Japanese Fruits & Vegetables

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。
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求心と動機を、これらのすべての要素がひとつになって生まれ来る、"地の芸術作品"とも呼ばれる作物を、みなさまの健康な食生活にお役立てください。
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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かわ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、山あり谷あいの変化に富んだ地形によって、地元の自然環境には大きな違いがあります。これにより、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、それていながら、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ているのが、多彩な果実や野菜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。
Ingenious schemes and careful manual handling ensures the finest quality

Increasing production is not the only goal for growers of Japanese fruits and vegetables. In fact, they consider the quality of their produce to be as important as the quantity. For instance, in the case of fruits, all except the best fruits are plucked out and thrown away, so that the remaining good fruits may be tended to with extra care. This loving care on the part of growers, who prize quality above everything else, is what ensures the high quality of Japanese fruits and vegetables. We pride ourselves on the all-round excellent quality of our produce.

The freshness of the farm is preserved in tact all the way to the store and on to your home

One may harvest the finest fruits and vegetables, but it would be worth nothing if the freshness is not preserved. The mouth-watering juiciness of fruits and the crisp texture of vegetables can only be preserved with the right logistical infrastructure including state-of-the-art pre-cooling technology, cold storage facilities, and refrigerated trucks. Japanese fruits and vegetables retain their high quality intact because they are perfectly preserved at controlled temperatures all the way from the production centers to the stores, where they are delivered to you, in what is called the cold chain.

形、色つや、香味、食感。すべてが高水準。

高品質は、さまざまな工夫と丁寧な手作業から。

日本の果実と野菜は、量だけではなく、質も重視して生産しています。たとえば、果実は、着果したものの中から優秀なものだけを残して摘果され、限られた果実が細かな気配りの下に育つのです。生産者が品質にこだわり心を込めて作るからこそ、日本の果実と野菜は高品質。ルックスも、香りも味も食感も、すべて最高レベルであると自負しています。

鮮度を保ったまま、お店へ、ご家庭へ。

どんなに活きの良い作物を収穫しても、鮮度が保持されなければ意味ありません。果実のほどをはかるジューシーさ、野菜のシャキシャキとした食感は、最先端の低温技術と冷凍設備、そして冷凍串などのロジスティクス体制の整備によってはじめて実現されるのです。産地から店頭まで完璧に温度管理されたコールドチェーンによって、日本の果実と野菜は、その品質を高く保ったまま、みなさまのもとへ届けられます。
High standards in everything – shape, luster, fragrance, and texture
The grower's delicate care ensures the safety of his vegetables and fruits

Environmentally friendly agriculture is now the norm in Japan. Japanese consumers today are uncompromising in their attitude toward food safety. Fruits and vegetables are no exception, and the appropriate use of agricultural chemicals and chemical fertilizers is an important issue with them. Environmentally friendly agriculture is now the norm in Japan. On the production side, several methods have been developed for preventing pests without the use of agricultural chemicals, and are bringing results. Earth-friendly farming may take time, but it ensures the production and delivery of safe products to consumers. This is another area in which the care of the grower is apparent.

A system called the “Positive List” has been introduced in Japan – whereby the permissible level of agricultural chemical residues has been specified for agricultural chemicals, and any food product that exceeds this permissible level is banned from being sold. You may rest assured that any fruit or vegetable that has passed this rigorous test is really safe for you to eat!

安全な果実と野菜をお届けします。
環境にやさしい農業は、もはや日本の常識。
日本の消費者は今、食品の安全性に厳しい目を向けています。青果も例外ではなく、農薬や化学肥料の適正な使用が大切なポイントとなっています。環境にやさしい農業は、もはや常識。生産面では化学農薬を使わずに害虫を防除するさまざまな方法も開発され、成果を上げています。環境にやさしい農業は手間かかっても、安全な作物を作り、消費者に届ける。それも、生産者のこだわりなのです。

日本では、ポジティブリスト制度（農薬について、残留農薬基準を設定し、基準を超える食品の販売等を禁止する制度）が導入されています。この厳格な規制をクリアした日本の果実と野菜を安心してお召し上がり下さい。
Japanese fruits—
Blissful moments of sweetness

Elegant and delicious Japanese fruits are quite appropriate for being eaten as part of breakfast, as snacks, and as desserts after dinner.
日本の果実が、甘く幸せなひとときをもたらします。
朝食に、おやつに、ディナーのデザートに。
エレガントで、甘く、おいしい日本の果実をお召し上がりください。

葡萄
Grapes

苺
Strawberries

柿
Persimmons

甜瓜
Melons
Japanese Fruits

Apples

There are many varieties of apples in Japan including the Fuji, the Ourin, the Mutsu, the Sekaiichi, and the Kinsei. Apples that are a vivid red when fully ripe, apples that remain pale green, apples that have vertical stripes, apples that weigh a kilo—Japanese apples are not just varied in color and size, they each have their unique flavors too. They can be enjoyed not just for their tartly sweet taste, but also for the unique flavor of each variety of apple. Please do enjoy comparing the flavors of the various Japanese apples. As the old saying goes, “an apple a day keeps the doctor away,” the apple was, obviously, known for its healthful properties.

日本のりんごには、「ふじ」「王林」「陸奥」「世界一」「金星」など、たくさんの種類の「りんご」があります。真っ赤に熟すもの、薄緑色のもの、縦縞があるものの、1個の重さが1kgにまでなるもの。色や大きさもさまざまで、その風味の方も個性豊か。甘酸っぱいだけではなく、それぞれに異なる独特のおいしさが楽しめます。ぜひ食べ比べてみてください。「りんご」は品種名である。

「1日1個のりんごは医者を遠ざける」ということわざがあるように、「りんご」は健康的な果実として考えられていたようです。
The Japanese pear is known for its typically crispy texture and deliciously sweet juiciness. We have the brown and the green varieties, and unlike the Western pears which are used to make preserves, are most delicious when eaten raw. Cut into eight vertical segments, remove the core and the skin, and bite right into this wonderful fruit. Japanese pears are almost never allowed to naturally crossbreed. They are hand pollinated individually by the grower. Once the plant bears fruit, all except the best fruits are plucked out and discarded, and each of the remaining fruits are covered individually with paper bags to keep pests away. Harvesting is also done manually with the utmost care.

日本の「なし」の最大の特長は、シャリシャリとした独特の食感と、口の中いっぱいに広がるたっぷりの甘い水分です。果皮が緑色の品種と果皮が茶色い品種がありますが、シュロップ漬けなどに加工される西洋なしとは違い、いずれも生食するのが一番おいしい食べ方です。縁に八つ切りにして、種のある芯部を切り捨て、皮を剥いて、そのままお召し上がりください。日本の「なし」のほとんどは自然交配をしません。生産農家の人の手で、ひとつひとつ手に過粉させます。結実したら、優れた果実だけを残して摘果し、1個1個に袋をかけて病害虫を予防。収穫はまたひとつひとつ手作業で丁寧に行っています。
Mandarin oranges are the most popular fruit in Japan. A basket-full of mandarins can always be found on the table in a Japanese household, and family members treat themselves to the fruits as and when their fancy dictates. As the peel comes off easily without having to use a knife, and as each of the segments within is covered by a delicate skin, there is no danger of messing one’s fingers. To add to this, Japanese mandarins have no pips, have a great balance of sweetness and tartness, and are rich in vitamin C.

「みかん」は、日本でも最もポピュラーな果実です。テーブルの上にはいつも、かごに盛られた「みかん」があり、人々は思い思いに手元に取り、手で皮を剥ぎ、粒を口に運びます。ナイフを使わずに皮を剥ぐだけで食べることができるのも、一粒ずつ薄い袋に包まれているため、果汁で手を汚すことがないからです。日本の「みかん」は程もなく甘みと酸味のバランスがよく、ビタミンCが豊富に含まれています。
Peaches come in two varieties — the white peach, which is delicious eaten raw, and the yellow peach, which is canned and processed — but the Japanese peach is known for its lusciously rounded shape, delightful blush, and richly sweet, tender flesh that melts in the mouth, and is quite highly valued around the world. When ready to eat, the fruit gives off a unique fragrance that transports a person into a state of bliss.

「もも」には、果肉の白い生食用の白桃と、缶詰などにする黄色い果肉の黄桃がありますが、日本からお届けする白桃は、ふっくらとした美しい丸み、淡紅いやさしい色づき、そして、口の中でとろけるほどに柔らかい食感と濃密な甘さが特長で、世界中から高い評価をされています。食べごろになると独特の甘い芳香を放ち、その香りは人々をうっとりと幸せな気持ちにさせてくれるでしょう。
Japan grows a variety of grapes—the Kyoho, also called the King of Grapes and popular for its plump, juiciness, the Pione, with its fine flavor, the Muscat of Alexandria, also called the Queen of Grapes, and the small, seedless Delaware, — in fact, we grow from 30 to 40 varieties of grapes in Japan, each with its own unique fragrance and flavor.

ぶどうの王様と呼ばれ大粒で人気の「巨峰」、上品な風味の「ピオーネ」、ぶどうの女王「マスカット・オブ・アレキサンドリア」、小粒で種のない「デラウェア」など、日本では30〜40種類もの「ぶどう」が栽培されており、それぞれの品種ごとに特有の香りと味が楽しめます。（「」は品種名である。）
The persimmon, a fruit mentioned in the earliest history of Japan, “the Kojiki: Records of Ancient Matters”, which was compiled and presented to the court in 712 AD, has a very long history of production in Japan. The persimmon tree heavily laden with red mature fruits in the garden is a precious image evoking the Japanese autumn. There are many varieties of persimmon in Japan, including the Fuyu, known for its plump, round shape, and the Himatanenashi recognized by its somewhat squat shape, but all of them are characterized by their crispy textures and gentle, sweet flavors. Persimmons are rich in Vitamin C.
Strawberries

Japan ranks third in the world in the production of strawberries, and first in the world in its consumption of the fruit in its raw form. The Japanese strawberry is highly fragrant, and is typically very sweet without being too sour, making it ideal for raw consumption. Japanese strawberries come in many varieties, from small and very sweet ones, to huge strawberries that weigh as much as 40 grams per fruit. With the development of many new varieties and the spread of greenhouse cultivation, we are now able to ship strawberries over a longer period of the year, from October to June. Strawberries contain 80 mg of vitamin C per each 100 grams of fruit, and about five strawberries a day are enough to satisfy a person’s daily vitamin C requirement, making strawberries a very precious source of vitamins during the winter, when fruits are scarce.
Of all fruits, the melon is probably the most noble. Japan grows a variety of melons including the highest grade *Earl’s Melon* (*musk melon*), the densely patterned *Andes Melon*, and the *Quincy Melon* with its orange pulp, all of which boast the most elegant fragrance, delicious sweetness, and juicy flesh that melts in the mouth and captures the eater’s heart. *Earl’s Melons* (*musk melons*) are grown with the utmost care and luxury in Japan, inside glass or plastic greenhouses, with only one fruit allowed to be borne per plant. Each individual fruit is handled with the most delicate care, polished several times as one would polish a precious gemstone, in order to raise it into the most beautiful fruit.

「メロン」は、数ある果物の中でも特別高貴なイメージを誇る果実です。日本の「メロン」には、最高等級の「アールス系列メロン（ネット型メロン）」、綿目が密に入った「アンデス」、果肉がオレンジ色の「クイニー」などがあり、それぞれともがエレガントな香りと濃厚な甘み、そしてとろけるような食感で人々を魅了します。「アールス系列メロン（ネット型メロン）」は管理の行き届いたガラス温室やビニールハウスの中で、一株に一つの果実しか実らせない贅沢な方法で栽培されます。1個1個をていねいに扱い、まるで宝石を磨いていくように、何度も何度も実を拭いて美しい果面に仕上げます。（「メロン」は品種名である。）
Japanese vegetables bring excellent taste and good health to your table

Beautiful to behold and delicious to eat – Japanese vegetables bring health and joy to your dinner table

長芋

Japanese yam

甘蓝

Cabbage
日本の野菜が、おいしさと健やかさをもたらします。

ご家族の楽しい食事と健康な毎日のために。
美しく、おいしい日本の野菜をお召し上がりください。
The Japanese yam is a slender and cylindrical tuber. In Japan, it is most commonly grated and eaten in the form of a dish called “tororo”, but also enjoyed in the form of crispy slices in a salad. Tuberosous vegetables generally need to be cooked before eating, but the Japanese yam can be eaten raw. The production of this vegetable requires not just fertile lands, but also, very importantly, weather conditions involving a big difference in the daytime and night-time temperatures. Natural environments fulfilling the above conditions produce Japanese yams with the whitest, most beautiful, and finely textured tubers.

「ながいも」は細長い円柱状のイモです。日本では、すりおろして“とろろ”にするほか、刻んでサラダにし、サクサクとしたやさわりを楽しみます。イモ類は一般的に加熱調理しますが、「ながいも」は生で食べることができます。

産地は、肥沃な大地はもちろんのこと、昼夜の寒暖の差が大きいことが大切な条件。この自然環境が、白く、美しく、きめ細かな肉質の「ながいも」を育てます。
Japan has traditionally cultivated a diverse variety of cabbages based on seasons and geographical terrain. In spring, we have the soft and succulent spring cabbage. The highland cabbages are harvested from summer through autumn. And then there is the densely-packed winter cabbage, which is delicious when cooked. In short, we offer a variety of delicious cabbages all through the year. This shows how important and familiar a vegetable the cabbage is to the Japanese people. Its crispy texture and pure and mild sweetness are the secrets of its popularity, and in addition to being eaten raw, it is also boiled or sautéed, and made into a variety of dishes.

やわらかく、みずみずしい春キャベツ。夏から秋にかけて冷涼地で収穫される高原キャベツ。球がよく締まり、煮込むと良い味の出る冬キャベツ。日本では、季節や産地に合わせた品種が早くから開発されており、一年を通して、おいしい「キャベツ」が供給されています。それは毎日の食生活に欠かせない、身近な野菜です。シャキシャキとした歯ざわりや、ほんもののとしたクセのない甘さが人気で、生食はもちろん、煮ものや炒めものなどさまざまな調理法で食べることができます。

Cabbage
Lettuce

Lettuce grown in Japan is known for its suppleness and mild sweetness. Though crispy and succulent, the leaves have very fine, soft fibers, and do not possess the characteristic bitterness of a lettuce. This is ensured not just by the excellent natural environment in which it is grown, but also by proper control of irrigation, and the utmost care taken in preserving freshness after harvest, making, overall, for superior quality one can only find in Japan. The Japanese lettuce is delicious not just raw in the form of recommended salads, but also when steamed or sautéed. When eating lettuce raw, it is recommended that one tear the leaves with the hands rather than use knives, in order to avoid knife-cut stains. It is also recommended that they be soaked in cold water to make the leaves supple, and drained before serving.

日本の「レタス」には、しなやかさと、ほのかな甘みがあります。シャキッシュたるみずみずしさを保ちながらも、繊維が繊細で柔らかく、レタス特有の苦みを感じさせません。これは、生産地の自然環境によるだけでなく、栽培時の水管理、さらには収穫したあとの鮮度保持が徹底しているからこそ実現できる、日本産ならではの特長なのです。おすすめはサラダなどの生食をはじめ、煮たり炒めたり加熱調理してもおいしく食べられます。生食する際には、包丁などは使わず、手でもぎた方が切り口の変色がありません。冷水にさらしておき、パリッとしたところで、水分を切って食卓へ。
The radish is the most eaten vegetable in Japan. It is characterized by a refreshing piquancy and mild sweetness, and is cultivated all year round. It is delicious eaten raw, boiled, sautéed, or even pickled, and is an integral part of the ordinary person’s meal. The upper portion of the radish, which is light green in color, is less pungent and more suited for eating raw. The central portion of the radish is the sweetest, and it becomes more and more pungent as it reaches the tapering end.

「だいこん」は、日本で一番たくさん食べられている野菜です。爽やかな辛みとあらかかな甘みが特長で、一年を通して生産されています。生で食べても、煮たり炒めたりしても、漬けものにしてもおいしく、庶民の食生活には欠かせません。淡緑色になった上部は辛みが少なく、生食に最適。中央部が最も甘く、先端へいくほど辛みが強くなります。
## Major production centers of fruits and vegetables

<table>
<thead>
<tr>
<th>Fruit</th>
<th>Major Production Centers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>Aomori (52), Nagano (22), Iwate (7), Yamagata (5), Fukushima (5)</td>
</tr>
<tr>
<td>Pear</td>
<td>Chiba (11), Ibaraki (11), Tottori (8), Fukushima (7), Nagano (7)</td>
</tr>
<tr>
<td>Mandarin Orange</td>
<td>Wakayama (17), Ehime (17), Shizuoka (12), Kumamoto (9), Nagasaki (7), Saga (7), Hiroshima (5)</td>
</tr>
<tr>
<td>Peach</td>
<td>Yamanashi (35), Fukushima (19), Nagano (14), Wakayama (8), Okayama (5)</td>
</tr>
<tr>
<td>Grapes</td>
<td>Yamanashi (25), Nagano (15), Yamagata (10), Okayama (7), Fukuoka (5), Hokkaido (5)</td>
</tr>
<tr>
<td>Persimmon</td>
<td>Wakayama (22), Nara (10), Fukuoka (9), Gifu (7)</td>
</tr>
<tr>
<td>Strawberry</td>
<td>Tochigi (17), Fukuoka (9), Kumamoto (7), Shizuoka (7), Aichi (6), Nagasaki (6), Saga (6)</td>
</tr>
<tr>
<td>Melon</td>
<td>Ibaraki (23), Hokkaido (15), Kumamoto (13), Yamagata (6), Aichi (6), Shizuoka (6), Aomori (6)</td>
</tr>
</tbody>
</table>

Japanese Yam: Aomori (37), Hokkaido (35)
Cabbage: Aichi (18), Gunma (16), Chiba (9), Kanagawa (6), Ibaraki (6)
Lettuce: Nagano (34), Ibaraki (14), Hyogo (7), Gunma (6), Kagawa (6)
Radish: Hokkaido (11), Chiba (10), Aomori (9), Kanagawa (6), Kagoshima (5)

*Source: 2005 “Production and Shipment of Vegetables” and “Production and Shipment of Fruits”. Statistical Department, Ministry of Agriculture, Forestry and Fisheries of Japan. Figures within brackets are percentage shares in terms of national production (volume of harvest).*
果実と野菜の天国、おいしい国、日本。

果実と野菜の主要産地

りんご 青森(22) 長野(11) 岩手(7) 山形(5) 福島(5)
みかん 和歌山(17) 愛媛(17) 鹿児島(12) 熊本(9) 長崎(7) 宮崎(7) 広島(5)
ぶどう 山梨(35) 愛知(39) 長野(14) 和歌山(8) 岐阜(5)
かき 和歌山(22) 奈良(10) 福岡(9) 岡山(7)
いちご 長崎(17) 福岡(9) 熊本(7) 愛知(7) 愛知(6) 長崎(6) 佐賀(6)
メロン 奈良(23) 北海道(15) 熊本(13) 山形(6) 愛知(6) 鹿児島(6) 青森(6)

※2005年農業産業統計部「果実生産出荷統計」、「果実生産出荷統計」
( )内の数字は全国シェア(収穫量) 単位：％