



Special
Compilation

“Oita Brand”

Food Product Catalog

【English】



Japan's top
hot spring
prefecture
Full of
flavors



3 Kanta-kun sweet potatoes →P6

A rising star in the world of sweet potatoes, this variety is distinguished by its intense sweetness and moist texture.

4 Farm-raised oysters →P3

Locally farmed oysters exhibiting a fresh seawater fragrance, juiciness and umami.

5 Eggs →P5

Oita has many famous chicken dishes like fried chicken and tempura, so naturally its eggs are delicious as well.

6 Dried shiitake mushrooms →P5

Leading Japan in both volume and quality! Fleshy with an exceptionally rich aroma.

7 Fresh shiitake mushrooms

Grown on logs or in mushroom beds, they have a full-bodied flavor and can be shipped year-round!

8 Oita kabosu (citrus fruit) →P7

Full of citric acid, vitamin C and other components with health benefits.

9 Japanese pears →P6

With a long shipping season from July to February, Oita pears are popular for their crunchy texture.

10 Greenhouse-raised mandarin oranges →P7

Distinguished by their full-bodied flavor, with the perfect balance of tartness and sweetness.

1 Green scallion shoots

Nutritious and flavorful green scallion shoots are grown here.

2 Pork →P4

Raised with safety rigorously managed in the optimal environment of Oita's great outdoors.

Full of the
delicious bounty of the
sea and mountains!

11 Napa cabbage

Grown mainly in high-land areas, Oita is a major producer of Napa cabbage.

12 Corn

Grown in particularly large quantities at high elevations in the center of the prefecture and renowned for its sweet taste.

13 Japanese tiger prawns

Wild prawns are widely caught throughout the prefecture, while tiger prawn farming has flourished on Hime Island, famous for its "fox dance" ceremony.

14 Noble scallops →P3

Characterized by their brightly colored shells in orange, red, purple, or yellow, these are said to be even sweeter than regular Japanese scallops.

15 Green shiso →P7

Also known as "green perilla," this classic Japanese ingredient is a garnish for sashimi and deep fried as tempura.

16 White scallions →P6

Grown in mineral-rich sandy soil and intensely sweet.

17 Farm-raised Japanese yellowtail →P2

Fans say you'll never get tired of this deliciously fatty, firm-fleshed fish!

18 Oita Wagyu →P4

Irresistibly fine marbling and a melt-in-your-mouth, smooth texture.

All produced in Oita

Because Oita is a hot spring prefecture!

Jigoku-mushi

In this traditional Oita cuisine, ingredients are steam-cooked using hot spring fumes. By flash-steaming foods at high temperatures around 100°C, this environmentally friendly, healthy cooking technique also brings out their umami content. If you visit Oita, it's a must-try!

Getting to Oita

- From Tokyo
About a 1.5-hour flight from Haneda Airport
- From Osaka
About a 1-hour flight from Itami Airport
- From Fukuoka
About 2 hours by limited express train from JR Hakata Station

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Shipping calendar

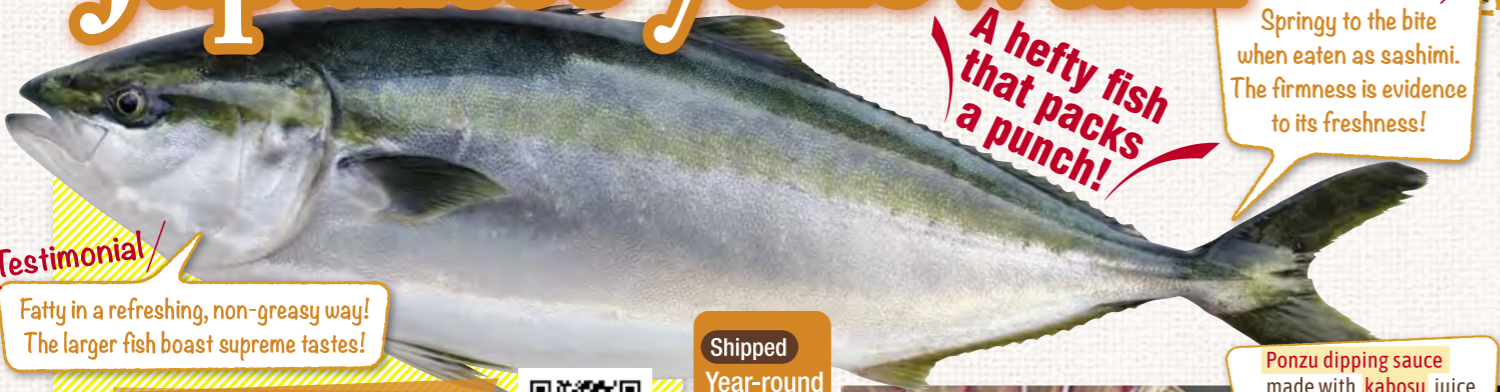


Japan's
2nd
largest
producer!

The intricate, deeply indented coastlines in the south of Oita Prefecture are perfect for fish farming

An indigenous species
only found off the coast
of Japan!

Farm-raised Japanese yellowtail



Testimonial
Fatty in a refreshing, non-greasy way!
The larger fish boast supreme tastes!

A hefty fish that packs a punch!

Testimonial
Springy to the bite when eaten as sashimi. The firmness is evidence to its freshness!

Ponzu dipping sauce made with kabosu juice

Shipped Year-round
Produced in Saiki City, Tsukumi City, Usuki City

What makes this fish special?



A must-eat on auspicious occasions like the New Year. Fishery-filled Oita is Japan's second largest producer!

In Japan, yellowtail is called by different names as it grows larger and "advances in life," making it an essential fish on auspicious occasions. Oita Prefecture's deeply indented coastlines are protected from the effect of waves, allowing yellowtail farming to flourish.

Good for skin, weight loss, and preventing lifestyle diseases!?

Japanese yellowtail is also known for its nutritional value. It is rich in nutrients like high-quality protein, B-vitamins, vitamin D, and iron. It is even said to be effective in preventing and ameliorating lifestyle diseases and is an excellent source of omega-3 fatty acids.



Hauling farm-raised Japanese yellowtail

How to eat it

Light cooking brings out an exceptional flavor
Japanese yellowtail shabu-shabu

Thin slices of Japanese yellowtail are swirled around in a pot of boiling dashi broth and then dipped in ponzu sauce before eating. Cooking Japanese yellowtail releases even more of its umami and also removes excess fat, good for health-conscious diners.



Japan's first fish farm to obtain HACCP certification!

Hazard Analysis and Critical Control Points (HACCP) is an internationally recognized systematic approach to food safety management. An Oita-based company has become the first in Japan to obtain HACCP certification for its entire production line, from the fish farm to the processing plant. Corporate and governmental efforts together ensure the safest, most secure, and freshest Japanese yellowtail.



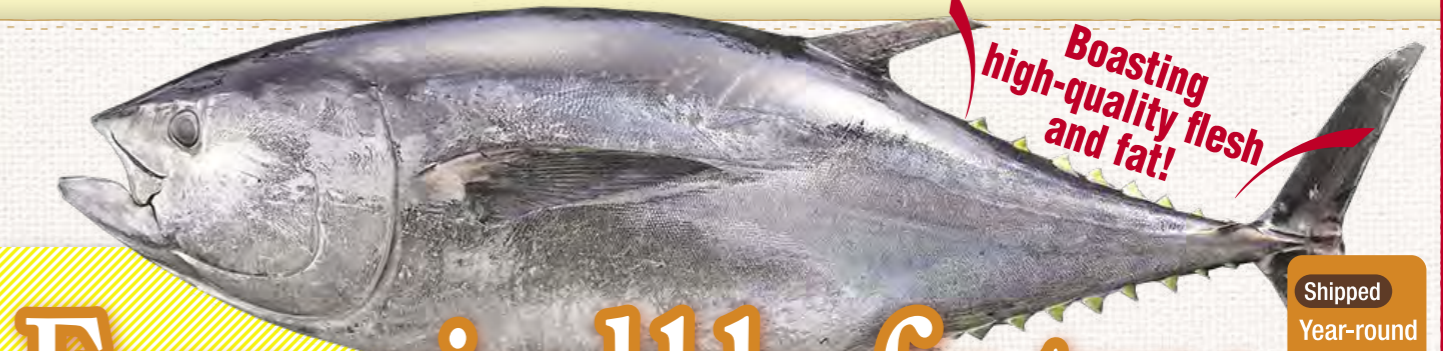
Farm-raised bluefin tuna

What makes this fish special?



Bluefin tuna of premium quality raised steadily in harsh conditions

Bluefin tuna is also known as "the black diamond of the sea" due to its scarcity. Tuna farms are located in the Bungo Channel's periphery with rapid currents and water temperatures lower than that of other production areas. While tuna raised in such settings take longer to mature, the time-intensive cultivation method in combination with bleak conditions result in higher quality flesh with fine marbling.



Boasting high-quality flesh and fat!

Shipped Year-round
Produced in Saiki City, Tsukumi City

Testimonial
Fine red flesh featuring umami created by time-intensive cultivation under stringent conditions!

Catch hauling is a dynamic, famous sight at the port!



For the full flavor of farm-raised Japanese yellowtail **Sashimi**

Farm-raised Japanese yellowtail is praised for its firm flesh and fattiness. Before you try it any other way, first taste it raw in sashimi with juice squeezed from kabosu, Oita's specialty citrus fruit. The sashimi is garnished with green shiso, which has antimicrobial and appetite-stimulating properties.

Delicious on rice or as a snack with drinks

Ryukyu

Sliced fish is marinated in a dressing containing soy sauce and mirin. There are two theories regarding the origins of the name. According to the first, the recipe originally comes from the Ryukyu Islands (Okinawa), while the second holds that the name is derived from riku-ae, a kind of sesame dressing.

Try mugi-shochu (Japanese spirits distilled from barley) with Oita kabosu!



There's more!
The Oita seafood brand

Even featured in Japan's first book on food culture!

Bimi Kyushin, a collection of essays published in 1925, was Japan's first book on food culture and became a bestseller. Its author, Kenjiro Kinoshita, praises Oita Prefecture's ingredients.

Seki horse mackerel

The pride of Oita, these horse mackerels are reeled in with lines and poles from the rough waters of the Hoyo Strait. They are processed in Oita City's Saganoseki area and shipped year-round.



Seki chub mackerel

Like Seki horse mackerel, Seki chub mackerel is caught in the Hoyo Strait. Fishermen whose instincts and technique have been honed over countless years reel the fish in one by one with lines and poles. The fish are processed in Oita City's Saganoseki area and shipped in November through May.



Farm-raised white trevally

White trevally is a fish of premium quality that has enjoyed success in the farms of southern Oita, particularly in Saiki City. The fish has excellent fat content, and is shipped in June through October.



Farm-raised flounder

Oita is also one of Japan's top producers of farm-raised flounder! The fish are raised in well-kept tanks onshore and shipped year-round.



Noble scallops

Noble scallops are farmed mainly in Saiki City. Although their shell shape and meat resemble those of the regular Japanese scallop, they are distinguished by their brightly colored shells which may be orange, red, purple, or yellow. They are said to be even sweeter than regular scallops and shipped year-round.



Farm-raised oysters

A variety of oyster species is farmed in the cities of Nakatsu, Kitsuki, Kunisaki and Saiki. Popular for their meatiness and high nutritional value, the oysters are shipped year-round.



Tiger puffer

Tossed about by the powerful currents of the Bungo Channel, tiger puffers have firm flesh and a distinctively chewy texture and taste. Both wild and farm-raised puffers are shipped from November to March.



Cutlassfish

With their elegant bodies and delicate flavor, cutlassfish are carefully pulled in by fishermen one by one. Shipped from April to November, they have been receiving high praise on the market as well.



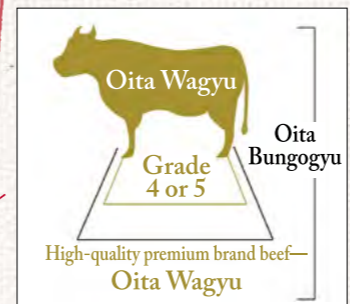
Japan's
No. 1
in the sire
division!

Oita Prefecture's new beef brand!

Oita Wagyu



Raised amid the bounty
of nature in Oita



What makes
this beef special?

Champion beef with a glorious history and list of titles!

Oita Bungogyu beef has won numerous Japanese beef titles since it was awarded the top prize at a national competition held in 1921. More recently, it clinched the top award in the sire division at the 11th National Competitive Exhibition of Wagyu (Wagyu Olympics) in 2017. Oita Wagyu was launched on Bungogyu's centennial anniversary year. It is Japan's top-ranking premium beef with a quality grade of 4 or 5, sourced from high-quality Bungogyu and raised at farms where efforts are made to produce delicious meat.

Healthy food: Eat and be happy

Oita Wagyu is rich in protein as well as B-vitamins that are called beauty vitamins. The beef contains a balanced mix of essential amino acids and a lot of tryptophan that is critical for synthesizing serotonin, also known as the happiness hormone.

- Oita Wagyu standards**
1. Higher grade beef (Grade 4 or 5)
 2. Beef traceable to individual cattle farms
 3. Special efforts are made to produce delicious meat (including feeding cattle with rice and beer lees)



Testimonial
The fine aroma of the fat intensifies and the meat becomes even more delicious when you grill it! It's light enough to eat every day!

Oleic acid is an unsaturated fatty acid found in beef. It is said that the more oleic acid in the meat, the better the taste and texture—the high presence of oleic acid is one of the reasons that the Oita Wagyu is so delicious.

Shipped
Year-round
Produced in
Throughout
Oita Prefecture

Testimonial
It has a rich taste that melts in your mouth. The marbling is exquisite and the meat is tender!

There's
more!
The Oita livestock brand

Pork

Mainly produced in areas like Kokonoe Town, Taketa City, Bungo-Ono City, and Kunisaki City, this pork is raised under rigorous safety management in the optimal environment of Oita's great outdoors.



Eggs

With many famous chicken dishes like fried chicken and tempura, Oita is a major chicken producer and also ships large volumes of eggs while holding to exhaustive food safety measures.



How to eat it

Oita has many varieties of **sake** too



Japan's hot-pot feast!
Sukiyaki

Beef tallow is heated in an iron pot and sprinkled with sugar. Beef is added and cooked on both sides, then drizzled with soy sauce. First just the meat is savored after swirling it around in raw, beaten egg. This is the best way to enjoy the tenderness of Oita Wagyu.



Irresistibly juicy!
Steak

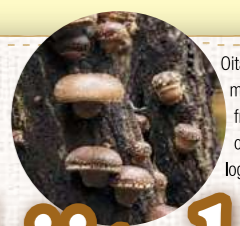
Steak is the best way to fully savor the juiciness of Oita Wagyu. Rehydrated dried shiitake mushrooms complement the steak well and soak up the umami of the beef for a flavor that rivals that of the steak.

Shiitake soy sauce and Oita-origin yuzu chili paste go well with steak

No. 1
in Japan
in volume and quality!

Winner of the organizational prize for 21 years in a row and 53 times in total at the national dried shiitake mushroom fair

Dried shiitake mushrooms



Oita's dried shiitake mushrooms benefit from being grown on sawtooth oak logs



Since 1979, Japan's champion sumo wrestler has been presented with a trophy filled with dried shiitake mushrooms

Shipped
Year-round
Produced in
Throughout
Oita Prefecture

Testimonial
Their freshness and size make them very filling and satisfying!

What makes these dried shiitake mushrooms special?

About 40% of Japan's dried shiitake mushrooms are produced in Oita. Local mushrooms are regular winners at fairs!

Oita's dried shiitake mushrooms always get the top marks at the national fair and lead Japan in both volume and quality! On top of Oita's favorable climate, they benefit from being grown on sawtooth oak logs without the use of pesticides.

Eco-friendly cultivation!

Sawtooth oak has excellent regeneration abilities, capable of producing new sprouts from stumps. Cuttings return to the soil where the shiitake mushrooms are grown, converting into nutrients that contribute to a richer forest environment. Cultivated by utilizing the natural cycles of the forest, the dried shiitake mushroom is an environmentally friendly product.

Enhanced umami through drying
Packed with nutrients with health benefits!

During the drying process, heat and enzyme activity increase the amount of guanylate, an umami component. Lentinan found in shiitake mushrooms may even boost the immune system. They are also rich in vitamin D, which aids in calcium absorption, and dietary fiber.

Easy-peasy! How to rehydrate shiitake mushrooms

Rehydrating shiitake mushrooms slowly over time at a low temperature is the best way to extract umami.

Recommended rehydration method

All you need to do is to submerge the mushrooms in water before placing them into the fridge, and wait as they restore their tastefulness overnight. Rehydrate multiple mushrooms at a time and freeze for storage, or soak them in tomato juice or consommé to enhance the aroma and flavor of your cooking.



Oita Prefecture has a new
dried shiitake mushroom brand!



Enjoy the different umami of each variety!

Umamidade is a new brand launched in Oita Prefecture on February 20, 2020. The mushrooms are packed into bags according to variety. From characteristics like "gentle aroma," "meaty and dense," "excellent texture," and "soft and mild," customers can select the variety that fits their preferences and cooking.



Akizuki pears

These pears with a fine-grained and soft flesh have intense sweetness with a hint of sourness. Akizuki's harvest period lies between that of Hosui and Niitaka's, with the average fruit weighing at approx. 500 g.

Shipped September
Produced in Hita City, etc.


Japanese pears




Hosui pears

Hosui, the prefecture's leading brand, is the most commonly grown pear variety in Oita. The pear has a tender flesh, and is extremely juicy with high sugar content.

Shipped August through September
Produced in Hita City, Kokonoe Town, Yufu City



1.5 times the sugar content of a regular sweet potato!

Kanta-kun sweet potatoes

This new brand of sweet potato is distinguished by its intense sweetness and moist texture. When roasted, they become glossy with oozing syrup.

Inside scoop from production area

Sweet “Kanta-kun” potatoes are stored for at least 40 days after they are harvested. During this time, their starches are converted into sugar, making them even sweeter than regular sweet potatoes.

Shipped December through March
Produced in Bungo-Ono City, Usuki City




Oita's specialty sweet potato
大分特産かんしょ
甘太くん
Kanta-kun



Some weigh even more than 1 kg!

Niitaka pears

These pears are enormous, crunchy, and extremely sweet. Their flavor intensifies later in the fall.

Shipped September through October; November through February (stored)
Produced in Hita City, etc.

Inside scoop from production area

Hita pear growers have successful extended shipping periods by using greenhouse cultivation to meet the timing of the Mid-Autumn Festival, and refrigeration warehouses for the Chinese New Year. In addition to Hosui, Akizuki, and Niitaka, the Hita region also exports Shinko, Hori (Holy) and Okusankichi. Supply throughout the seasons is achieved by growing a wide array of pear varieties.



Oita Produce

Including the inside scoop from production areas!

Oita Prefecture's rich variety of world-class produce is thanks not only to its favorable environment and climate but to the hard work and ingenuity of its producers!

Western Japan's top producer

White scallions

Grown in Oita's warm climate and mineral-rich sandy soil, these scallions are exceptionally sweet.

Shipped Year-round (from the north of the prefecture in winter and from highland areas in summer)
Produced in Throughout Oita Prefecture but mainly around Bungo-Takada City




Oita has the second highest shipping volume in Japan!

Green shiso

This Japanese herb is sometimes referred to as “green perilla.” It is grown throughout the year, mainly in Oita City.

Shipped Year-round
Produced in Oita City

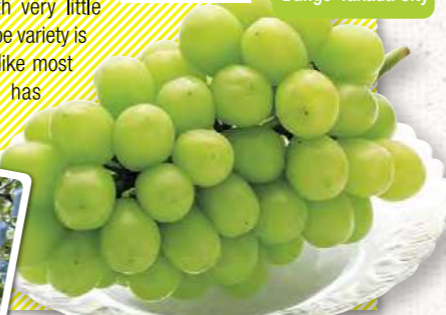





A fruit in the spotlight for its edible skin

Shine Muscat grapes

Thoroughly sweet with very little tartness, this large grape variety is also seedless, and unlike most Japanese grapes it has edible skin.

Shipped July through October
Produced in Usa City, Hita City, Bungo-Takada City

100% organic tea also available

Tea

Various kinds of tea are produced in Oita including sencha (medium-grade green leaf tea), steamed tamarokucha (fine green leaf tea), and kamairicha (pan-fried green tea). Usuki City is the prefecture's top producer of organic tea.

Shipped Year-round
Produced in Kitsuki City, Nakatsu City, Bungo-Ono City, Saiki City, Usuki City





No. 3 in Japan in both area and yield

Greenhouse-raised mandarin oranges

Photodetectors are used to sort out the oranges that meet the target sugar content. They are juicy and intensely sweet.

Shipped April through September
Produced in Kitsuki City, Saiki City, Kunisaki City, Hiji Town

Inside scoop from production area

To grow thin-skinned mandarins packed with sweetness, the temperature and moisture level inside the greenhouse are carefully controlled. Oita's greenhouse-raised mandarins can be shipped earlier than those produced anywhere else in Japan.



Over 90% of Japan's kabosu are grown in Oita.

Oita kabosu (citrus fruit)

(GI certified in 2018)

Containing citric acid, vitamin C and other components with health benefits, this fruit is mildly tart and brings out the flavors of ingredients such as grilled fish and meat.

Shipped March through July (greenhouse-raised); August through September (outdoor-grown); October through February (stored)
Produced in Taketa City, Usuki City, Bungo-Ono City, etc.






Seasonality at a glance!

Shipping Calendar

Shipping month

For details on produce, see pages 6-7.

* The item is in season where the band of color is darkest.

= Fruit tree
 = Vegetable
 = Special purpose produce

Items		1	2	3	4	5	6	7	8	9	10	11	12
Japanese pears	Niitaka pears	Stored										Stored	
	Hosui pears												
	Akizuki pears												
Shine Muscat grapes													
Greenhouse-raised mandarin oranges													
Oita kabosu (citrus fruit)		Stored			Greenhouse-raised			Outdoor-grown				Stored	
Kanta-kun sweet potatoes													
Berries													
Green shiso													
White scallions													
Tea													

Items shipped year-round



Farm-raised Japanese yellowtail →P2



Farm-raised bluefin tuna →P3

Oita Wagyu
→P4



Pork →P4



Eggs →P5



Dried shiitake mushrooms
→P5



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