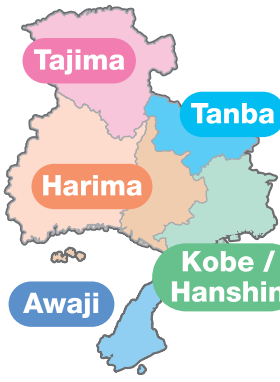


Tajima cattle have been bred in the Tajima region for more than 1,200 years, with their pedigree being improved and maintained solely within the prefecture. The quality of their beef is renowned throughout the world.

Around 6,800 head of cattle were certified as Tajima cattle in fiscal 2021, with around 6,300 of those being certified as Kobe beef.

Farmers in the prefecture who breed and fatten cattle carefully manage the health of their livestock within low-stress environments. Kobe beef is a premium brand name which is given only to those Tajima cattle which clear stringent beef quality standards, and brand quality control is performed by the Kobe Beef Marketing & Distribution Promotion Association.

The meat displays marbling with the fat finely embedded in the muscle, and, due to the high quality of the fat, it is soft and pleasant on the tongue, being rich in oleic acid and umami flavor-contributing inosinic acid.



Available Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

Recommended Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

Hyogo Milk

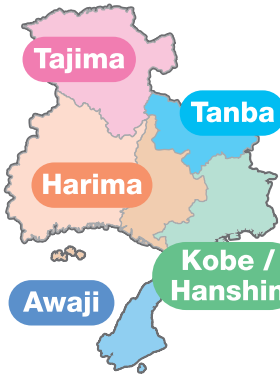
All of Hyogo Prefecture



Dairy farming in Hyogo began in the county of Mihara (now Minamiawaji City) on Awaji Island around the middle of the Meiji era. In fiscal 2021, around 77,590t of raw milk (15th largest volume in Japan) was produced by roughly 240 dairy farms in the prefecture, supporting the milk consumption of the Keihanshin region.

Careful attention is paid to the health and cattle barn conditions of the cattle raised by the prefecture’s dairy farmers to ensure production of high-quality raw milk. Also, nearly all of the raw milk produced in the prefecture is shipped to milk plants in the prefecture, where thoroughly hygienic production and quality control is practiced in producing milk and dairy products.

This proximity means that the raw milk produced by dairy cows is quickly turned into safe and fresh milk and dairy products which is delivered to everyone’s dining tables and school lunches within the prefecture.



Available Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

Recommended Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

Hyogo Yukihome Pork

All of Hyogo Prefecture



“Hyogo Yukihome Pork” is a delicious marbled pork produced in Hyogo Prefecture by members of the Hyogo Yukihome Pork Brand Promotion Association who use eco-feed (made from such raw ingredients as bread and noodles) as their feed.

Based on test research conducted by the prefecture’s animal husbandry technology center which found that providing feed high in starches, such as from bread and noodles, to common varieties of pigs greatly increased marbling in the pork loin and other areas, pig raising based on this diet was begun in Hyogo around 2008, and around 300t of pork are currently being produced annually.

Compared with regular pork, the fat content in pork loins from pigs raised this way is more than three times higher, making the flesh soft, and, because it is rich in oleic acid, the fat melts at a lower temperature than regular pork, giving it a characteristic smooth texture, among other qualities.

In addition, because surplus bread and noodles from food manufacturing is used for the pigs’ feed, it makes this pork an environmentally friendly pork produced with due care for sustainability.



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| Recommended | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |

Banshu-hyakunichi Chicken

Kita-harima



These chickens have been bred by local farmers since 1978, with production volume now around 140,000 birds per year.

These chickens are raised for approximately 100 days in free-range poultry houses located in the great outdoors near the clear waters of the Sugihara River and surrounded by the lush forests of Taka Town. The chickens grow large as they run about inside their expansive poultry houses, reaching an average weight in excess of 4kg by the time of shipping. This large size is a distinctive feature of this breed, as a bird weight of around 3kg is common for other premium and local chicken breeds.

The meat has a fine fibrousness that gives it a pleasant taste and chewiness. Because of its rich texture and resistance to drying, it is suitable for a wide range of uses, including frying and stewing. Praise for the excellence of this chicken breed has come from many areas, as evidenced by the fact that it has claimed top prize in national brand meat contests.



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| Recommended | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |

Hyogo Hohoemi

All of Hyogo Prefecture



“Hyogo Hohoemi” is a trademarked brand certified by the “Association for the Promotion of Egg and Poultry Brands Using Hyogo Poultry Feed Rice,” which was established in 2014. These eggs and poultry are raised using poultry feed which replaces the large amounts of imported corn found in regular poultry feed with at least a set minimum of prefecture-grown poultry feed rice.

By giving the chickens poultry feed rice, it improves the food self-sufficiency rate and reduces food mileage (i.e., the environmental impact from food transportation), and, by using the chicken manure as fertilizer, it contributes to environmental conservation supporting local recycling-oriented agriculture.

Compared with feed containing imported corn, eggs and poultry produced using feed rice are rich in oleic acid, which is a type of unsaturated fatty acid said to be effective in preventing lifestyle-related diseases, such as arteriosclerosis.



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Hyogo Nori

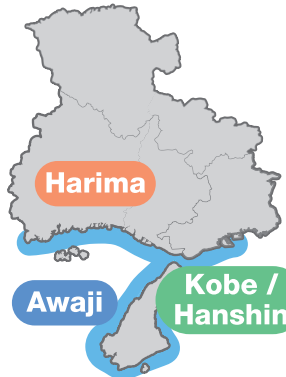
Seto Inland Sea Coastal Area



Nori cultivation flourished in the 1960s in areas around the Seto Inland Sea as a result of adoption of a “floating-type” cultivation system involving the use of nori nets floating atop the surface of the water. During the fiscal 2021 fishing season, production volume was around 1.2 billion nori sheets, which was the third highest in Japan. Given that Japan’s total production volume was around 6.3 billion sheets, this means that roughly one in every five sheets came from Hyogo.

The floating-type cultivation system produces seaweed that is black, glossy and firm. In order to ensure the safety and security of the “Hyogo Nori” delivered to consumers, producers incorporate foreign material detectors and metal detectors into their production processes as part of strict quality control.

The nori from the first harvest of seaweed is crisp and flavorful, making it perfect for hand-rolled sushi. The nori from the third and later harvests is firm and does not break easily, giving it the perfect moist texture for use in wrapping rice balls and making sushi rolls.



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Matsuba Crabs

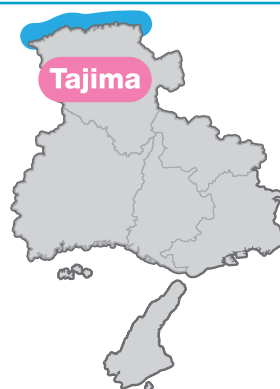
Tajima



Tajima became the number one harvester of crabs in Japan in the 1950s, and in the more than half-century since it has led the crab market as the main production region. In fiscal 2021, a total of 530t of crabs (including female crabs) were caught, with production output totaling roughly 5 billion yen, which was the highest in Japan.

Tajima Matsuba Crabs are classified into more than 100 carefully differentiated grades, with different regions, such as Tsuiyama, Shibayama, Kasumi and Hamasaka, competing with one another in terms of quality to enhance their brand strength. In addition, the zealous resource management efforts of fishermen, combined with other factors such as the introduction of new types of fishing boats that can fish even during the rough seas of winter, enable a stable supply of high-quality crabs to be provided throughout the fishing period which lasts from November through March.

Choose from live crab or crab boiled just after catching, and enjoy them in a variety of ways, including as sashimi, crab sukiyaki or grilled crab.



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但馬産松葉ガニ

Pacific Oysters

Naka/Nishi-harima



Oyster farming has been practiced in central and western Harima since the 1970s and is now a primary industry in the region. Annual production is around 9,000t (unshelled conversion), and, in recent years, the region has been Japan's fourth-largest producer.

The Harima Sea is well-suited to oyster growing, with the "ichi-nen kaki (one-year oyster)" growing to a large size within a brief six months to one year after the start of cultivation. In order to produce high-quality oysters which meet the production standards for edible raw oysters, ongoing efforts are maintained to keep the fishing environment in good condition, such as by cleaning it and tilling the sea floor, while inspections for shellfish poisons, norovirus and other harmful substances are performed to ensure the highest levels of safety. These oysters have a consistent flavor, are resistant to shriveling when heated and have a plump, tender texture.



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| Recommended | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |

Firefly Squid

Tajima



In Tajima, firefly squid fishing began in earnest in the 1980s, and the region has grown to become the number one producer in Japan. Fiscal 2021 marked its eleventh consecutive year as the nation's largest producer, producing a total of 3,999t of firefly squid.

In addition to on-board ultraviolet sterilization and washing with cold seawater before packing, on-board flash-freezing and other storage preparation methods, proton freezing technology has been developed and is utilized to ensure the firefly squid reaches the consumer at the same level of quality as it was when caught.

In addition to more common preparation methods, such as boiled firefly squid with vinegared miso, innovative cuisine ideas, such as shabu-shabu using raw squid, are also being developed.



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Awaji-shima San-nen
Tiger Pufferfish

Registered regional
collective trademark

Awaji



Farming of tiger pufferfish has been practiced in Fukura Bay on Awaji Island since the mid-1980s; however, when the cultivation period was extended by a year longer than other areas, fish market buyers and others noted that the quality of the flesh was different, more delicious; hence, producers worked to extend the cultivation period to three years. In recent years, production volume has been stable at around 100t.

These tiger pufferfish are carefully cultivated for longer than normal to achieve a larger size, and they are raised near the Naruto Strait, which has the strongest tidal current in Japan. Each fish is certified according to shipping criteria requiring that it have been raised for at least two years in Fukura Bay and weigh at least 1.2kg.

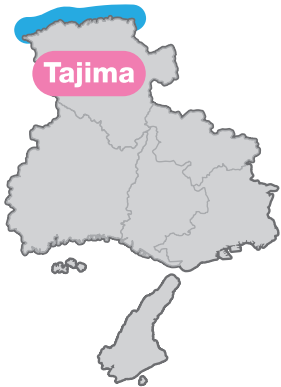
Because they are grown to such a large size, these fish are characterized by a fleshy firmness concentrated umami flavor, making them delicious as sashimi or in stews, while their milt is also large and delicious.



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| Recommended | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |

Flat-head Flounder

Tajima



In Tajima, the flat-head flounder is the most commonly caught, and thus most familiar, of the flounder species. During the 2021 fishing season (from September 2021 to May 2022), a total of 833t was caught, which was among the largest volumes in Japan.

Members of the fishing industry practice zealous resources management, which includes fishing season and grounds restrictions. These fish are typically prepared boiled; however, they are also eaten as sashimi in production areas where they are freshly caught. One traditional regional dish is called “komaburi,” which is sashimi covered with a boiled egg.

Efforts are being made to provide high-quality, fresh flounder as sashimi to areas outside the production region as well, such as by equipping vessels with on-board freezers which can flash-freeze the fish as soon as it is caught.

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| Recommended | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |

Akashi Octopus

Higashi-harima



Based on ruins around Akashi and the octopus pots found on the sea floor, we know that octopus was used as food in this area since as far back as the Yayoi period.

With a total of 558t caught in 2019, Akashi octopus has extremely high name recognition throughout Japan.

The tidal current around the Akashi Strait is extremely strong, which means that the flesh of those octopuses accustomed to that environment has a firm texture. Also, the undulating topography of the sea floor in this area is home to an abundance of shrimp, crabs and other sea life on which the octopuses feed, and this imparts an umami flavor that gets more pronounced with every bite. Caught octopuses are brought back alive, which allows them to be prepared in a variety of different ways, including as sashimi, tempura, pickled in vinegar or dried and prepared with rice as “tako-meshi.”

Producers also ensure sustainable fishing by protecting spawning parents and juvenile octopuses.

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| Recommended | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |

Akashi Seabream

Registered regional
collective trademark

Higashi-harima



Akashi seabream has long been a well-known specialty of the region, with records showing that dried Akashi seabream was presented as an offering to Oda Nobunaga by Toyotomi Hideyoshi. With a total of 308t caught in 2019, Akashi seabream has extremely high name recognition throughout Japan.

The tidal current around the Akashi Strait is extremely strong, and the undulating topography of the sea floor is home to shrimp, crabs and other sources of food. These factors give the flesh of the red seabream in this area a distinctively firm tone and umami flavor. To ensure they are as fresh as possible when eaten, the red seabream are brought back alive after being caught, kept alive overnight and then immediately killed, drained of blood and the nerves extracted.

The red seabream found around the Akashi Strait has an excellent fattiness and flavor that is perfectly suited to sashimi, grilling and parboiling, as well as cooked with rice, served in miso soup, included in boiled rice in tea or in many other dishes.

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| Recommended | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |

Japanese Littleneck Clams

Naka/Nishi-harima



Japanese littleneck clam farming in Hyogo began in the late 1990s. It came about by chance after littleneck clams found their way into a box filled with sand hung from a raft in order to raise ark clams and other bivalves. Through trial and error attempting to raise littleneck clams by putting them into the sea inside sand-filled boxes, littleneck clams plumper than thought possible in other regions were eventually able to be grown. A total of 12t was produced in 2020.

In the summer, growth of the littleneck clams is hindered by barnacles, sea squirts and other creatures which attach to the boxes, making their cultivation both time- and labor-intensive; however, this extra effort - along with the natural bounty of the Harima Sea - results in nice, plump littleneck clams. The clams are sorted by grain size and shipped.

They are characterized by flesh so plump it practically sticks out of the shell, resistance to shrinking when heated, and a flavor which with both very sweet and savory.

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Awaji-shima Cherry Salmon

Awaji



Cherry salmon mature from the masu trout that swim downstream from rivers into the sea. They are very rarely harvested in the wild, and regions where they are farmed through aquaculture are also uncommon. Fukura Bay has comparatively cool waters due to the effect of the ocean current from the Naruto Strait, which makes it suited to cold-water cherry salmon farming. This farming began in 2015, and total production in 2021 was approximately 13t.

Cultivation starts around December of each year, and once the fish have reach roughly 1kg in size, sometime between March and May of the following year, they are shipped.

Cherry salmon are said to be the tastiest variety of salmon/trout, having a nice fattiness, invigorating flavor and beautiful pink flesh that makes them well-suited for sashimi or other raw cuisine. Also, when cooked, a more intense umami flavor emerges which is deliciously different from the raw taste.

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| Recommended | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |



Awaji-shima Ebisu Seabream

Awaji



There are three sea straits by Awaji Island - the Naruto Strait, Akashi Strait and Kitan Strait - and, thanks to their good tidal currents and the abundance of food available to eat, the seabream caught on the island are exceptionally plump with a wonderful fattiness.

The seabream caught within the island harbor are called “Awaji-shima Ebisu Seabream,” with this brand name being announced in the fall of 2021.

Sakura (cherry blossom) seabream is popular in spring, while momiji (autumn leaf) seabream is popular in fall, but it is the momiji seabream, which stores up fat and nutrients from about September through November for the winter, which is particularly plump and whose flesh has a refined sweetness and flavor.

Because it has the reliable characteristics of whitefish, it is delicious no matter how it is prepared, whether raw, boiled, roasted, fried, steamed or any other way. In addition to sashimi and seabream with rice, it is a versatile ingredient that fits not only Japanese cuisine but Italian, and more broadly, Western cuisine and Chinese cuisine, such as acqua pazza, pasta and Chinese-style steamed dishes.

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| Recommended | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |



Hyogo Prefecture Agricultural,
Livestock and Marine Product Calendar

Available Recommended

| Agricultural Products | Vegetables | Awaji-shima Onions | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
|-----------------------|--------------------------------------|--|------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| | | Awaji-shima Lettuce | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Kobe Leaf Vegetables | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Iwatsu Green Onions | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Kita-awaji Ichinomiya Tomatoes | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Tanbasasayama Mountain Yams | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Hyogo Prefecture-grown Strawberries | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Black Soybean Edamame | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | Grains | Tanba Black Soybeans | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Sayo Mochi Soybeans | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Konotori-hagukumu Rice | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Tanba Dainagon Adzuki Beans | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | Fruits | Hyogo Prefecture-grown Figs | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Tanba Chestnuts | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Hokusetsu Chestnuts (Ginyose, Porotan, etc.) | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | Asakura Sansho Pepper | Fresh pepper | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | | Processed pepper | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | Flowers | Ogo Flowers | Easter Lily | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| | | | Tulips | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
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| Livestock Products | Tajima Cattle / Kobe Beef | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Hyogo Milk | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Hyogo Yukihome Pork | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Banshu-hyakunichi Chicken | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Hyogo Hohoemi | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
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| Marine Products | Hyogo Nori | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Matsuba Crabs | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Pacific Oysters | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Firefly Squid | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Awaji-shima San-nen Tiger Pufferfish | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Flat-head Flounder | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Akashi Octopus | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Akashi Seabream | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Japanese Littleneck Clams | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Awaji-shima Cherry Salmon | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |
| | Awaji-shima Ebisu Seabream | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | |



Foods of this brand have cleared the following certification criteria for uniqueness or special features and safety and confidence.



Uniqueness or Special Features

The foods must have unique or special features. They must have at least one of the following (from (a) to (c)).

(a) Unique or special features concerning production methods.
[e.g.] Environmental consideration.

(b) Unique or special features concerning flavor or other quality-related aspects.
[e.g.] Grain diameter of 10.5mm or more (Tanba Black Soybeans)

(c) Unique or special features that have earned a high level of confidence from prefectural residents.
[e.g.] Variety or pedigree unique to a region (Iwatsu Green Onions)

Ensured Safety

The foods should satisfy legal standards, including those in the Food Sanitation Act.
***Hyogo Prefecture carries out inspections at the application and retailing stages.**

Fostering Confidence

Producers of the foods should have a traceability system for their production history.

Hyogo Foods Promotion Council

Find a plethora of information about “Hyogo Foods,” including lists of certified foods and stores which handle those foods.
<https://www.hyogo-umashi.com/en/>



“Miketsukuni Hyogo” - a one-stop-shop for finding all of Hyogo’s delicious foods

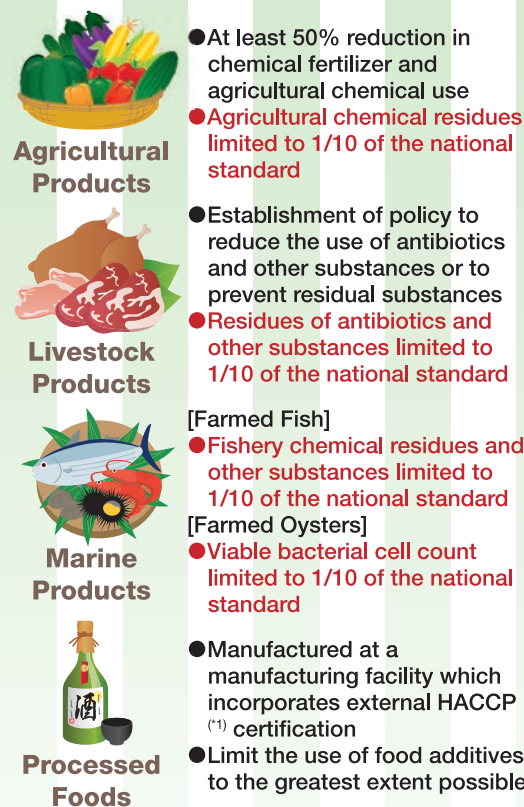
To make it easier to purchase agricultural, livestock, marine and other products found within Hyogo Prefecture, this website was created to aggregate in one place the information of the EC websites⁽¹⁾ operated for the prefectures various local products.
<https://hyogo-umashi.com/ec-bookmark/>



⁽¹⁾ Websites selling products online



In addition to the Hyogo Recommended Brand certification criteria, Hyogo Confident Brand foods must clear more stringent criteria with regard to the maintenance of shipping records, amounts of agricultural chemical residues and other considerations important to ensuring a highly safe brand.



⁽¹⁾ HACCP: The internationally recognized Hazard Analysis and Critical Control Points is an efficient and effective food hygiene control system that sets hazard monitoring methods to prevent possible hazards during the food manufacturing processes.
⁽²⁾ Hyogo Traceability Guideline Step 2: Implementation of “lot management” to identify the food being handled

Maintenance of shipping records and other documentation
(Hyogo Traceability Guideline Step 2⁽²⁾-compliant)

Certified Foods of Hyogo come in **two** brands!

Hyogo Foods Promotion Council

Overview of the Hyogo Foods Promotion Council

1 Purpose

Given that safe and locally-produced foodstuffs are drawing consumers’ attention now, Hyogo Prefecture, with its vast size, diversity of agricultural, forest and marine industries, and close proximity to major consumer areas, is pursuing various measures to enhance the production, distribution, and consumption of Hyogo’s locally-produced excellent agricultural, marine and processed foods. One such measure is the promotion of the Certified Foods of Hyogo system in which the local government confirms and accredits the quality and safety of agricultural, forest and marine products and processed foods that have unique and special features, further bolstering their competitiveness by establishing brands that utilize local strengths, and comprehensively promotes identifying new demand through overseas sales and promotional activities of locally-produced foodstuffs in Hyogo foods.

2 Programs Undertaken by the Council

- (1) Programs to expand the production, distribution and consumption of Hyogo-produced excellent agricultural, forest and marine products and processed foods, including the Certified Foods of Hyogo (implemented by the Certification Group).
- (2) Programs to contribute to the promotion of overseas exportation of Hyogo-produced agricultural, forest and marine products and processed foods (implemented by the Export Group).
- (3) Programs which encourage the branding of Hyogo-produced agricultural, forest and marine products and processed foods (implemented by the Branding Group).

Hyogo Foods Promotion Council



3 Establishment

April 27, 2010

4 Council Membership

The Council is comprised of approximately 41 Hyogo Prefecture-based organizations from the production, distribution, consumer and media industries, as well as from local governments and other areas.