

Tokushima Brand Guide

Special Products from Tokushima Prefecture

We hope you enjoy our Tokushima brand





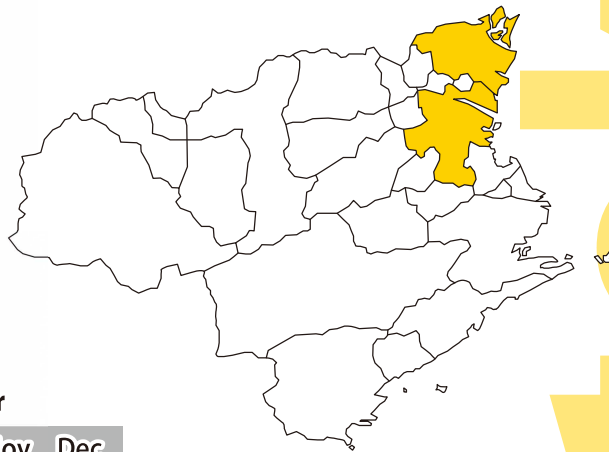
Naruto Kintoki (Sweet Potato)

Shipping season: Year-round / Harvest season: July-October

Jan Feb Mar Apr May Jun **Jul Aug Sep Oct** Nov Dec

It is grown in the sandy soil and is characterized by a naturally sweet flesh covered in vivid raspberry-red skin. The Naruto kintoki is rich in vitamin C, Vitamin B1 and dietary fiber.

● Production quantity in 2021: **22147t**



Lotus Root

Tokushima's lotus root is grown in the rich water of the Yoshino River and is characterized by its whiteness and crispy texture. Tokushima Prefecture boasts the second-largest lotus root shipment in Japan.

- Harvest and shipping season: Year-round
- Major production areas: Naruto City, Matsushige Town, Tokushima City
- Production quantity in 2021: **4137t**



Carrot

Tokushima Prefecture boasts the largest carrot shipment in Japan between April and May. As they are grown in plastic greenhouses, Tokushima's carrots are characterized by their softness and sweetness. You can also make carrot juice from it.

- Harvest season: March-June
- Major production areas: Aizumi Town, Itano Town, Anan City
- Production quantity in 2021: **59590t**



Shiitake Mushroom

Tokushima Prefecture boasts the top-ranking production volume of raw shiitake mushrooms in Japan. Tokushima's raw shiitake mushrooms are characterized by their thick meaty texture and strong flavor. They are used in a wide variety of Japanese, western and Chinese dishes. They are also good eaten roasted.

- Harvest season: Year-round
- Major production areas: Tokushima City, Komatsushima City, Kamiyama Town
- Production quantity in 2021: **8173t**



Tomato

The bright red tomatoes are full of essential vitamins. They are one of the important ingredients of Italian food, including pasta sauce. They are grown all year-round in the mild climate of Tokushima Prefecture.

- Harvest season: Year-round
- Major production areas: Awa City, Tokushima City
- Production quantity in 2021: **2882t**



Strawberry

Centered around the cultivar Sachinoka, strawberries are widely grown in Tokushima prefecture. Momoichigo (peach-shaped strawberries) grown in Sanagouchi Village have been attracting attention, as they are unique to Tokushima.

- Harvest season: November-May
- Major production areas: Tokushima City, Anan City, Awa City, Sanagochi Village
- Production quantity in 2021 : **824t**



Pear

Chojuro, also known as Awa pear, was once the popular type of pear on the market, but now it has been replaced by the Kosui and Hosui. Their crispy texture and juiciness is what makes this pear so delicious.

- Harvest season: July-October
- Major production areas: Naruto City, Matsushige Town, Aizumi Town
- Production quantity in 2021 : **1427t**



Mandarin Orange

Tokushima's mandarin oranges are sweet and tasty. They are shipped year-round : from April to September plastic green house grown mandarin orange, from October to December 'wase' mandarin oranges and from January to April stored mandarin oranges are shipped.

- Harvest season: April-December (Shipping season: Year-round)
- Major production areas: Katsuura Town, Tokushima City, Anan City, Komatsushima City, Sanagochi Village
- Production quantity in 2021 : **5582t**



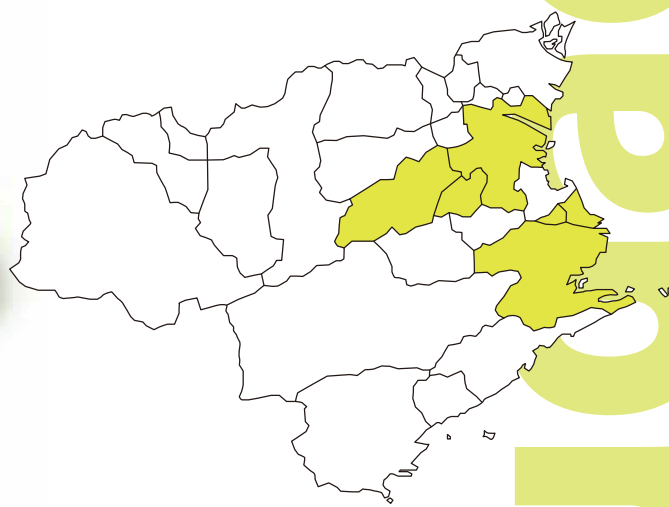
Sudachi (Citron)

Shipping season: Year-round, Harvest season: March-October

Jan Feb Mar Api May Jun Jul Aug Sep Oct Nov Dec

This fruit is representative of Tokushima Prefecture. It is characterized by its fresh sourness and refreshing aroma. Sudachi juice or the grated zest will bring out the flavor of various dishes.

- Production quantity in 2021 : **1341t**





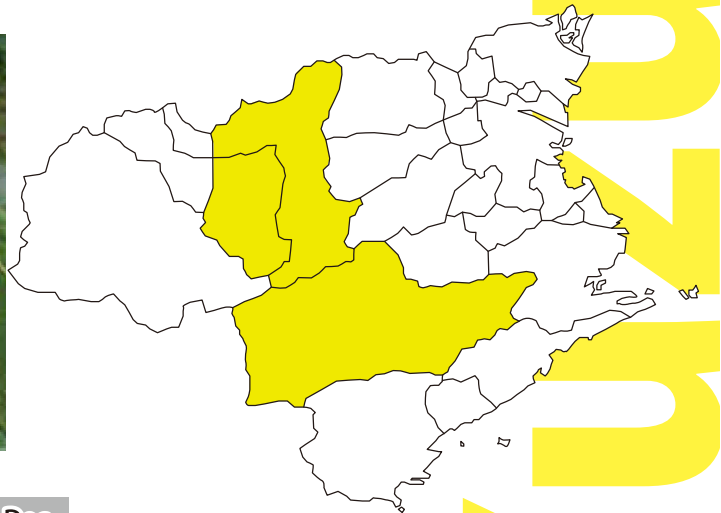
Yuzu (Citron)

Shipping season: Year-round, Harvest season: May-November

Jan Feb Mar Apr **May** Jun Jul Aug Sep Oct Nov Dec

The yuzu is grown mainly in the upper river basin of the Naka River and Yoshino River. The refreshingly sour juice can be used in the place of vinegar, yuzu zest can be added to Japanese soups to add flavor and as garnish, and it can be used to make Yuzu miso (fermented soybean paste). Yuzu is also perfect for yuzu bath during the winter solstice.

● Production quantity in 2021: 406t



Cymbidium

Tokushima Prefecture boasts the top-ranking production volume of cymbidium in Japan. It varies in color, shape and size, and has a wide array of uses.

- Shipping season: November-April
- Major production areas: Tokushima City, Awa City, Anan City
- Production quantity in 2021: 1111t



Naruto Seaweed

As this seaweed grows up tossed around in the swift currents of the Naruto Strait, it is characterized by its vivid green color and firm texture. It is a healthy food that is high in protein and minerals.

- Harvest season: January-March
- Major production areas: Naruto City, Komatsushima City
- Production quantity in 2021: 4112t



Dried Young Sardines

This product is predominantly made of dried young anchovies and spotlined sardines. In Wadajima, Komatsushima City, the traditional sun-drying process is still used.

- Shipping season: April-October
- Major production areas: Komatsushima City, Anan City
- Production quantity in 2021: 2894t



Cultured Striped Green Laver

The striped green laver cultured in the Yoshino River is famous all over Japan for its production volume and quality. It can be sprinkled over okonomiyaki (Japanese-style pizza) or mixed into mochi (sticky rice cake) to add extra flavor.

- Harvest season: November-January
- Major Production area: Tokushima City
- Production quantity in 2021: 37t



Naruto Sea Bream

From the tumultuous whirlpools of the Naruto Strait comes this firm-fleshed and delicious sea bream.

In Naruto City, sea bream is caught by setting nets in a maze called a sea bream almadraba or by hand-line fishing.

- Catch season: March-April
- Major production area: Naruto City
- Production quantity in 2021 : 319t

Cultured Yellowtail



We place emphasis on the environment in which we raise our Cultured Yellowtail, and we are constantly striving to make the most of Tokushima Prefecture's rich natural the Naruto whirlpools (the world's largest and fastest of the whirlpools) environment.

We have developed a formula feed containing the peel of "sudachi" (produced in Tokushima Prefecture, the largest producer of sudachi citrus fruits in Japan) , and have created "sudachi-buri," a fruit fish that has become a topic of Japan.

The fish 's fishy smell is reduced, and it has a slight sudachi aroma and the rich vitamin E contained in the sudachi Cultured Yellowtail.

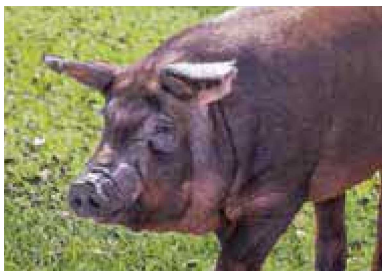
- Catch season: Year-round
- Major production area: Naruto City
- Production quantity in 2021 : 3454t



Awaodori (Local Chicken)

This chicken derives its name from their characteristic long tail feathers and from the Awa Odori (an annual festival that takes place every year in Tokushima Prefecture from August 12 to 15) . It has a sweet and rich flavor that only comes from naturally grown chicken and boasts the number one production volume for local chicken in all of Japan.

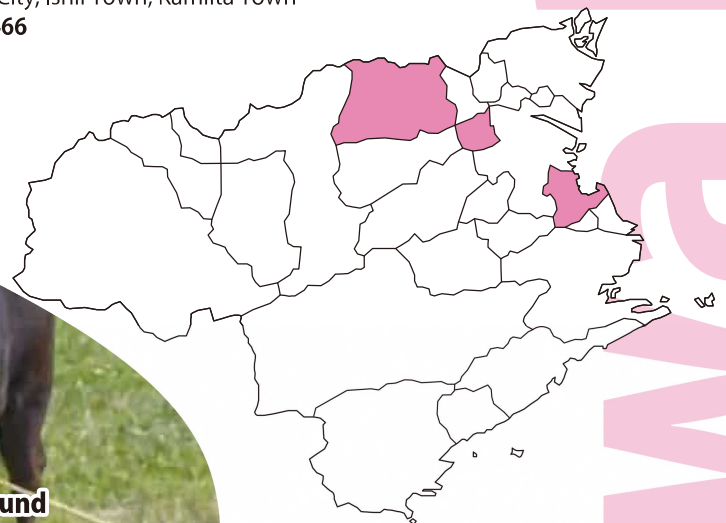
- Shipping season: Year-round
- Major production areas: Mima City, Kaiyo Town, Anan City
- Production quantity in 2021 : 1602780



Awa Tonton

Developed by Tokushima Prefecture 's Livestock Breeding Research Division using the latest breeding technology, it is a safe and secure First-class brand of pork that inherits the meat characteristics of wild boar (beautiful red meat color, marbling tasty fat, and is both tender and juicy) . It can be identified by DNA traceability.

- Shipping season: Year-round
- Major production areas: Awa City, Ishii Town, Kamiita Town
- Production quantity in 2021 : 466



Awa Beef

Shipping season: Year-round

Jan Feb Mar Api May Jun Jul Aug Sep Oct Nov Dec

Grown using a sophisticated feeding technology, it is well known as quality premium Japanese beef. It has both a melting softness and a rich flavor.

- Production quantity in 2021 : 1602780





Handa Somen

These slightly noodles are known for their chewy texture, and are also used in stewed dishes and hotpot meals.



Jisake (sake brewed using locally grown rice grains and water from local sources.)

Tokushima Prefecture has mild fresh water from the Yoshino River that is rich in minerals, rice grown in terraced rice paddies at the foot of mountains where the temperature large difference between day and night. It also has good sunlight and ventilation. The skills of toji (master kura brewers) passed down has been made for over 220 years all meet to produce the Tokushima's famous sake.



Yusanbako (Traditional Lunch Box of Tokushima, Japan)

Yusanbako means lunch box to bring when playing in the mountains. Beautifully painted Yusanbako is a three-tiered stacked box used by children as a lunch box for excursions to the mountains and seasonal festivals.

Tokushima Prefecture, located on the Shikoku island is surrounded by rich nature and is the treasure trove of fresh, delicious food.

The passion of the food producers who constantly strive for better quality will put a smile on your face at the dinner table.

The Fresh ! Tokushima caravan shop has been promoting the amazing products of Tokushima all over Japan. We hope you enjoy our Tokushima brand.



Tokushima Export Promotion Network for Agriculture Fisheries and Processed Food Products

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Tokushima Prefectural Government

[https : //www.pref.tokushima.lg.jp/](https://www.pref.tokushima.lg.jp/)

※Source: 農林水産省統計、JA 全農とくしま取り扱い、徳島県しらべ、漁業・養殖業生産統計（農林水産省）、阿波の畜産