

# Fresh! Tokushima amazing products

~Livestock products • marine products~



## ● Cultured Sweetfish

Sweetfish is known as the "Queen of Freshwater Fish" for its elegance in form and for its distinctive flavor. The sweetfish cultured in Tokushima's pure waters is exquisite.

- Shipping season: June-August
- Major production areas: Tokushima City, Anan City



## ● 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

## ● Dried Young Sardines

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

- Shipping season: April-October
- Major production areas: Komatsushima City, Anan City



## ● Conger Pike Eel

The flavor is said to intensify after the pike eel drinks the rainwater that falls during the rainy season. It is one of the refreshing summer dishes served in the Kansai region. Tokushima is one of the most famous areas for the production of pike eels in Japan. It is best eaten lightly boiled, sauteed with teriyaki sauce or as tempura.

- Catch season: June-September
- Major production areas: Anan City, Tokushima City, Mugi Town, Komatsushima City



## ● 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



## ● Abalone

As the southern part of Tokushima Prefecture has an abundance of seaweed, including two brown alga arame and kajime, which is part of the preferred diet of the abalone, many large-sized abalones can be caught by divers in this area.

- Catch season: February-September
- Major production areas: Minami Town, Anan City, Mugi Town, Kaiyo Town

## ● Bigfin Reef Squid

Fresh, healthy squid have a beautiful translucent body and is a culinary delight to both your eye and palate. The meat is thick and soft and is full of flavor. Bigfin reef squid fishing occurs primarily in the southern part of Tokushima Prefecture and it is caught by using a fishing rod or by setting up fixed net traps.

- Catch season: October-January
- Major production areas: Mugi Town, Ninami Town, Kaiyo Town, Anan City



## ● 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



## ● 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.

- Major production areas: Mima City, Kaiyo Town, Anan City



## ● Awa Beef

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.

- Major production areas: Awa City, Ishii Town, Komatsushima City

## ● Awa Pork

Awa Pork is a high-quality pork that was bred from a breed of domestic pigs named "Awa York." It is popular for its moderate fat content, and for its firm but soft texture.

- Major production area: Awa city



Tokushima Prefecture is located in the eastern part of Shikoku. Its coastline faces the Seto Inland Sea to the North and the Kii Channel and Pacific Ocean from the East to the South. It covers an area of approximately 4,147km<sup>2</sup>, which is roughly equivalent to 1.1% of Japan's overall land area.

The Shikoku Mountains, with Mt. Tsurugi that is the second highest peak on Shikoku at their centre, run through Tokushima from east to west, dividing the prefecture into north and south. The Yoshino River, flowing along the north side of the Shikoku Mountains, is one of the greatest rivers in Japan. There is a rich forest area in the Southern part of Tokushima Prefecture and comparatively little flat ground. The sheer rock coastline of this area contrasts remarkably with the sandy beaches of the North and East.



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