



Japanese
Fruits & **V**egetables



Nature's Works of **Art**

Fruits and Vegetables Grown in Japan Are Safe and of the Finest Quality.

日本産の果実・野菜は高品質で安全です。

Japanese Fruits & Vegetables

Greetings

Thank you for your interest in fruits and vegetables grown in Japan. In this day and age, when the people of the world are beginning to rethink the importance of health, they are becoming more conscious about the food they eat, and healthy Japanese cuisine is gaining in popularity. Not just Japanese dishes, but the ingredients that go into their preparation are also increasingly appreciated for their quality and safety by consumers from many countries around the world. The pure natural environment characteristic of Japan, the steady and consistent long-term efforts on the production front to develop the best hybrid varieties, and the seriousness and enthusiasm for improving quality on the part of growers, all come together to produce what can only be called “Nature's Works of Art”. Fresh from our farms, we bring to your table a healthy food culture!

ごあいさつ

日本産の果実と野菜に関心をお寄せいただき、ありがとうございます。

世界の人々が健康の大切さを見直し始めた今、食への関心が高まり、健康的な日本食の素晴らしさが認識されるようになりました。また、日本食のもとになる食材に関しても、その品質の高さと安全性において、多くの国の消費者の皆様から、高い評価をいただいています。

日本ならではの恵まれた自然環境と、生産面での長年にわたる品種の改良などの地道な努力、そして生産農家のよりよい品質への探究心と勤勉さ。これらのすべての要素がひとつになって生まれ来る、“畑の芸術作品”とも呼べる作物を、みなさまの健康な食生活にお役立てください。

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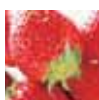
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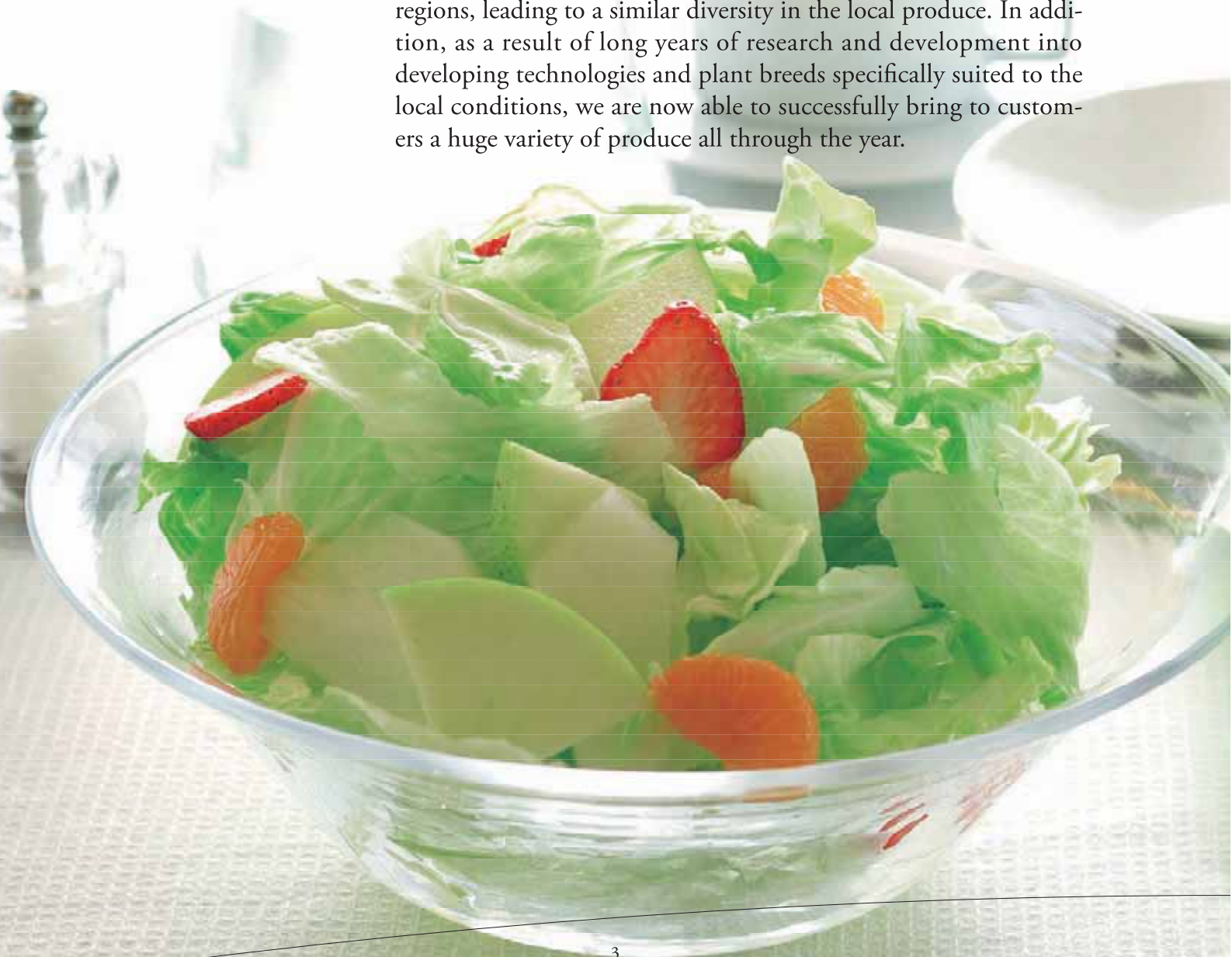
— Diversity —

Every day is a healthy day – the variety of produce is a luxury truly



A wealth of produce can be harvested by making the best of climactic conditions

One of the unique aspects of Japanese climate is its annual cycle of four seasons – spring, summer, autumn, and winter. This cycle of four seasons means that a diverse variety of fruits and vegetables can be harvested during the span of a year. Not just that, Japan is a country with a large north-south span, it is surrounded and influenced by a large number of oceanic currents, and has a dramatic terrain of alternating highlands and lowlands. This contributes to a great diversity in the natural environment of the various regions, leading to a similar diversity in the local produce. In addition, as a result of long years of research and development into developing technologies and plant breeds specifically suited to the local conditions, we are now able to successfully bring to customers a huge variety of produce all through the year.



Japanese

The cuisine that nurtures Japan, the land of longevity

Amid the global rise in health-consciousness, people from countries all over the world are becoming interested in Japanese cuisine. Japanese cuisine is popular because, not just is it low-fat and low-calorie, it has an excellent balance of the elements of a good diet, including proteins, and various types of vitamins and minerals, in proportions that are best absorbed by the body. And the supporting pillar of fine Japanese cuisine, needless to mention, is the diverse range of fruit and vegetables available in this country. There is enough variety that one would not tire of eating Japanese cuisine even every day.

日本ならではの多彩な実りで、健康な毎日を。

風土を活かして、多彩な作物が収穫できます。

日本には独特の気候条件として春、夏、秋、冬という四季があります。それぞれの季節に応じた多彩な果実と野菜が収穫できるのはおわかりいただけるでしょう。加えて、国土が南北に長いことや海流の影響、山あり谷ありの変化に富んだ地形によって、土地ごとの自然環境には大きな違いがあります。これが、地域ごとの特産物が生まれるゆえん。さらには、風土に合わせた品種改良や技術開発にも努めてきた結果、バラエティに富んだ作物を一年を通して消費者の皆様に届けることができるようになったのです。

長寿国・日本を支えているのは食文化です。

世界的な健康志向が高まるなか、今、世界各国の人々が“和食”に注目しはじめています。低脂肪で低カロリー、それでいながら、タンパク質や各種ビタミン、ミネラルなど必要な栄養素がバランスよく摂取できることが人気の要因です。そして、この素晴らしい“和食”の毎日の献立を支えているのが、多彩な野菜や果実であることは言うまでもありません。毎日でも食べ飽きないだけの種類があり、さまざまな料理が楽しめます。