

"Oita Brand"



Japan's top
hot-spring region
Full of flavors

Food Product Catalog



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

Raised primarily in the cities of Nakatsu, Kitsuki, and Saiki, the wide range of varieties includes Pacific and Iwagaki oysters.

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 Kabosu (citrus fruit) →P7

Rich in citric acid and vitamin C, over 90% of Japan's kabosu are grown in Oita.

9 Japanese pears →P6

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

10 Greenhouse-raised mandarin oranges →P7

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

Contents

A closer look at three hot items! ... P 2 ~ 5

Farm-raised Japanese yellowtail / Oita Bungo beef / Dried shiitake mushrooms

Including the inside scoop from production areas! ... P 6 ~ 7

Oita produce

Seasonality at a glance! ... P 8

Shipping calendar

1 Green scallion shoots →P7

Nutritious and flavorful green scallion shoots are grown here.

2 Pork →P4

Raised with exhaustive safety management 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 highland 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 →P3

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 among other uses.

16 White scallions →P7

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 Bungo beef →P4

Delicately marbled, with a rich taste that melts in your mouth.

ALL produced in Oita Prefecture!

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

Zoom in!



Fukuoka

Osaka

Tokyo

Sushi at Oita Airport!



Japan's
second
largest
producer!

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

Farm-raised Japanese yellowtail

A hefty fish that packs a punch!

An indigenous species only found off the coast of Japan!

Testimonial

"It has a light taste—the fat isn't too rich! It doesn't smell as strong as regular Japanese yellowtail."

What makes this fish special?

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

Yellowtail is considered "lucky" in Japan because it is called by different names as it grows larger, making it an essential dish on various 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, currently drawing attention for their health benefits.

Shipping season
Year-round
Produced in
Saiki City,
Tsukumi City,
Usuki City

Testimonial

"It has a nice texture in sashimi. When you bite in, you can tell how juicy it is!"

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.

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.

The Oita seafood brand

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 tuna

Shipping volumes have grown over the past several years, making Oita into Japan's third largest producer. With concerns over dwindling tuna stocks, full-cycle aquaculture of bluefin tuna using artificially-bred eggs and fry began in Saiki City in 2015.

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.

How to eat it

For the full flavor of farm-raised Japanese yellowtail Sashimi

Farm-raised Japanese yellowtail has been 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.



Ponzu dipping sauce made with *kabosu* juice

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

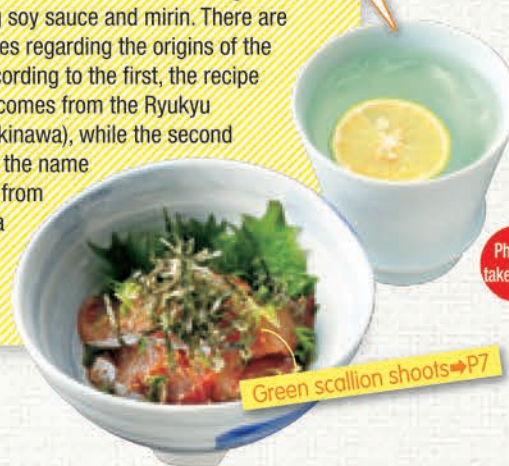
Thin slices of Japanese yellowtail are swirled around in a pot of boiling *dashi* broth and then dipped in *ponzu* sauce before eating. Cooking Japanese yellowtail releases even more of its umami and also removes excess fat, for health-conscious diners.

Traditional cuisine of Oita

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 *rikyu-ae*, a kind of sesame dressing.

Try *mugi-shochu* (Japanese spirits distilled from barley, similar to whiskey) with *kabosu*!



Green scallion shoots P7

Deliciously fatty and filling Japanese yellowtail sushi

Fatty farm-raised Japanese yellowtail is delicious in sushi as well. The rice is Oita Prefecture's flagship variety, "Hinohikari."



Rice P7

Photos taken at...

Umibozu Yotchan Local Sake & Seafood

Head Chef Hata was the first in Kyushu to obtain the "Fish Meister" certification. The restaurant serves dishes incorporating the most delicious local fish of each season. Advance reservations by telephone are recommended.

☎097-537-2100

📍 Sakuraya Bldg. 1F, 1-4-22 Chuomachi, Oita
🚶 A 6-minute walk from JR Oita Station
🕒 11:00 AM-2:00 PM; 5:00-11:00 PM
📅 Irregular holidays 📅 None

* Dishes shown here were specially prepared for photographic purposes.

Noble scallops

Noble scallops are farmed mainly in Saiki City. Although their shells 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.



Japanese tiger prawns

Wild tiger prawns are widely caught throughout Oita Prefecture and shipped in July through January, while tiger prawn farming has flourished in salt fields on Hime Island, famous for its "fox dance" ceremony. Farm-raised prawns are shipped in August through December.



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 best
in two categories!



Declared the best of Japan in two categories at the Tenth All-Japan Wagyu Prize Show

Raised amid the bounty of nature in Oita



Oita Bungo beef

What makes this beef special?

History and tradition with reliable quality

Oita's "Chiyoyama" took first place at a nationwide livestock fair in 1921. The prefecture's beef has continued to cement its place at competitions like the Tenth All-Japan Wagyu Prize Show held in 2012, where it took the Minister of Agriculture, Forestry and Fisheries Prize, representing the best of Japan, in both the "Young Bull" and "Breeding Cow Herd" categories.

A health food that keeps you youthful—and happy!?

Beef is an excellent source of not just protein but B-vitamins, known as the "beauty vitamins." It also has a good balance of essential amino acids and is rich in tryptophan, which the body needs to synthesize serotonin, the "happiness hormone."

This unified Wagyu logo was established to promote the quality and taste of exported Japanese Wagyu to overseas consumers. Only meat that fulfills certain requirements bears the logo—including Oita Bungo beef, of course.



Shipping season
Year-round
Produced in
Throughout Oita Prefecture

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!"



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

Long known to the West
"Bungo," an old name for Oita Prefecture, appears on a world map produced in Portugal during the late sixteenth century. Bungo was one of the first places in Kyushu to have contact with visitors from overseas and has therefore been widely known to the Western world for centuries.

Oleic acid is a kind of unsaturated fatty acid found in beef. It's said that the more of it contained in the meat, the better the taste and texture. Oita Bungo beef is rich in oleic acid. That's one of the reasons why it's so delicious.

Pork
Mainly produced in areas like Kokonoe Town, Taketa City, Bungo-Ono City, and Kunisaki City, this pork is raised with exhaustive 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.

Still more!
The Oita livestock brand

Leading Japan
in volume and quality!

Winner of the organizational prize for 18 years in a row and 50 times in total at the national dried shiitake mushroom fair

Dried shiitake mushrooms



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

Shipping season
Year-round
Produced in
Throughout Oita Prefecture

Testimonial
"Their fleshiness and size make them very filling and satisfying!"



Testimonial
"They have an incredible aroma! All it takes is one to make delicious dashi broth."

What makes these dried shiitake mushrooms special?

About 50% of Japan's dried shiitake mushrooms are produced in Oita and its mushrooms are a regular winner 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.

Drying increases the umami of the mushrooms. Also a good source of dietary fiber!

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.

Rehydrating dried shiitake mushrooms

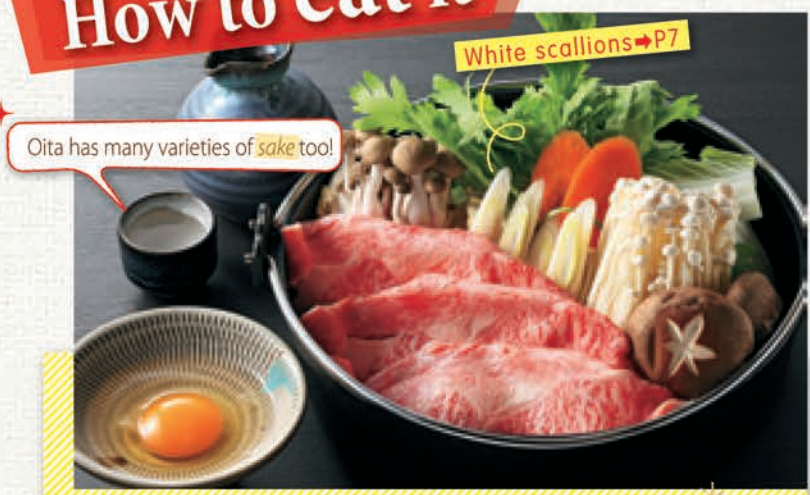
Slowly rehydrating dried shiitake mushrooms at a low temperature is the best way to maximize their umami.

Recommended rehydration method

Immerse the dried shiitake mushrooms in cold water at around 5°C and place them in the refrigerator. Full rehydration takes about ten hours for fleshy mushrooms with closed caps and about five hours for thin mushrooms with open caps.



How to eat it



White scallions → P7

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 Bungo beef.

Melt-in-your-mouth bliss Shabu-shabu

Japan's top producer of giant timber bamboo! Oita-made bamboo chopsticks



Green scallion shoots → P7

Thin slices of beef are swirled around in a pot of boiling water and then dipped in ponzu or sesame sauce before eating. The melting of the umami-rich fat enhances the tenderness of the Bungo beef even further.



Shiitake mushroom soy sauce and Oita's original yuzukosho (a paste made from chili peppers and Japanese citron peel) also go well with steak.

Irresistibly juicy!

Steak

Steak is the best way to get the full effect of the juiciness of Oita Bungo beef. 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.

The perfect medium-rare! Meat sushi

Roasted beef is thinly sliced and hand-molded with vinegared rice. Because Oita Bungo beef is relatively lean with a sweet taste, it's not too heavy for sushi.

Sweet and light! Oita-made plum wine

Oita ware is also produced in Oita.
*Oita ware: a type of pottery produced in the Sarayama area of Hita City using a secret art passed from a father to only one of his sons. The technique has been designated an Important Intangible Cultural Property by the Japanese government.



Rice → P7

Photos taken at... **Kagyu Meat Restaurant**

This specialty restaurant serves only the highest grade of Oita Bungo beef, "A5." Both the sukiyaki and shabu-shabu courses start at ¥5,400 a head. Reserve as early in advance as possible.

☎097-536-5561
📍4-2-23 Miyakomachi, Oita
🚶A 15-minute walk from JR Oita Station
🕒5:00-11:00 PM ❌ Irregular holidays
🍽5 spaces

"Oita Brand" Food Product Catalog



Oita Bungo beef

Dried shiitake mushrooms

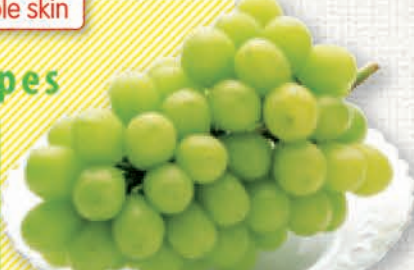


New Pione grapes

These large seedless grapes have a crisp and delicious taste. They are drawing notice as the successor to the Kyoho variety of slip-skin black grapes.

Shipping season July through November
Produced in Usa City, Hita City


A fruit in the spotlight for its edible skin



Shine Muscat grapes

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

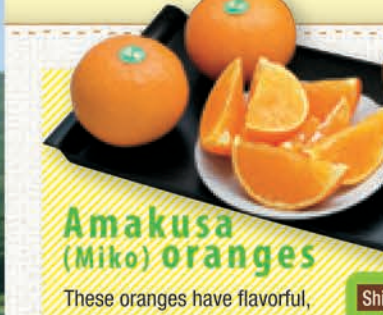
Shipping season July through October
Produced in Usa City, Hita City



Tomatoes

Grown mainly in highland areas with large temperature changes between day and night, Oita tomatoes are known for their sweet, delicious taste.

Shipping season Year-round
Produced in Summer/Fall: Taketa City, Kokonoe Town, Kusu Town, Yufu City
 Winter/Spring: Usuki City



Amakusa (Miko) oranges

These oranges have flavorful, delicate flesh. They are a rare variety grown in only limited quantities, with Oita as Japan's second largest producer.

Shipping season November through March
Produced in Kitsuki City

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



Kabosu (citrus fruit)

Rich in citric acid and vitamin C, this fruit has a mild acidity and brings out the flavors of ingredients like grilled fish and meat.

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

Including the inside scoop from production areas!

Oita Produce

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!



Dekopon oranges

Juicy with a sweet fragrance, these oranges are almost entirely seedless and have edible skins, making them easy to eat—a reason for their popularity. They are also marketed under the name “Shiranui.”

Shipping season November through May
Produced in Saiki City, Kitsuki City



Some are even bigger than 1 kg!

Niitaka pears

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

Shipping season September through February
Produced in Hita City, etc.



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.

Shipping season December through March
Produced in Bungo-Ono 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.

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



Western Japan's top producer

White scallions

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

Shipping season 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

Inside scoop from the production area

Hita pear growers have successfully extended the shipping season with greenhouse cultivation for the Chinese Mid-Autumn Festival and refrigerated warehouses for the Chinese New Year.

Inside scoop from the 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.

Inside scoop from the 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.

Inside scoop from the production area

White scallion production is expanding in cold upland areas like Kokonoe Town. Alternating cultivation between flat areas in the winter and highlands in the summer makes it possible to ship the products year-round.



Akizuki pears

With delicate, soft flesh, these pears are intensely sweet and mildly tart. The variety was registered in 2001 and shipping volumes are on the rise.

Shipping season September
Produced in Hita City, etc.



An Oita-grown original variety

Nijisseiki (20th Century) pears

These succulent green pears are considered to be the juiciest of any variety. They are mildly tart with a sophisticated sweetness.

Shipping season Mid-August through September
Produced in Hita City, etc.



Even 100% organic tea available

Tea

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

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



Oita has the second highest shipping volumes in Japan!

Green shiso

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

Shipping season Year-round
Produced in Oita City



Strawberries

The main variety grown in Oita is the sweet and well-shaped “Saga Honoka,” with greenhouse culture taking advantage of the warm climate along the coast.

Shipping season November through June
Produced in Oita City, Kitsuki City, Saiki City, Kunisaki City, etc.



One of Western Japan's leading producers

Green scallion shoots

Oita grows nutritious, flavorful green scallion shoots characterized by their exceptional aroma.

Shipping season Year-round
Produced in Usa City, Nakatsu City, Kunisaki City, Kitsuki City, etc.

Buy here! Recommended farmer's market

Oasis Hitotose

This JA (Japan Agriculture) Oita farmer's market is located inside Nakatsu Roadside Station. In addition to seasonal produce grown safely and securely by local farmers, it also sells Oita Bungo beef, seafood, and processed goods that make perfect souvenirs.

☎0979-64-8365
 📍814 Kaku, Nakatsu 🚗About 4 km from Nakatsu IC on the Higashikyushu Expressway 🕒9:00 AM-7:00 PM
 🗓️New Year holidays 📶256 spaces



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.

Item	1	2	3	4	5	6	7	8	9	10	11	12
White scallions												
Green scallion shoots												
Green shiso												
Tomatoes												
Strawberries												
Kanta-kun sweet potatoes												
Kabosu (citrus fruit)	Stored			Greenhouse-raised				Outdoor-grown			Stored	
Greenhouse-raised mandarin oranges												
Dekopon oranges												
Amakusa (Miko) oranges												
Nijisseiki (20th Century) pears												
Akizuki pears												
Niitaka pears												
Hori (Holy) pears												
New Pione grapes												
Shine Muscat grapes												
Rice ("Hinohikari," "Tsuyahime," etc.)												
Tea												

Items shipped year-round



Farm-raised Japanese yellowtail → P.2



Farm-raised flounder → P.2



Oita Bungo beef → P.4



Dried shiitake mushrooms → P.5



Eggs → P.5



Pork → P.4

Direct inquiries to

Brand Oita Exportation Promotion Council

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