



岡山産

Made in Okayama



【Produced and Written】

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About Okayama

Okayama's Location

Okayama is the crossroads where Kansai and Kyushu, Sanin and Shikoku meet.

Okayama is located in the middle of San'yodo, with Hyogo Prefecture neighboring it to the east, and Hiroshima Prefecture to the west. To the south is Shikoku across the Seto Inland Sea, a great boon for water transportation since the olden days; and to the north is the Sanin region — putting Okayama in an important, central location as the transportation nexus of west-central Japan since ancient times. Today, Okayama has grown in importance for transportation in western Japan, with its network of expressways that criss-cross the prefecture, access by air to international and domestic destinations from Okayama Airport, and rail lines like the Shinkansen that span the entirety of Japan.



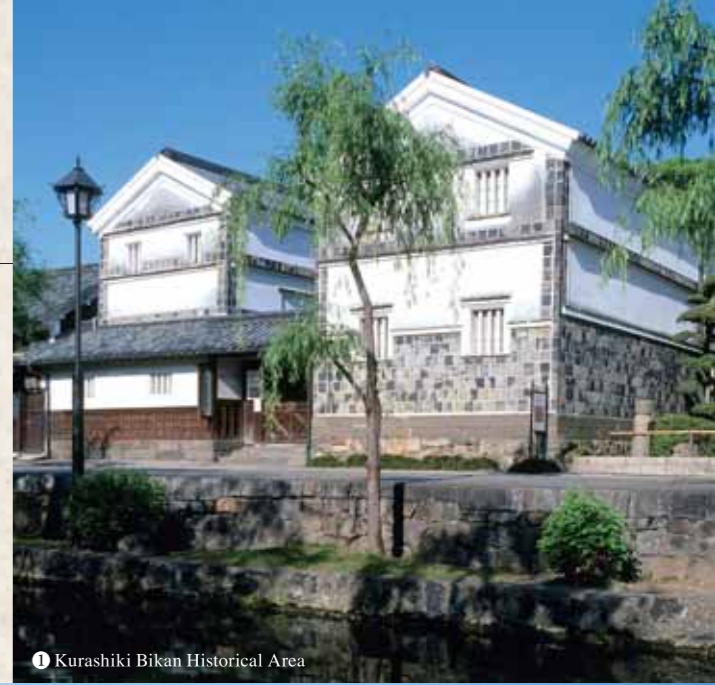
Hiruzen Highlands in the North

Seto Inland Sea in the South

Okayama Highlights

Kurashiki Bikan Historical Area / Korakuen / Great Seto Bridge

① The Kurashiki Bikan Historical Area is the most famous tourist spot in Okayama Prefecture. Streets lined with white-walled storehouses with namako walls and town houses with barred windows. The reflections of rows of willow trees on the surface of canals. An old-fashioned townscape, rich in atmosphere, hugs the Kurashiki River. ② Okayama's Korakuen is one of the Three Great Gardens of Japan. It was constructed by Tsuda Nagatada on the orders of daimyo Ikeda Tsunamasa, who ruled Okayama long ago, and it was tentatively finished in 1700 after fourteen years of work. ③ The Great Seto Bridge (Seto-Ohashi) went into operation in 1988 and is one of the three bridges of the Honshu-Shikoku Bridge Project, connecting Okayama directly to Kagawa. This bridge was built across several islands in the Seto Inland Sea and combines highway traffic with rail lines.



① Kurashiki Bikan Historical Area



② Korakuen, Okayama

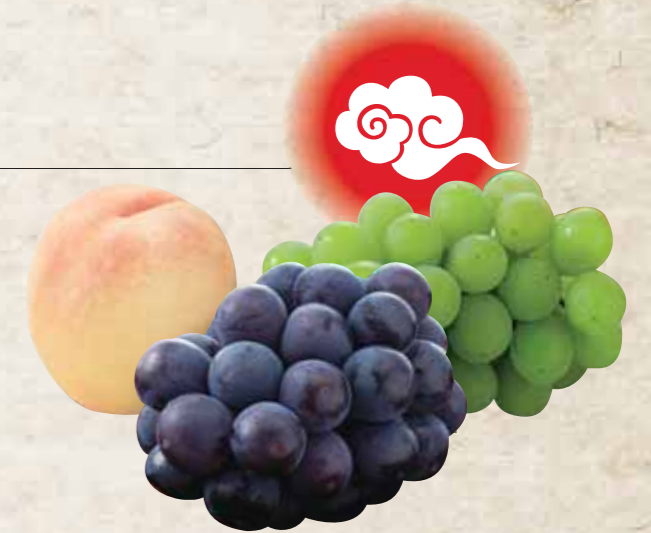


③ Great Seto Bridge

The Climate of Okayama

Okayama, the Land of Sunshine

The northern part of Okayama is rich in mountains and hot springs, while to the south, the gentle Seto Inland Sea and its many islands paints a picturesque landscape. In addition, the prefecture's three rivers (the Yoshii, Asahi, and Takahashi) brim with clean water. Okayama has been called "Okayama, the Land of Sunshine" for its natural richness with the sea, mountains, and rivers, its mild climate with plentiful sunshine, and its lack of natural disasters. Okayama is also the Kingdom of Fruit thanks to the many varieties of nationally famous fruit that are cultivated here due to the mild climate.



The Cuisine of Okayama

Okayama Barazushi

Blessed with the fortunes of both sea and mountains as well as the development of agriculture since ancient times, Okayama has seen a rich and colorful local dietary culture take root here. Okayama barazushi is Okayama's most famous dish from among its local cuisines. It's hearty compared to the barazushi from other prefectures. It came about in response to a command by the daimyo of Okayama to economize — "a table should offer one soup and one dish" — and was born out of the wisdom of the common folk, who counted its many ingredients to be "one vegetable".



The Fruit of Okayama



Hakuto Peaches (e.g. Shimizu-Hakuto)

Tender flesh overflowing with juice.
Sweet and delicious peaches.

These white peaches cultivated in Okayama are called Okayama Hakuto (a local brand name). Each peach is wrapped and nurtured to protect them from rain, wind and insects, resulting near-transparent Hakuto peaches.

Available season: Mid-July–Mid-August
Production volume: 2,899 t (Shimizu-Hakuto), 1st in Japan
Export destinations: Hong Kong, Thailand, Malaysia, Singapore



Muscat of Alexandria Grapes

Called the “queen of fruit”, these near-translucent yellow-green grapes are characterized by their rich aroma and refined flavor.

Cultivation in Okayama began in 1886, and today’s cultivation techniques were developed through much trial and error.

Available season: August–September
Production volume: 1,210 t, 1st in Japan (over 90% of the national production)
Export destinations: Hong Kong, Thailand, Malaysia, Singapore, Taiwan



Peony Grapes

Intense sweetness in every grape. Seedless and easy-to-peel, making this an easy to eat.

The peony is the grape refined to new heights, with a seedless cultivation technique developed in Okayama, the Japanese leader in grapes.

Available season: March–October
Production volume: 10,500 t, 1st in Japan
Export destinations: Hong Kong, Thailand, Malaysia, Singapore



Senryo Eggplant

This eggplant is regarded as the best of its class, even in major cities, with its dark purple color and glossy sheen.

Okayama ships eggplants throughout the year, focusing on winter-spring eggplants in the southern part of the prefecture, and on summer-fall eggplants in the northern mountain region.

Available season: Late September–June for winter-spring eggplants, late June–early October for summer-fall eggplants
Production volume: 5,070 t, 6th in Japan



Asahi Rice

This rice, characterized by its large grains and sticky, chewy texture, is sweet and savory.

This rice is hugely popular and widely trusted not only as a daily staple, but for use in sushi restaurants and at Japan’s top dining establishments.

Available season: All year
Production volume: 18,900 t



Kurodaizu Soybeans

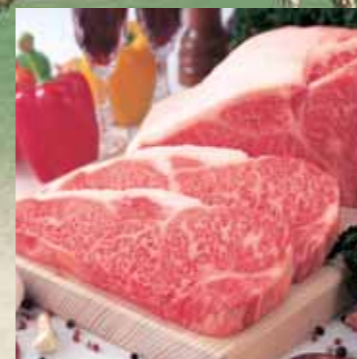
These attractive, flavorful black soybeans have a soft texture and are of unrivaled quality.

Okayama’s kurodaizu soybeans, the “black bean of Tanba”, are cultivated mainly in the north of the prefecture, in greater volumes than anywhere else in Japan.

Available season: October
Production volume: 1,476 t

The Vegetables and Cereals of Okayama

The Livestock of Okayama



Okayama Japanese Beef

With its fine muscle fibers and distinctive flavor, Okayama beef is ideal for steak and sukiyaki.

Okayama placed fifth overall nationwide at the Ninth Japanese Beef Association Competition (2007), held once every five years.

Available season: All year
Shipping quantity: 991 animals



Okayama Pork

Whether you grill it, fry it, or stew it, Okayama pork offers a soft texture and sweet flavor.

Okayama pork is fed a special diet consisting mainly of grains, combined with vegetables for protein.

Available season: All year
Shipping quantity: 3,585 animals
Export destination: Hong Kong



Okayama Free-Range Chickens

Enjoy the real taste of chicken with the distinctive, full-bodied flavor and sticky texture of our free-range chickens.

Okayama farmers raise their chickens according to husbandry manual for Okayama free-range chickens. The Okayama free-range chickens raised in Kibichuo are specially JAS certified.

Available season: All year
Production quantity: 24,426 birds



Okayama Oysters

The seas around Okayama are ideal for raising oysters, which live in the lee of the many islands here.

The seas around Okayama, rich in the plankton oysters feed on thanks to the rich nutrients provided by our three main rivers — the Yoshii, Asahi, and Takahashi — are an ideal place to raise oysters.

Available season: Late October–Mid-March
Harvest volume: 2,515 t (shelled oyster), 3rd in Japan



Spanish Mackerel

Okayama’s famous Spanish mackerel have mild white meat that melts in your mouth.

Spanish mackerel lose their freshness quickly, but those caught in Okayama are immediately put on ice while on the boat and kept it fresh all the way to market.

Available season: Early April–Late June
Fishing volume: 20 t



Gazami Crab

Also called the blue crab, this marine catch offers tender meat with a full-bodied flavor.

Female crabs with eggs are particularly highly valued. About half of all Japan’s gazami crabs come from the Seto Inland Sea, and Okayama ranks eighth in the country in fishing volume.

Available season: Mid-October–Mid-May
Fishing volume: 153 t, 8th in Japan

The Seafood of Okayama

Okayama's Local Sake Brands

Okayama's local sake brands are made possible by the high quality of the land's rice and water as well as the techniques of our brewers.

The secret to great flavor is in the rice.

A rich variety of high-quality rice is cultivated in Okayama for sake brewing, including the number-one Japanese sake rice, known as Omachi rice, as well as the Yamadanishiki, Asahi, Akebono, and Nihonbare varieties, which all become ingredients for local sake brands.

A great sake relies on great water.

Sake is 80% water. As such, water has a great effect on the quality of sake. The three great rivers from our northern mountain region (the Yoshii, Asahi, and Takahashi) provide an abundance of fresh water from which delicious sake can be brewed.

The time-honored techniques of our brewers

The skill of the brewer is what really makes a sake. The techniques of the Bitchu brewers, famous throughout Japan, have been passed down over the generations, making the local sake brews of Okayama possible.



Shipping period: March–October
Production volume: 3,846 kℓ



The Processed Foods of Okayama

We take advantage of the rich environment throughout Okayama when making processed food products.

Southern Okayama

We recommend products (like wine, jam, jelly, and ice cream) made from fruit cultivated in the southern part of Okayama, where the water is excellent and the winter climate is mild. Furthermore, located near the Seto Inland Sea, we also have great seafood products to recommend (like stewed oyster rolls, pickled sardines, nori seaweed, and kamaboko (fish sausage)).

Northern Okayama

For products from the north part of Okayama, we recommend agricultural products, sake, and dairy products (like black soybean products, mochi (rice cake), soba noodles, tsukudani, miso, Okayama beef curry, sake, cheese, butter, yoghurt, and pudding) that take advantage of the north's natural abundance — the rich and fertile Chugoku Mountains as well as its clean rivers.



The Dairy Products of Okayama (Jersey Dairy)

Jersey cows are said to be the ideal cow for livestock husbandry. The pastures of the Hiruzen Highlands in northern Okayama provide the ideal environment for these cows and the superb milk they produce. The jersey cows raised in the Hiruzen Highlands produce milk rich in nutrients like milk fat and protein as well as rich in taste. Although the volume of milk produced is small, it is of the utmost quality. We highly recommend that you try Okayama dairy products made using our jersey cow's milk.

Exported products: yogurt, yogurt beverages Export destination: Hong Kong

Recipes Using Okayama Ingredients

Octopus and Yellow garlic Chive Salad Stuffed Tomatoes ~with Lemon Olive Dressing~

[Ingredients] (2 servings)

[A] Octopus	50g
Yellow garlic Chive	10g
Midi tomatoes	2pcs
[B] Lemon Olive Dressing	
Stuffed olive	1pcs
Onion	30g
Italian parsley	a pinch
Lemon juice	2 slices' worth
Olive oil	20g
Salt, white pepper	

[Instructions]

- ① Boil the octopus and chop it up. Lightly boil the chives and cut them.
- ② Finely chop the vegetables for the dressing and add olive oil. Mix with ① and add salt and white pepper to taste.
- ③ Stuff into a hollowed-out tomato.

Lightly roasted Spanish Mackerel and Vegetable Salsa ~with Japanese Mustard Dressing~

[Ingredients] (2 servings)

[A] Spanish mackerel filet (with skin)	50g
Yellow pepper	10g
Cucumber	10g
White onion	5g
Shiso leaf	1
Salmon roe	a pinch
[B] Japanese Mustard Dressing	
French dressing	30cc
Dark soy sauce	5cc
Dry mustard	to taste

[Instructions]

- ① Take a filet of mackerel with the skin still on and lightly grill the outside in a hot flame just enough to sear it, then dip in ice water. Once cooled, dab off all the water and slice thinly.
- ② Chop the yellow pepper and cucumber into 5-mm cubes and briefly immerse in hot water.
- ③ Mince the white onion and shiso leaf. Place the mackerel slices from ① in a row on a plate, and lightly salt and pepper it. Garnish it with the vegetables from ② and the salmon roe. Then add the dressing from [B].

