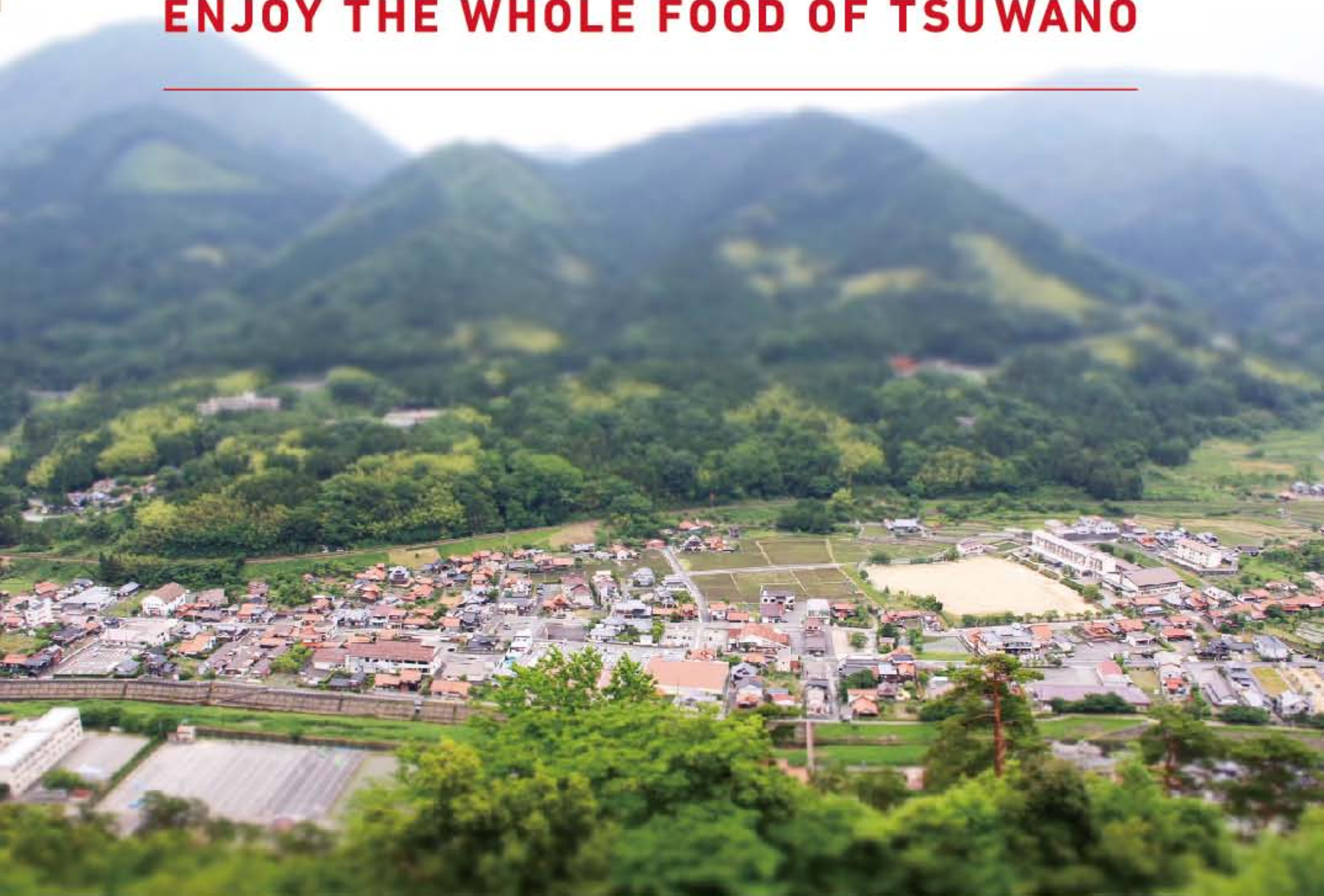


SUMMER 2013

MARUGOTO TSUWANO



ENJOY THE WHOLE FOOD OF TSUWANO



CONTENTS

01 INTRODUCTION	07 BEEF	11 SAKE
03 MAME-CHA	08 RICE	13 CONTACTS
05 WASABI	09 WILD HOG	14 STAFF

INTRODUCTION

A small town with many red-roof houses, surrounded by mountains.

Tsuwano is such town located in the west of Shimane prefecture.

There flows one of the most beautiful rivers in Japan, and stands majestic mountains.

When we look around Japan, there is not so many places like this one where there is so abundant nature.

Thanks to the nature, there are so many "food resources".

This booklet will present you some resources of Tsuwano which are especially selected.



What's Marugoto Tsuwano?

"Marugoto" means "whole bunch of".

Marugoto-Tsuwano is the project running various kinds of business relating to the agriculture field. They can provide every food of Tsuwano to the consumers.

Shimane prefecture
Tsuwano

01

INTRO
DUCTI
ON



A Takatsugawa - river

One of the most clear (beautiful) rivers in Japan. Since this river has some of the best quality water in Japan, there are plenty food resources. There is even restaurant which uses Ayu from Takatsu river, and which has one star in the "Michelin Guide of Tokyo 2009".



B Aonoyama - mountain

Aonoyama stands at the center of Tsuwano and is regarded as a symbol of the town. It is 907m high, has a rounded shape due to volcanic activity long time ago. Temperature gap between day and night is important. The ground at the bottom of the mountain is very good for growing types of high quality tea very good and also Mame-cha.



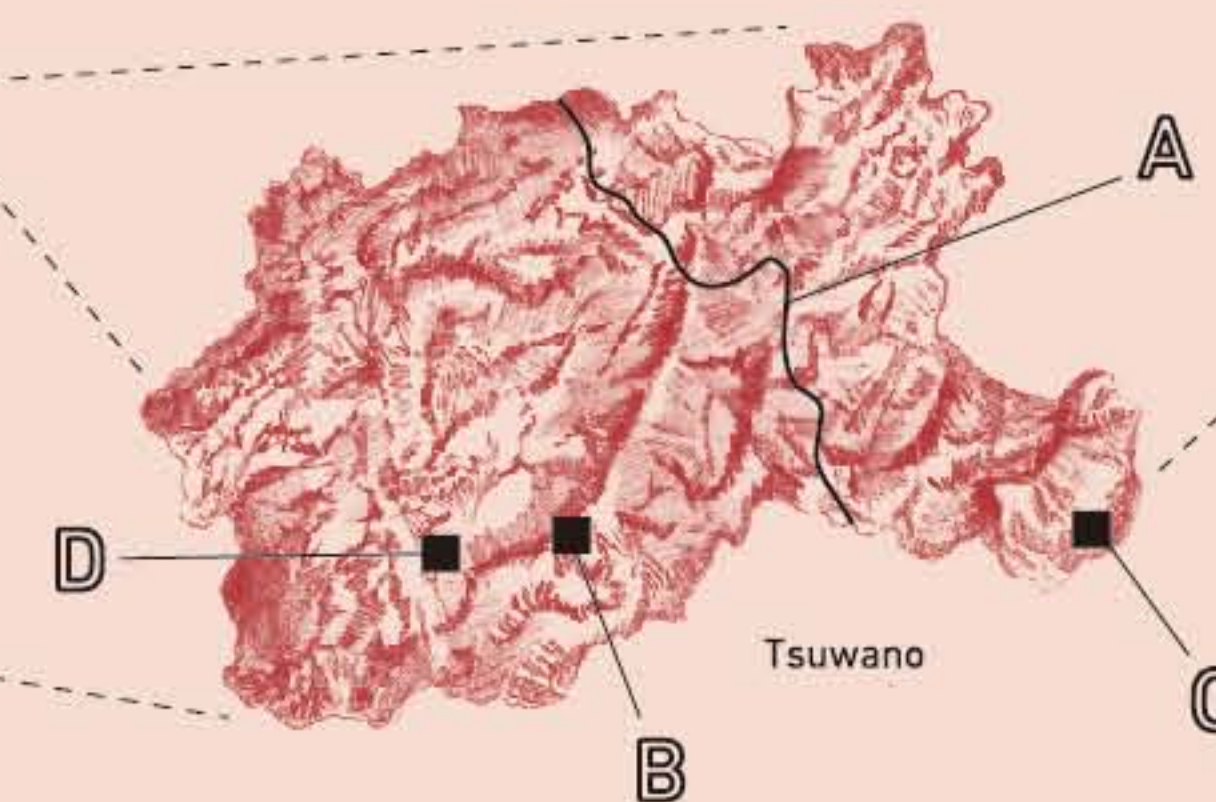
C Azouji - mountain

The Azouji-mountain is the highest in Shimane prefecture at 1263m high. It is ranked as one of the top 100 most fabulous mountains in Chugoku area. Wasabi farming is Flourishing thanks to the slope and the clear water.



D Tonomachi

Tonomachi is the center of the castle town of Tsuwano. It thrived for 700 years, so many people visited the town and many kinds of goods were exchanged. Food resources around Tonomachi was brought into the town and transformed into traditional cuisine. The traditional dishes are handed down from one generation to the next.



02

INTRO
DUCTI
ON



The original Japanese tea MAME-CHA



Mame-cha Farmer
Kenshiro Tanaka

Mame-cha is a famous tea in Japan. It is the oldest one and appeared in Japan. It was drunk long before Chinese green tea introduction and has been spread thank to a monk named Kobo-Taishi who has been drinking it for its healthy effects. There are mainly two mame-cha plantations in Japan : in Tsuwano and Okayama. Tsuwano is the most favorable for mame-cha production thanks to its wetter and warmer climate, which makes the shoots more scented. The mame-cha has a strong taste but it is very sweet and smells sweet. For all these reasons, we can find ice creams, pancakes and jams with mame-cha flavor.

When dealing with tea's growing up, Tsuwano's farmers always take care about environment issues. Indeed, no pesticides are used during the production. To protect our mame-cha seedlings from insects, we wind around them with plastic sheets, which also improve the seedlings growth. Contrary to Okayama mame-cha which is mixed with other teas, we can enjoy drinking a pure mame-cha in Tsuwano to take advantage of its benefits. Indeed, mame-cha has many virtues, it notably protects from high blood



Mame-cha is planted on slopes of the mountain.

pressure and work for diuretic. It is also highly recommended for its slimming and detoxifying virtues. The absence of caffeine in mame-cha allows us to drink it at any time of the day.



Tea leaves of Mame-cha smells like sugar.

Mame-cha ice cream ►

Ingredients

Milk ice cream	... 350g
Mame-cha powder	... 4 tea spoon
Sugar	... 1 1/2 tea spoon
Warm water	... 1,2 table spoon(s)

Direction

1. Put milk ice cream into the bowl and wait until it gets loose.
 2. Add the ingredients and mix.
 3. Move the mixture to the other container and freeze it.
- Cf. No need to mix during refrigeration.



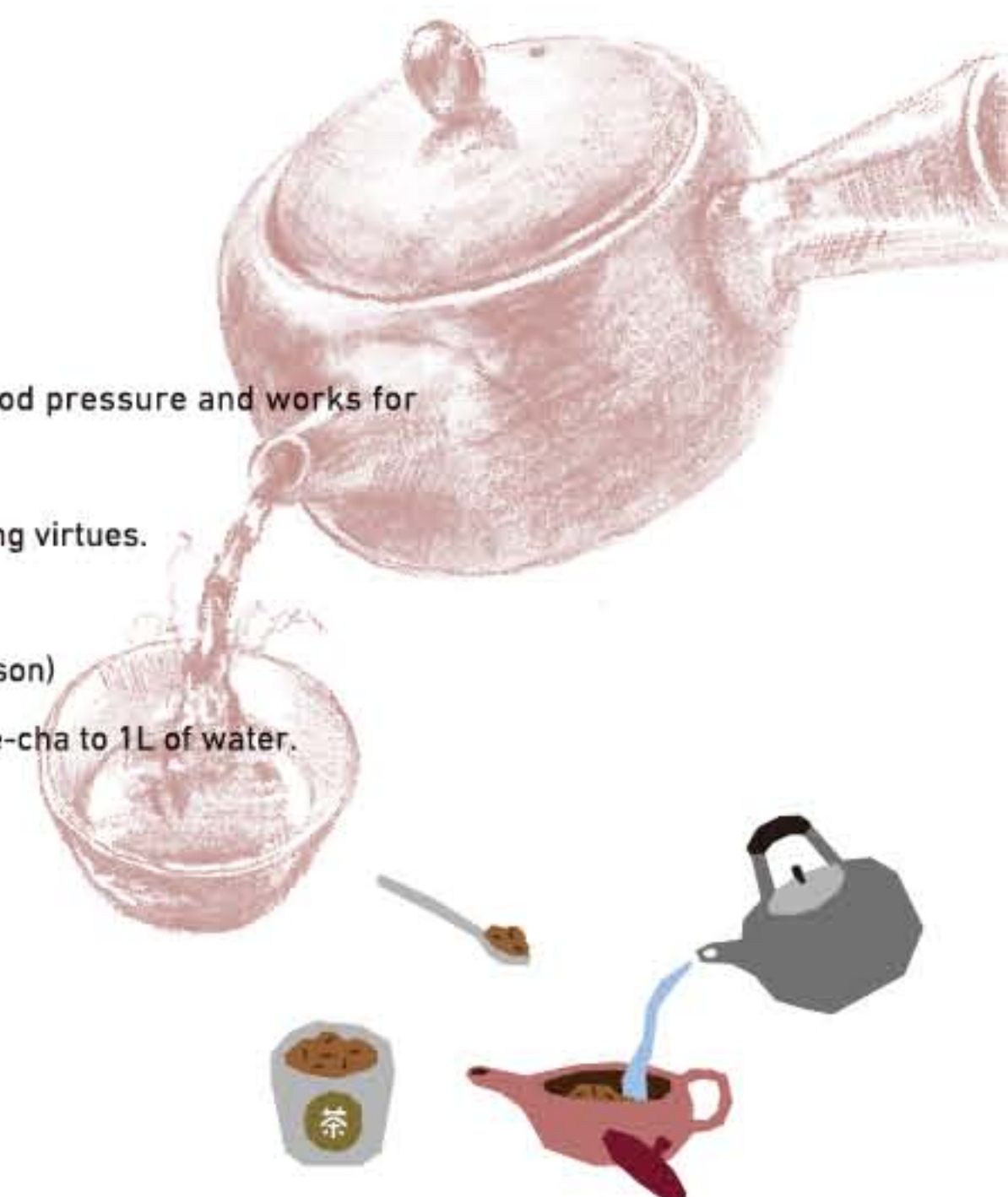
Mame-cha ice cream, good to taste, good to health!

Effects on health

- Protects from high blood pressure and works for diuretic.
- Slimming and detoxifying virtues.

How to prepare (one person)

- Add 10g of dried mame-cha to 1L of water.
- Brew for 10 minutes.



Price

Mame-cha 500yen~/200g

Mame-cha powder 286yen/20g



: Amount of Crop yields





Wasabi Farmer
Shinji Yasumi

Nothing is hotter than me!

WASABI

Wasabi is a spicy paste very popular in Japan, which can be compared with mustard in Europe. It's a green paste which is usually bought in tube in order to keep the spicy flavor. It's possible to make its own wasabi paste by buying the plant and grating the roots. The spicy flavor is stronger and the taste is very fresh. However this method doesn't enable its spiciness to be retained long, so it is recommended to eat immediately after it grained. It often accompanies sliced raw fish, called sashimi. The wasabi plant can be found everywhere in Japan but Shimane Prefecture is the famous place for its quality.

The wasabi plant requires a lot of attention and a particular climate. Tsuwano presents all of these conditions, namely the heights that offer mild temperatures at night, and the clear water they need through the many rivers which run through the hills. These conditions are only provided in Tsuwano.

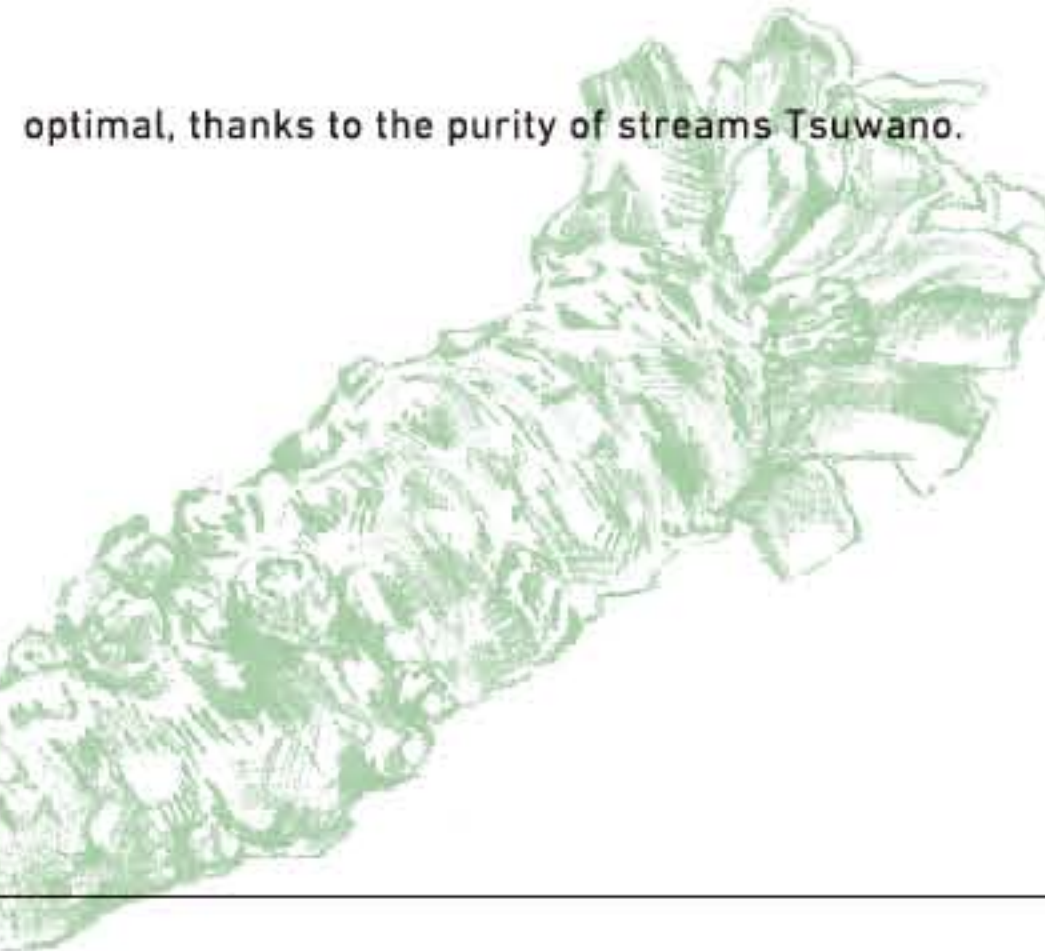
Favorable climate allows the plant to grow slower, but to be rich in nutriment. Harvesting is done every two years. The plant growth can therefore be



Wasabi seedlings are planted along a clear stream.



Original spicy flavor of wasabi goes perfectly with sashimi.



optimal, thanks to the purity of streams Tsuwano.

How to make wasabi pickles ▶

Ingredients

Boiled hana-wasabi	... 500g
Salt	... 1/2 tea spoon
Koikuchi-soy sauce	... 6 table spoon
Sake	... 2 table spoon
Mirin	... 2 table spoon
Sugar	... 1 tea spoon

Way of cooking

1. Wash wasabi leaves and cut into 3 to 4 cm each.
2. Boil the cut wasabi only 10 seconds with the temperature of 80 degrees.
Boiling too much or with too high temperature ruins the spicy flavor of it.
3. Season half spoon of salt to it and rub.
4. Put the wasabi into a sealed bin and wait 3 hours for the spicy flavor to come out.
5. Put all the ingredients into the bin and place it in a fridge for a day.



It's really crunch and spicy flavor fill the mouth.

The method of a wasabi ▶

Step 1 : The entire body of the wasabi plant is spicy, but only the root is used to make the wasabi paste.

Step 2 : The root is grated in order to make powder. This process increases the spicy flavor.

Step 3 : Wasabi paste is often eaten with sashimi and sushi. The unique flavor of wasabi goes together with the soy sauce.



05

WA
SABI

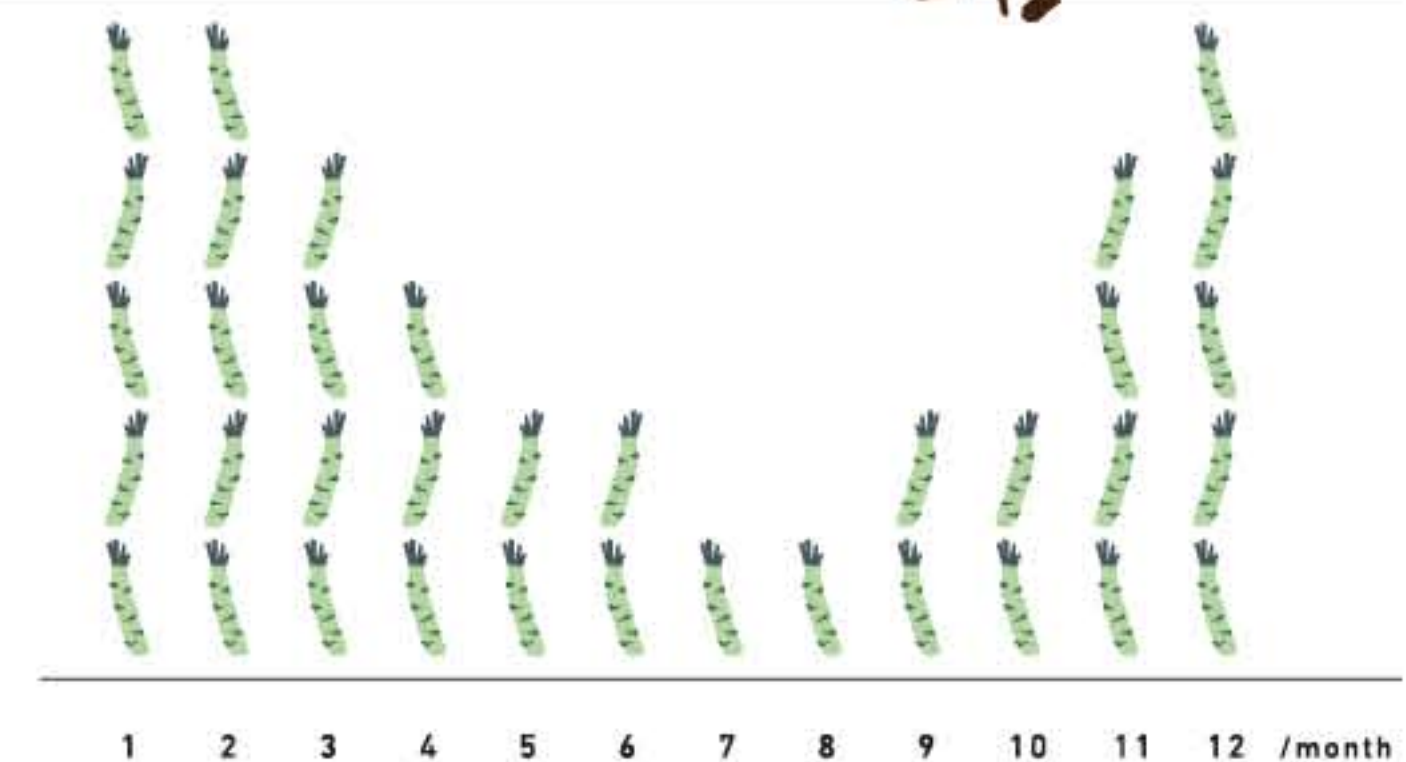
06

WA
SABI

Price

7000yen/1kg

: Amount of Crop yields





Nothing prevails the "well-being" of the animal.

BEEF

The beef of Tsuwano is bred at 450m high, in a idyllic environment. Far away from the civilization, it can walk in the mountain, eating the grass of the slopes along a very clear river.

Its alimentation is based on whole crop silage produced with rice plant of the region, the grass they can eat when they go outside and sometimes the squeezed wheat resulting from the preparation of the beer. This way, their meat is as natural as possible, and countains the right amount of fat to be appreciated by the consumers.

Two types of races are bred in Tsuwano farms. The cows which are bred for their meet are a mix of "Jersey beef " and Japanese beef called "Kuroge-Washu." The Jersey Cow is not very popular among farmers because you can't produce much meat out of it, even it eats a lot, but it has a very good taste, especially when bred in a natural environment. The other one, called "Kuroge-Washu", an original japanese race, is used as breeding cattle, then will be sold to other places.

Female "Kuroge-Washu" is produced as "Jukujo Beef." Producing breeding cattle as a high quality



Rich in taste and melts on tongue.

beef is very rare in Japan. "Jukujo" means "Beautiful mature lady" in Japanese. It's a pun that means the meat produced out of the "Kuroge-washu", when they are too old to reproduce. By doing this, the farmer preserves the well-being of his cattles, and enables them to become really good meat. Their flesh is very soft and melts on the tongue. Cooked in thin slices in a pan, it can reveal you all of its flavours.

Price : 600yen/100g (Jukujo-beef)



Grown to be environmentally friendly and healthy.

RICE

Tsuwano has an organic rice plantation in one of the healthiest place of Japan where you can notably admire the biggest and oldest tree of Chugoku area. Tsuwano is one of the cities which offer such good quality rice with Fukuoka, Osaka and Nagasaki. It's called "Healthy-Genki-Mai." Indeed, this rice has the particularity of being cultivated with twice as less pesticide and fertilizer than other plantations. Farmers also resort twice less nitrogen, a powder which increase production but reduces the flavor. The rice produced in Tsuwano has a stronger flavor. It is very difficult to grow because the protection of the culture must be done manually. For example, weeds are removed by hand. In addition, for an optimal quality, the "Healthy-Genki-Mai" grows between 150 and 250m above sea level. Some of them from any urban construction by decree. Finally, the water used for the growth of the seedlings is only drawn from the Takatsu River which runs through Tsuwano's hills providing clear and pure water as well as many nutriments. This set of conditions makes the "Healthy-Genki-Mai" very rare, about 10% of the production of Nishi-iwami, west side of Shimane prefecture.



Typical round shape in the characteristic of Tsuwano rice.

How to Polish the Rice ▼

1. Wash the rice withwater by lightly massaging it.
2. Put the rice in a pot, add water up to 3cm above the level of rice. (approx one phalanx)
3. Cover the pot, start cooking on high flame until there is steam, then lower the heat. Cook lasts about 20 minutes. You can't put out the lid.
4. Put the pot off the fire and let it covered for 10 more minutes.

Price : 1100yen/2kg (Healthy-Genki-Mai)



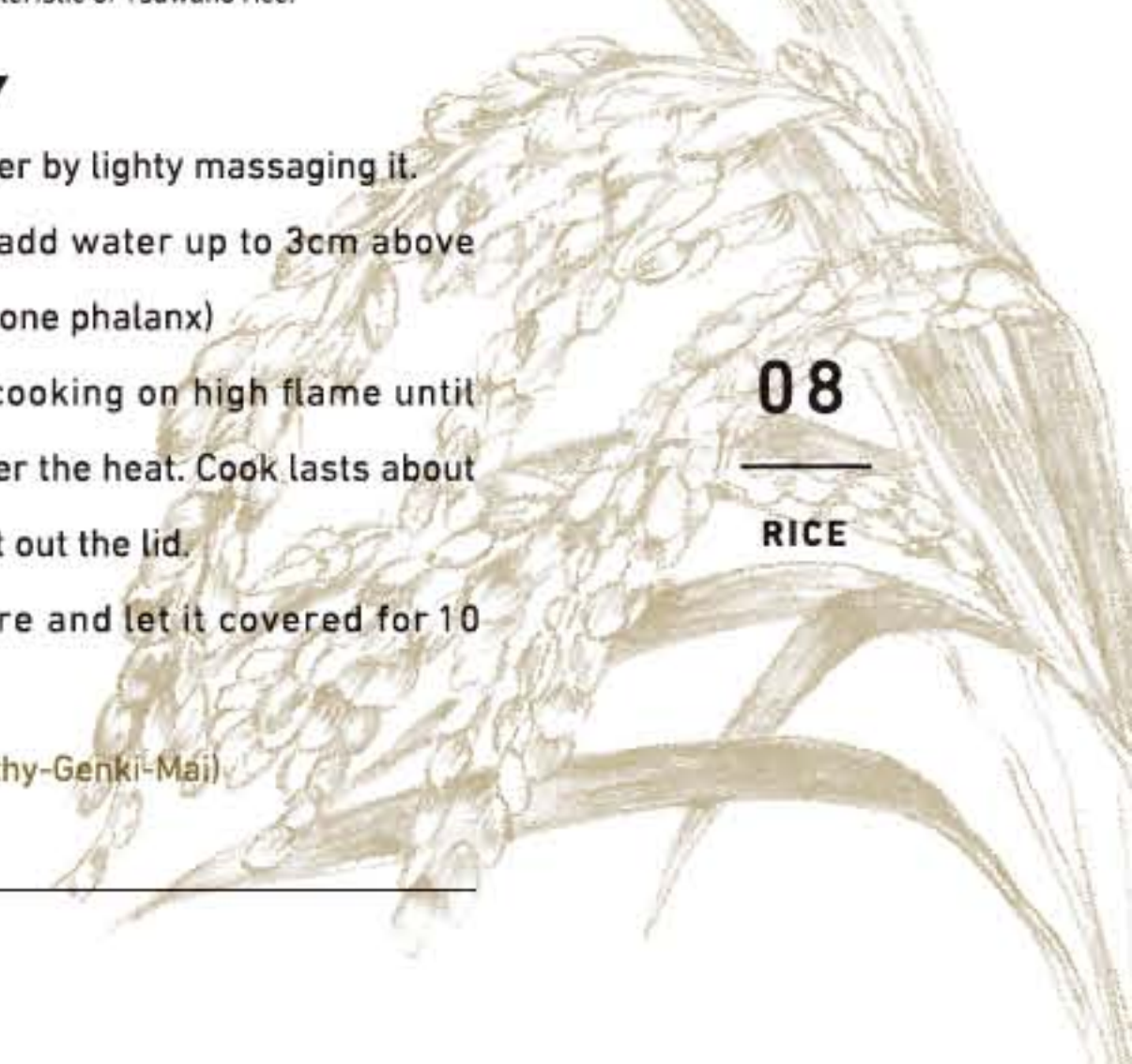
Rice Farmer
Isao Saito

08

RICE

07

BEEF





One of the best kept Japanese secrets

WILD HOG



Wild Hog Dealer
Noboru Suizu

The hunting season of wild hog starts in November. This period is the best for the meat, because the fat, which is the most delicious part of the animal, is very abundant. Thanks to the acorn, they can eat enough foods during autumn, since there are many oaks in the forests of Tsuwano.

Tsuwano hunters are very attached to the process used to prepare the wild hog, and that is what makes the meat so delicious. It begins just after the animal has been shot. The hunter must put out the organs of the beast on the spot, so that the meat doesn't get spoiled. Then, once it has been brought back, it must be washed and cooled. After this, it can be cooked or frozen.

Every part of the animal is eatable, but as it is wild, the organs can't be sold. The skin can also be eaten but requires a specific cooking. For the meat itself, there are many ways to prepare it in Japan. One of the most famous is called "Shishi-nabe", consists in a hot pot composed of wild hog meat and vegetables. This way, the meat and the fat take all the flavours of the different ingredients, in addition to its typical taste. And in winter, as the meat is very fresh, you



Abundant forest where wild hogs live.

can even eat it in sashimi.

The wild hog meat in Tsuwano is usually cooked by the greatest cooks of Japan because of its particular flavour and its scarcity value. One of the Italian chef even went to compare it to Iberic pork when he ate it in a restaurant of Tsuwano.

How to make Shishi nabe ▶

Ingredients

Wild Hog meat	... 200g
Cabbage	... half
Mushrooms	... at will
Spring onion	... half
Miso	... 2 table spoon
Sugar	... 1 table spoon
Sake	... 200ml

The way to cook ▼

1. Put all the ingredients together in a pot.
 2. Stir it until the meat is cooked.
 3. Ready to eat !
- Cf. You can enjoy noodle putting it after a while.



Even the meat before cooking is colorfully decorated.


Delicious food in Chugoku area

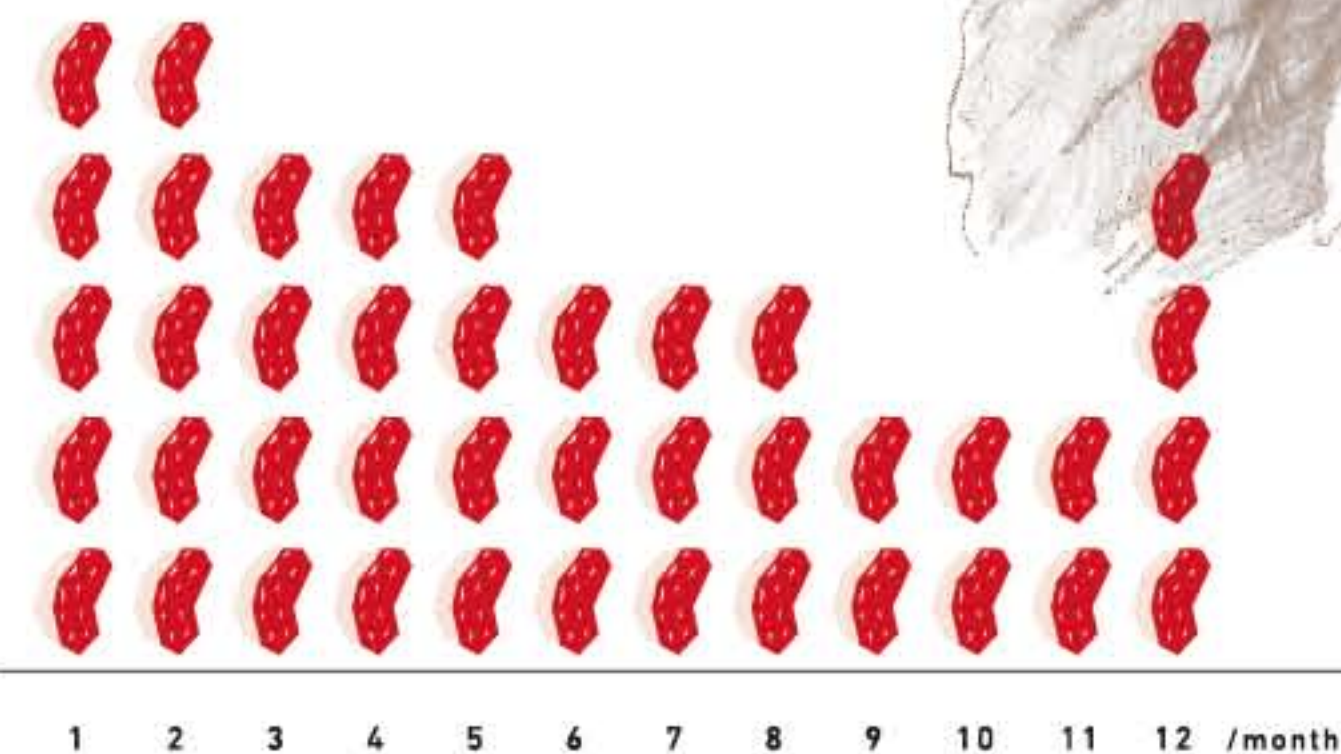
Forest in Chugoku area is known for its preserved nature thanks to the small number of the people living around. In addition to that, unlike the other forests in Japan, there are a lot of broadleaf trees which bear nutritious nuts that become the food for the wild hog. Since the wild hog in Tsuwano can eat the abundant acorns in the forest, they accumulate the nutrition in their fat, what gives them a delicate taste. Moreover the fat is rich in good cholesterol and in oleic acid. Those have healthy effect even for us.

09

WILD
HOG

Price
5500yen/1kg

 : Amount of Crop yields



10

WILD
HOG



Traditional sake handed down from Edo period.

SAKE

In Tsuwano, there are no less than 4 traditional sake factories, which are up to 280 years old. They all produce their alcohol with rice that comes from the region, and which takes advantage of the exceptional conditions of Tsuwano. It is produced with water, rice, malted rice and yeast only, and has a flowery and delicate fresh taste. Depends on the way of fermenting the malted rice and yeast, the taste can be dry or sweet. The extraordinary soft water of Tsuwano also tends to make every sake sweeter. Depending on the season and the type of sake, it can be tasted at the room temperature, or colder (between 5 and 10°C). The process to prepare sake is really short, it requires about one month for the alcohol to reach its final amount. After that, it can be bottled or stay conserved in a cuve. The period it is prepared depends on the factory, but it's usually brewed in winter. It is generally said that the best season to drink is in fall, around october. It is because the temperature gets low, the maturation of the sake comes to term, and the japanese food of this period best matches the taste of sake. Most of the brewers also prepare an "high-grade"



Old way of sake brewing still exist in Tsuwano.

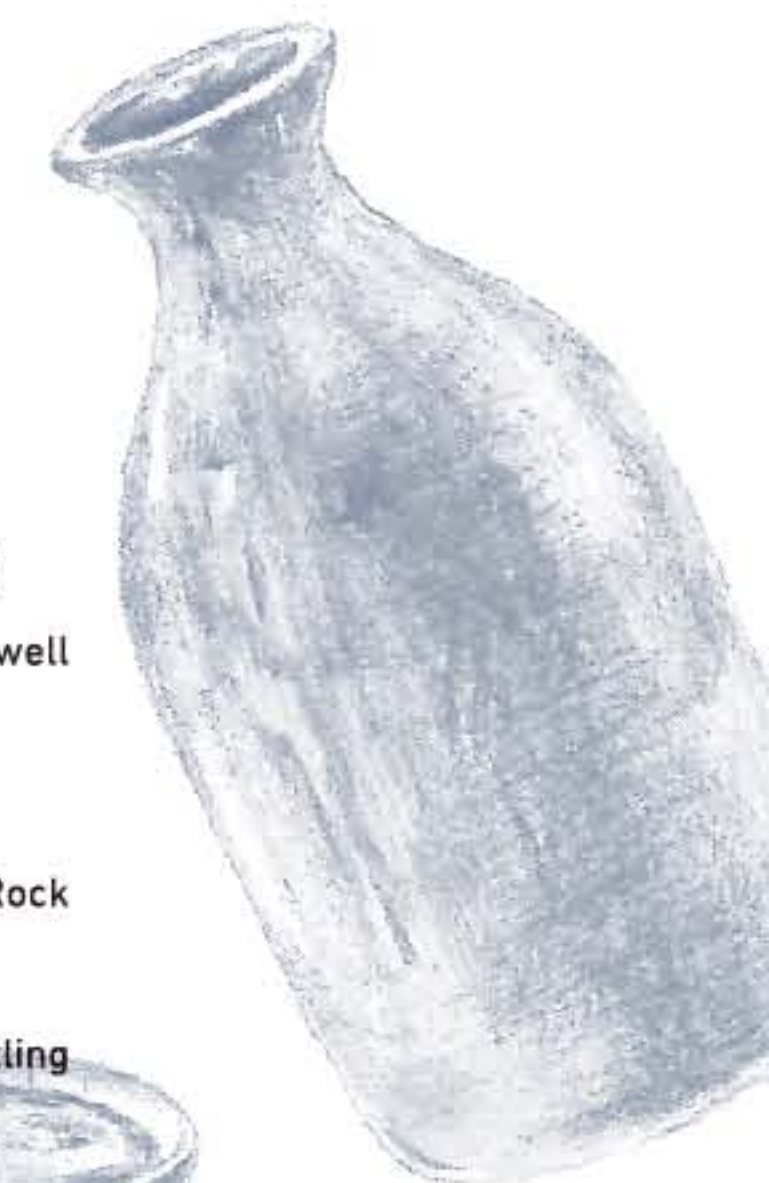
sake, which is really taken care of. It is kept in a special cuve during the maturation, then immediatly bottled and conserved at a very cold temperature. This way, the flavour of sake is emphasised, and competes with the best wines of France. The degree of alcohol of sake depends on the type, but it usually is between 15 ° and 20 °. It's perfect as an aperitif, and can be appreciated by everyone because of its freshness. Sake ice cream is also something that is worth tasting.

Sake Brewing ▶

1. The rice, polished and washed is steam in a traditional way.
2. A part of it is turned into the malted rice.
3. Squeezed and malted rice, yeast and water are put in a tank. Twice a day, during about one month, the brewer repeats a process to stir the mix in a particular way.
4. Once the sake has reached its amount of alcohol, the mix is squeezed. It is then stored in a cuve, and is bottled throughout the year.

Tsumami ▼

Tsumami is the food eating with sake. It is often spicy or salty. Finding the best Tsumami for a sake is the best way to appreciate even more.



◀ Ideas of Cocktails

• Samurai Rock

6 cl of Sake / Juice of a lime half / Rock (to taste)

A refreshing summer cocktail which goes very well with fried food.

• Kiro sake ~ Japanese Kir

6 cl of Sake / a teaspoon of Creme de Cassis / Rock (to taste)

Perfect for aperitif, can be completed with sparkling water or lemon.



Samurai Rock & Kiro sake ~ Japanese Kir

Price

Junmai-syu(Pure rice Sake)

: 1365yen~/720ml

Daiginjo(High grade Sake)

: 3150yen~/720ml

[Uijin] Furuhashi Brewing co.

[Kasen] Kasen Brewing co.

[Takasago] Zaima Brewing co.

[Hosen] Shitamori Brewing co.



: Quantity to be stored

—: Ripening degree



CONTACTS

If you have any questions about the content of this booklet, please contact the address below.

We are willing to provide you with more detailed information about the products.

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Tsuwano's Food Ambassador: Kiyomi Mikuni

As Tsuwano's "Blessing of the Forest Food Ambassador," Chef Mikuni is working with the townspeople every year to rediscover and promote the charms of the town's local foods.

Profile ▼

Hotel de Mikuni

Kiyomi Mikuni

Born 1954 in Mashike, Hokkaido.

In 1974, he became the Head Chef at the Japanese Embassy in Switzerland. While working at the embassy, he studied under Swiss chef Fredy Girardet. In 1982, he returned to Japan. He opened his restaurant, Hotel de Mikuni, in 1985, in Yotsuya, Tokyo. During the Kyushu-Okinawa Summit in the year 2000, he was employed as the Head Chef for the entirety of the Ministers of Finance Assembly, in Fukuoka. In 2010, he was given the French Achievement Award in Agriculture. Mikuni was appointed as the Town of Tsuwano's "Blessings of the Forest Food Ambassador," in 2012.



Editor's Note

▼ Maxime Giteau

Working on this project was very interesting, because it was completely new for me, and had no idea how to handle it at the beginning. But after hearing the different producers, and with the help of the other members, I was more and more able to extract the essential informations which make the diversity and the specificities of Tsuwano products. The fact we could taste all of them helped us to give you an objective opinion about their taste and their characteristics.

▼ Julie Chan

The writing of this booklet has been a great experience, it allowed me to meet people, exchange and learn many things from Tsuwano's farmers and their products. The wild hog degustation remains my favorite, I definitely recommend it.

▼ Eitaro Kobayashi

When I first arrived in Tsuwano, I didn't know more than you about this town. However, as I interviewed many people through this project, I came to understand the irreplaceable value of agricultural products in this sheltered place. With the assistance of this booklet I hope that you realize the scarce value of its products and broaden your food experience.

Staff

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Editor Maxime Giteau
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In this booklet, there is information about well selected food from Tsuwano, written by intern students from France. There are many food resources and food culture which haven't been spotlighted yet in Japan. Through this booklet, some unrevealed aspects of the food cultivated in a mountain-surrounded town, Tsuwano, will be introduced to you.



MARUGOTO
TSUWANO
