

長芋 Japanese yam



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. Tuberous 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、サクサクとした歯ざわりを楽しみます。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。それほど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、ほんのり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

甘藍



萵苣 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。シャキッとしたり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。これらは、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、手でちぎっ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。

