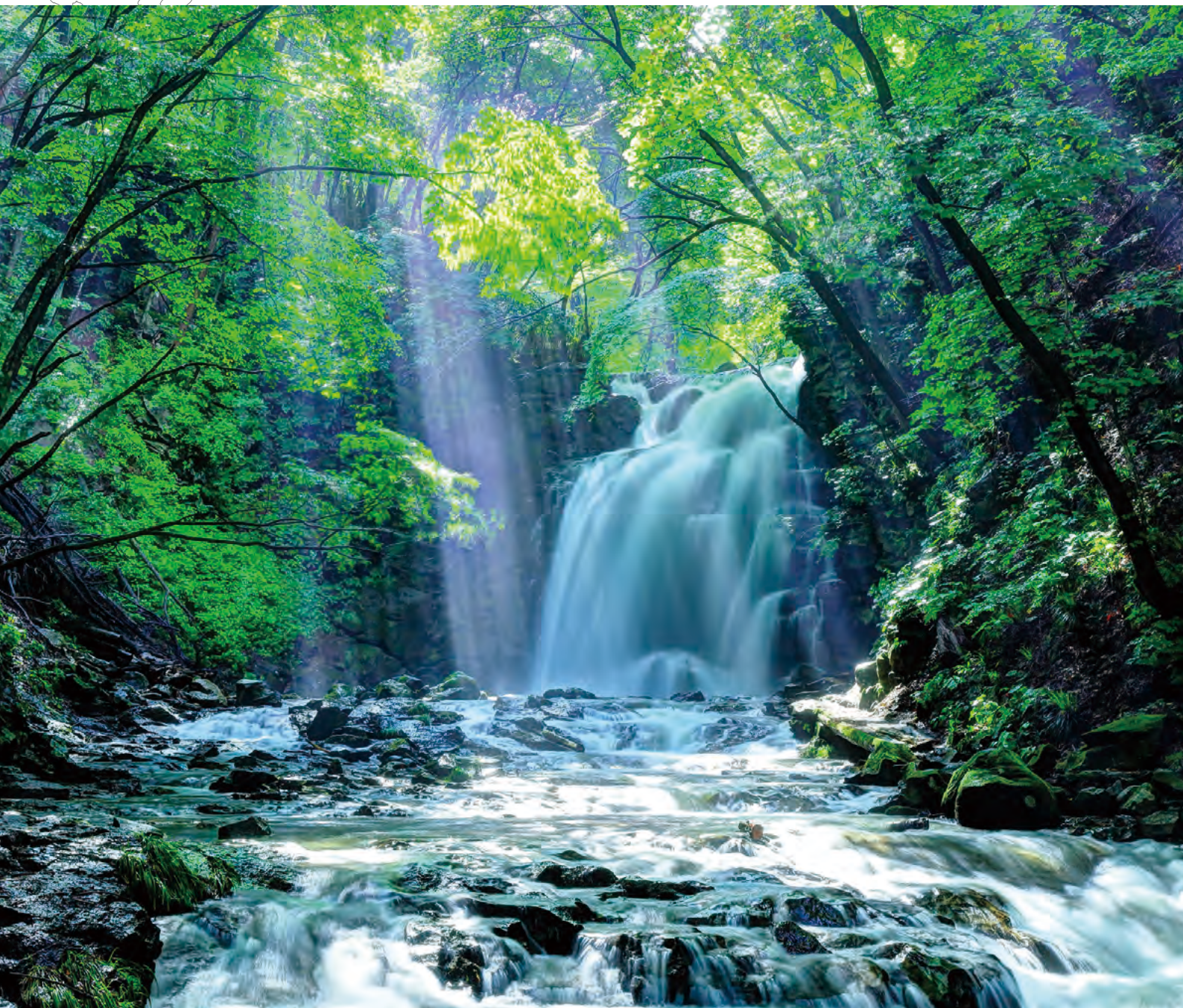




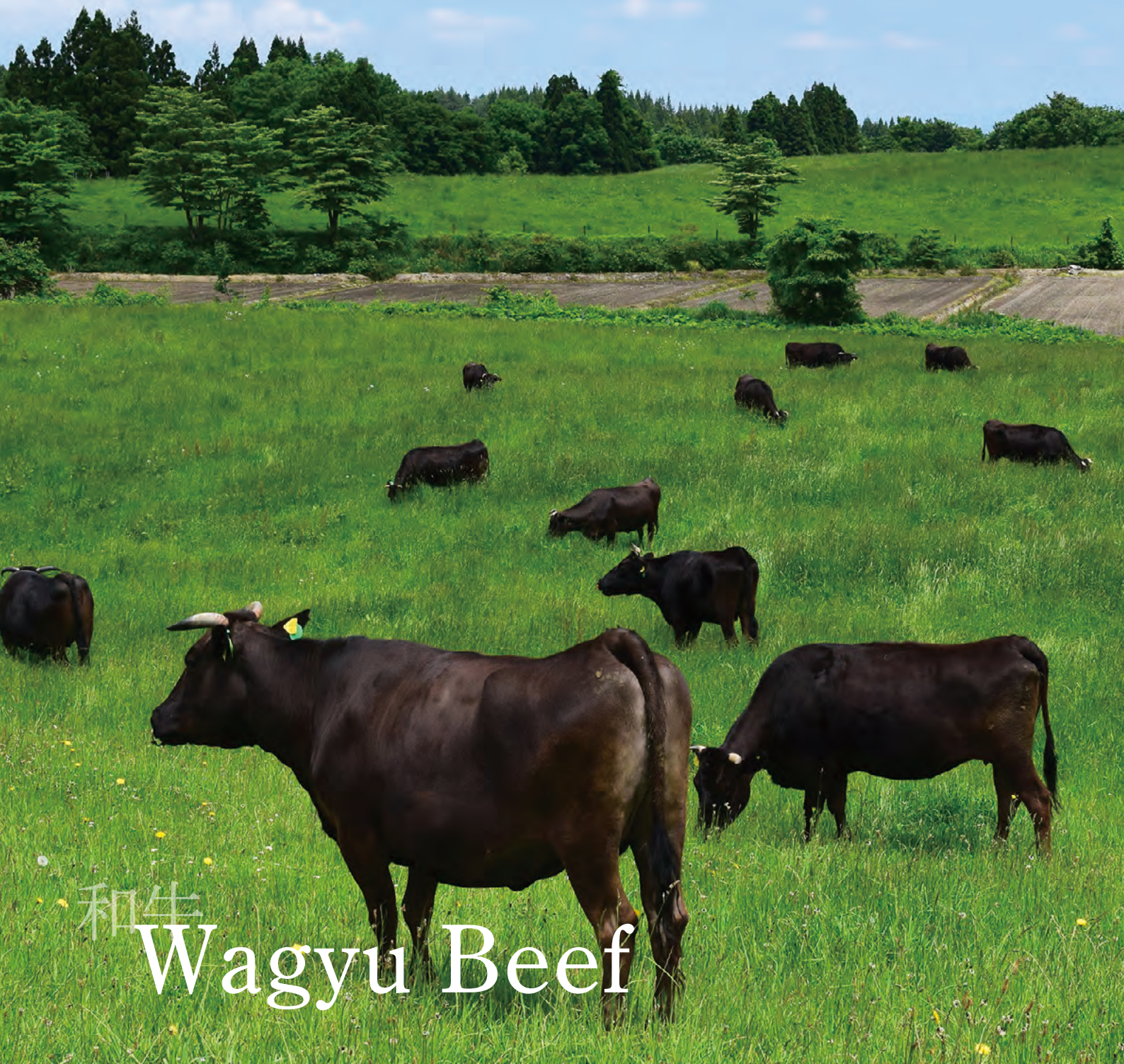
Agricultural Products of Gunma Prefecture

Located roughly in the center of Japan, Gunma Prefecture is within a 100-km (62-mile) radius from Tokyo and features landform with a significant difference in elevation ranging from 10 to 1,400 m (33 to 4,593 feet). In addition to this unique geological setting, abundant water sources and extended hours of sunshine make Gunma Prefecture the perfect area to practice various forms of agriculture throughout the year. It is especially active in growing vegetables and raising livestock. Gunma boasts Japan's largest production scale of numerous agricultural commodities including cabbage, cucumbers and pork. In addition, there are many unique local specialties, such as konjac potatoes, which account for over 90% of the national share, and "Yayoihime", a variety of strawberries that originated in Gunma.



G U N M A
Q U A L I T Y

Finding Gunma's Taste



和生 Wagyu Beef

Wagyu Beef of Gunma Prefecture

Wagyu beef from Gunma Prefecture has been widely recognized for its top quality meat made possible by the natural environment supported by the clear water of Tone River. It is now sold worldwide, including to countries in the EU, US and Singapore. Especially noteworthy is Joshu Wagyu, which was the first Japan-raised Wagyu beef exported to the EU in 2014 under the strict conditions and regulations set by the EU. Wagyu from Gunma features a delicate aroma of fat attributed to the abundant, clear water source in the region. The texture of the flesh is uniform and highly integrated, creating harmony in a variety of dishes. Under strict hygienic conditions, the beef is carefully hand-cut by skilled artisans to deliver easy-to-use perfect portions to consumers.



Business Dealings



ZEN-NOH International Corporation

Joshu Wagyu has been approved for export under strict sanitary guidelines. As one of the authentic Wagyu beef brands, it has been exported to 9 countries and regions including the EU where it is gaining popularity.

ZEN-NOH International Corporation
Phone: +81-3-6271-8424

TORIYAMA

From breeding to shipment, all the steps in beef production are handled by TORIYAMA CATTLE FARM. The farm keeps production record of each cattle on the ranch and retains data for around 4,000 head of cattle. Focusing on the umami of both the fat and the meat, the company maintains the exclusive know-how on pedigrees, breeding, feeding and fattening.

Toriyama Co., Ltd.



Gunma Prefecture is so agriculturally diverse that you can locally find all the ingredients you need to prepare sukiyaki: Joshu Wagyu, the first Japan-raised Wagyu beef exported to the EU, konjac products made from konjac potatoes boasting the largest production volume nationwide, Shimonita Negi, a well-known variety of Japanese scallions as well as local specialties of fresh shiitake mushrooms and shungiku (edible chrysanthemum greens).



Wagyu beef recipes

Sukiyaki

Ingredients (Serves 4)

500 g sliced beef
20 g beef fat
200 g shirataki noodles
200 g Shimonita Negi (Scallions)
6 caps fresh shiitake mushrooms
Greens (Chinese cabbage, shungiku, etc.)

Sukiyaki sauce

soy sauce	50 g
mirin	40 g
sake	40 g
sugar	20 g
water	60 g
(combine all the ingredients)	

Cooking method

1. Take out the beef from the refrigerator and bring back to room temperature for half an hour.
2. Cut up the shirataki noodles and chop the vegetables in chunks.
3. Melt the beef fat in a warm pot. Place some of the beef while spreading out each slice and sprinkle some sugar.
4. Pour some of the sukiyaki sauce over the meat. Flip to cook the other side and enjoy the slices while warm.
5. After finishing the meat, place the vegetables and shirataki noodles. Add the rest of the sukiyaki sauce, and more water and sugar if needed.
6. Create some space in the pot so you can add more meat. Cook lightly and serve.
7. You can enjoy by dipping in beaten raw egg. Cubed tofu can be cooked together with the vegetables. Add cooked udon noodles or rice to enjoy the sauce remaining in the pot.



こんにゃく Konjac

Features of Konjac Products

Made from a type of potatoes, konjac is a popular processed food in Japan. Free of gluten and low in calories, konjac goes well with a variety of ingredients and adds an accent to dishes due to its distinct, chewy texture. Shirataki, a type of konjac prepared into noodles, is especially recommended for the health-conscious consumers as it could be used in place of spaghetti.

Production of Konjac Potatoes

Konjac plants have been grown in Gunma Prefecture since the 1500s and now the crop accounts for over 90% of Japan's share. Konjac plants are delicate; they prefer well-drained soil, not-too-hot summers and dry winters. Gunma offers the perfect climate for growing konjac potatoes. It takes 3 to 4 years to harvest and requires advanced farming techniques. Japan's one and only konjac research center is located in Gunma Prefecture to develop new varieties and agricultural methods to ensure the production of high-quality konjac potatoes.

Making Konjac Products

Konjac products are made up of 98% clean and tasty water from Gunma and dietary fiber called glucomannan. Glucomannan expands when mixed with water and coagulates when calcium is added, yielding a distinct texture unique to konjac. During the coagulation process, konjac could be colored and shaped into various forms, including squares, balls or strings, leading to the development of a variety of products.





Business Dealings

IA-Foods Co., Ltd.

Preserving the tradition of konjac, the local specialty of Gunma, IA-Foods has been developing and manufacturing a variety of items including konjac products that suit the needs of the times, konjac-based desserts and convenient, retort ready-to-eat dishes. The company has stepped up its efforts for exporting in recent years.

IA-Foods Co., Ltd.

Phone: +81-274-70-5005

Hokumoukuroho Co., Ltd.

Under the company philosophy of “Good, Delicious, Fun,” Hokumoukuroho strives to develop konjac products that create small extraordinary moments. Used traditionally in Japanese cooking, konjac is a health food rich in dietary fiber. In addition to the standard block shape and shirataki, the company manufactures a variety of konjac products including jerkies and yakisoba noodles.

Hokumoukuroho Co., Ltd.

Yukiguni Aguri Co., Ltd.

Located near Tone River, Oze National Park and Mount Tanigawa and surrounded by a rich natural environment, Yukiguni Aguri offers appealing konjac and other products and services while putting food safety first. The company aims to support the local community through social contribution and environmentally friendly business activities.

Yukiguni Aguri Co., Ltd.

Phone: +81-278-22-0606

Fax: +81-278-22-0766

Koganezawa Shimonita Konjac Co., Ltd.

Founded in 1989 as a konjac manufacturer, the company has been striving to make tastier-than-ever konjac and shirataki noodles from 100% Gunma-grown konjac potatoes. The employees join forces to export the products worldwide.

Koganezawa Shimonita Konjac Co., Ltd.

Phone: +81-274-82-5031

Fax: +81-274-82-5033

JFC ITALIA S.R.L.

As a group company of Kikkoman, the world's leading manufacturer of soy sauce, JFC wholesales and distributes Asian food products around the world. Under the philosophy of delivering “Quality Merchandising and Good Service” to people around the world, it strives to contribute to the interaction and development of food culture as a bridge connecting the flavors of the world.

JFC ITALIA S.R.L.



Konjac recipes

Spaghetti-Style Shirataki

Ingredients (Serves 4)

600 g shirataki noodles
3 g salt
120 g cabbage
60 g bacon
1 clove of garlic
5 g chili pepper (sliced)
30 g olive oil
Salt and pepper

Cooking method

1. Cook shirataki noodles in salted boiling water for a few minutes.
2. Cut the cabbage and bacon in strips and mince the garlic.
3. Heat a deep frying pan under low flame and add olive oil. Sauté bacon, garlic and chili pepper until the garlic becomes fragrant. Add cabbage and turn up the heat to medium flame.
4. Add shirataki noodles, salt and pepper and mix while continuing to cook.
5. Serve on a plate and sprinkle some coarsely ground black pepper.



Konjac recipes

Konjac Cutlets

Ingredients (Serves 4)

500 g block-shaped konjac (Ita-konjac)
30 g sugar
2 eggs
Wheat flour and panko
(Japanese bread crumbs)
Salt and pepper
Tonkatsu sauce

Cooking method

1. Cut the block of konjac into 1-cm thick slices and place them in a plastic bag. Add sugar and massage for a few minutes.
2. Remove them from bag and rinse with water.
3. Wipe off the water of konjac slices and place the them in a bowl.
4. Separate the eggs into whites and yolks. Beat the egg whites and take 2 tsp to add to "3." above. Season the konjac slice with salt and pepper, and mix by massaging well.
5. Dredge the konjac slices with wheat flour, dip in remaining egg mixture and coat with panko. Deep fry in heated oil.
6. Remove from pan when golden brown. Serve with warmed up tonkatsu sauce.



Konjac recipes

Konjac Steak

Ingredients (Serves 4)

400 g block-shaped konjac (Ita-konjac)
30 g yellow onion
100 g red or yellow bell peppers
1 clove of garlic
Vegetable oil, butter,
Soy sauce, red wine
Black pepper

Cooking method

1. Rinse konjac and sprinkle some salt. Wrap in a paper towel, place a weight (about 3 kg) on top and press for 3 hours to overnight.
2. Chop garlic, onion and bell peppers. Sauté lightly in vegetable oil.
3. Add soy sauce and red wine. Cook off the alcohol and remove on a plate.
4. Wipe off the water of konjac and slice it into 4 pieces. Make shallow, diagonal cuts on one side in both directions to create a diamond pattern.
5. Pour a generous amount of vegetable oil into a frying pan and place on low flame. Sauté garlic slices until slightly golden and remove on a paper towel.
6. In the garlic-infused oil, pan fry the konjac from "4." above with the scored side down. Turn over and cook until both sides turn brown and crispy.
7. Wipe excess oil from the pan and add soy sauce, red wine and butter. Cook for about a minute under high flame and coat both sides of the konjac pieces with the sauce.
8. Remove the konjac on a plate and garnish with the onions and bell pepper from "2." above and fried garlic slices from "5." above. Sprinkle some ground black pepper. Squeeze lemon juice right before serving.

GUNMA
QUALITY

Finding Gunma's Taste

やまといも Yamatoimo

Yamatoimo of Gunma Prefecture

The yamatoimo is a yam of the Dioscoreaceae family and is characterized by its stickiness. The yamatoimo, cultivated in fertile and well-drained fields created by the Tone River, is a specialty crop representative of Gunma. These yams come in various shapes such as a stick, a plectrum and a ginkgo leaf, depending on the weather of the year and soil. The shapes are different but the tororo (grated yam) made by grating each yam has a rich flavor and is so sticky that it can be picked up using chopsticks. The yams can be stored in the refrigerator for a long period of time, so they are a specialty that can also be appreciated as a gift. Cooking methods vary, and the yam can be presented as tororo-jiru (grated yam soup), isobe-age (fried food wrapped in nori), and yamatoimo chips. Making okonomiyaki (savory pancakes with various ingredients) with yamatoimo and sharing it with family is also a good way to enjoy it. Please enjoy our fresh yamatoimo.



GUNMA
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Finding Gunma's Taste

やよいひめ Yayoihime

Yayoihime of Gunma Prefecture

Yayoihime is an original variety of strawberry from Gunma, made by hybridizing the Tonehoppe strawberry improved by Gunma Prefecture with the Tochiotome strawberry improved by Tochigi Prefecture. This variety of strawberry, characterized by large drops and a chic scarlet color, not only has a pleasant balance of sweetness and sourness as well as a good taste, but it is also a solid and filling fruit that stays fresh for a long period of time. As its name suggests, even in March (known as Yayoi in the lunar calendar), when the quality of other varieties can decline easily, its preserved stable quality is also a big selling point.



りんご Apples

Gunma Prefecture is known as an area for apple production. Gunma satisfies the requirements for fruit growing, such as the difference between day and night temperatures, the duration of sunshine, and the inland climate, so quality apples are produced in the prefecture.

Gunma Meigetsu

Gunma Meigetsu, a variety of apple harvested between late October and mid-November, is known as the “visionary yellow apple.” This variety of apple is characterized by its juiciness, sweetness and being less sour. In the prefecture, you can enjoy fully ripe and freshly picked apples at a farm stand or tourist apple orchard. This variety is so popular that it is booked early and sold out in the harvest time every year. Gunma Meigetsu has been so popular since its creation in 1991 that a lot of people visit Gunma for this variety of apple. However, its yield is limited, so these apples can soon be sold out. That is why they are called “visionary yellow apples.”



Slim Red

The Slim Red, a variety created in Gunma Prefecture, is a slim and somewhat small apple as its name suggests. This variety is characterized by a roughly mashed texture, a nice balance between sweetness and sourness, and skins that are easy to eat. The harvest time is between late October and early November. This variety of apple stays fresh for a long period of time or about three months in cold storage after harvesting. Since they are somewhat small, you can carry them on you easily when going out or going on a picnic. So, you can easily enjoy a Slim Red on the go.



Fuji

The Fuji is the most abundantly produced variety of apple in Japan owing to its good taste and high storage quality. These apples are characterized by juiciness, a honey-core, sweetness, and a crunchy and favorable texture.



GUNMA
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Finding Gunma's Taste

キャベツ Cabbage

Cabbage of Gunma Prefecture

Summer-autumn cabbage is harvested from summer to autumn. Mainly in the northern part of the prefecture, high quality cabbage is produced thanks to its cool climate. The temperature difference between day and night creates sweet and crisp cabbage with soft leaves.

Gunma has been the leading producer of summer-autumn cabbage in Japan for half a century.



トマト Tomatoes

Various characteristics of tomatoes are produced. Some tomatoes are produced in winter and spring in flat areas with a lot of sunlight, and others are produced in summer in cool highland areas with large temperature differences between day and night.

Fruit Tomato (Brix 9)

As the name suggests, this tomato has a high sugar content (Brix) that is over 9 degrees. Compared to regular tomatoes with a sugar content of 5-6 degrees, this tomato is considerably sweeter. Its flesh is solid and dark red. Considering its very sweet and rich taste, it is best to eat raw. This tomato is relatively small and produces less than half the amount of conventional large tomatoes as it is cultivated using a method which controls water amount developed by Gunma Prefecture. However, it is so delicious that you will get addicted once you eat it.



Cherry tomatoes

In Gunma, cherry tomatoes are actively cultivated in the central and eastern areas, and they are shipped mainly from late autumn to early summer of the next year. Based on their abundant experience, farmers carefully manage water and produce sweet cherry tomatoes.



なし Pears

Pears produced in Gunma are juicy, sweet and have a good texture. You can get and enjoy freshly picked pears mainly at the farmers' markets in the production area.

Nansui

A medium-sized pear with an oblate shape that weighs around 350 g. You can enjoy juicy pears with high sugar content, strong sweetness, less sourness and rich juice. They are shipped from mid-September to early October.



Niitaka

The weight is about 450-500 g. A large one can weigh up to 1 kg. With a juicy texture, you can feel a flavorful sweetness that is without sourness. It is shipped from the beginning to the middle of October.



Atago

It is a large pear that averages about 1 kg. You can enjoy the fresh texture of the soft flesh, where the sweetness and sourness are in harmony. It is shipped from early November to mid-December.



Promotion Agency for Exporting Agricultural Products of Gunma Prefecture

Gunma Prefecture Agricultural and Livestock Products Export Promotion Organization
is an association consisting of 28 organizations including local agricultural associations, food
manufacturers and the prefectural government.

Contact: Export Promotion Section.

Gunma Brand Promotion Division.

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