

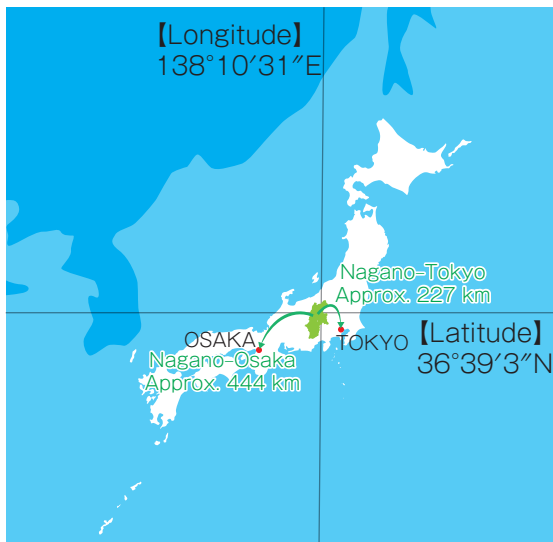
# Recommended Agriculture and Food Products from Nagano



Nagano Prefecture is a long prefecture stretching from north to south, surrounded by high mountains of around 3,000 meters (nearly 10,000 feet) and blessed with clean air and pure water.

Its high elevations, diverse topographical features, large amounts of sunlight exposure and large variation between daytime and nighttime temperatures enable the cultivation of high-quality agricultural products.





# Number One Nationwide in Healthy Life Expectancy (Both Men and Women)

Nagano Prefecture has one of the highest average life expectancy rates in Japan for both women and men, and one reason for this is its food.

Prefectural residents' love for vegetables, deep-rooted regional traditions, and local culinary culture all help extend the healthy lifespans of people in Nagano.

(Press release from Nagano Prefecture Health and Welfare Department, July 30, 2021)



## The Two Reasons Why Nagano Prefecture Agricultural Products Taste So Good

Reason  
1

### Little Rainfall and Some of Japan's Longest Sunlight Hours

Sunlight is more important than almost anything else in the cultivation of delicious-tasting fruit. Exposure to large amounts of sunlight throughout the day and the photosynthesis that results create ample supplies of nutrients inside the fruit.

Reason  
2

### Large Day-Night Temperature Differences

Fruit, rice and other such products utilize nutrients accumulated via photosynthesis during the day to breathe at night. When nighttime temperatures are high this breathing process requires more energy, and when temperatures are low the process requires less energy. Thanks to Nagano's nighttime temperature drops, local crops don't have to use excess nutrients at night to breathe, meaning they can store away sufficient amounts of said nutrients.



# Number One Nationwide in Number of Farming Households

Nagano has more farming households than any other prefecture in Japan. It also boasts the nation's highest production volumes for numerous agricultural products, which is made possible by these many farming families.

(2020 Census of Agriculture and Forestry, MAFF)



## Top producer nationwide for the following products:

- Lettuce
- Celery
- Chinese cabbage
- Carnations
- Prairie gentians
- Peruvian lilies
- Enoki mushrooms
- Buna-shimeji mushrooms

# ( Nagano Grape Varieties )



## Nagano Purple

A unique Nagano Prefecture grape variety with large-sized individual fruit, Nagano Purple are seedless and can be eaten whole—skin and all!

【Saccharinity】  
**18** Up to  
**21%**

【Individual Grape Size】

**13** Up to  
**15g**

【Picking Tips】

Harvest bunches whose fruit have a healthy, dark-purple coloring

【Harvest Period】

Late Aug. to early Sep.



【Characteristics】

High saccharinity, no seeds, can be eaten with skin attached. Has a pleasing texture and a foxy aroma.

## Shine Muscat

This officially registered grape variety cultivated in Japan features a smooth Muscat fragrance. Each grape is large in size, and its yellow-green skin can be eaten along with the pulp.

【Saccharinity】  
**19** Up to  
**20%**

【Individual Grape Size】

**12** Up to  
**14g**

【Picking Tips】

The more yellow coloring that is present, the greater the sweetness and better the overall taste

【Harvest Period】

Early and mid-Sep.



【Characteristics】

Large fruit with sweet flavor, complemented by Muscat-type aromatic properties.



## 妃紅提™ (Queen Rouge)

This original Nagano Prefecture red grape has high saccharinity and no seeds. The fruit can be eaten in its entirety, skin included. “クイーンルージュ®” is a registered trademark in Japan. “妃紅提™” is a trademark in the world.

【Saccharinity】  
**20** Up to  
**21%**

【Individual Grape Size】

**13** Up to  
**15g**

【Picking Tips】

Choose bunches with minimal color inconsistency, firm-feeling fruit, and a healthy-looking green rachis (stem-like portion).

【Harvest Period】

Late Sep. to early Oct.



【Characteristics】

Good overall flavor with high saccharinity and little tartness. A rare variety whose cultivation is restricted to Nagano Prefecture.



# ( Secret Behind the Great Taste of Nagano Grapes )

Nagano Prefecture is home to excellent growing environments that enable the cultivation of ultra-sweet and juicy grapes, apples, peaches, Japanese pears and more.

In particular, the prefecture is a leading production center of grapes in Japan, and locals are enthusiastic in their efforts to develop new, high-quality grape varieties.

## Nagano is one of the nation's top grape-growing prefectures.

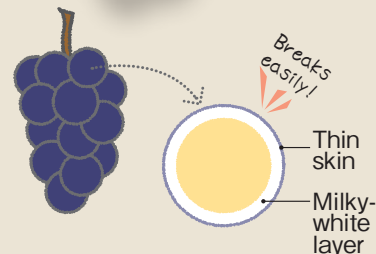
The prefectural government itself is strongly dedicated to new grape-variety cultivation, and these efforts have paid off with the black-grape variety Nagano Purple and the red-grape Queen Rouge, among others.

Sales of Queen Rouge were launched in 2021, and excellent market performance is expected thanks to the high saccharinity of these seedless grapes which can be enjoyed skin and all.



### What makes Nagano grapes so delicious?

Nagano Prefecture's grapes taste good for two main reasons: long sunlight exposure times during the day, and large day-night temperature differences in the summer. Fruit in Nagano is exposed to large amounts of sunlight during the day as they grow, and at night they can breathe without expending much energy thanks to the cooler temperatures. As a result, they are able to store greater amounts of nutrients, which in turn leads to sweet, delicious-tasting fruit products.



### Why is Nagano Purple delicious eaten without removing the skin?

Nagano Purple has thin skin. Furthermore, it has a milky-white layer sandwiched between the skin and pulp inside that keeps the two firmly fixed together. Therefore, the skin breaks easily and stays attached to the pulp after being broken by the teeth, so the entire fruit can be eaten without worrying about removing the skin at all.



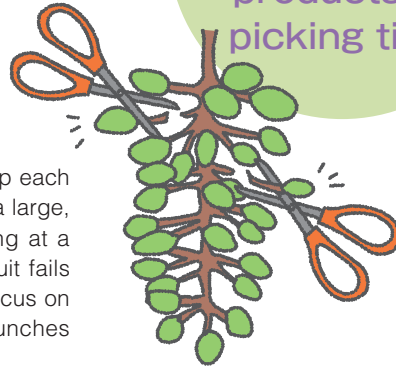
# ( Nagano's Unique Grape Cultivation Approaches )

## Striving for Ideal Weight

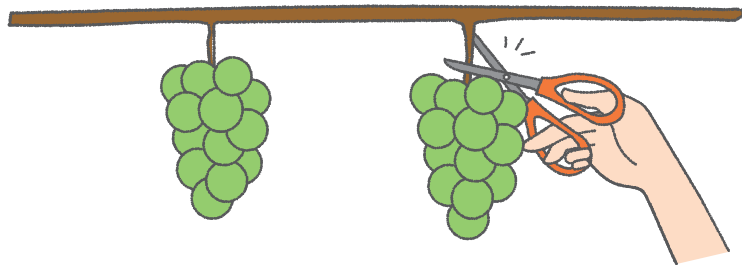
If a grape exceeds a weight of 20 grams, it runs the risk of bursting open, so growers aim to keep the maximum weight to 18 grams.

In order to minimize bursting, optimize flavor and ensure that the fruit reaches maturity, the target weight per individual grape is 15 grams in practice. A grape that exceeds a weight of 20 grams runs the risk of bursting open, so growers try to keep each grape to 18 grams as a maximum. Even if a large, full bunch of grapes looks good appealing at a glance, that doesn't mean a thing if the fruit fails to reach full ripeness. Therefore, farmers focus on high-quality flavor, even if it means the bunches are smaller.

Optimal bunch sizes result in the best-tasting products at picking time



## Limiting Bunch Density per Unit of Area



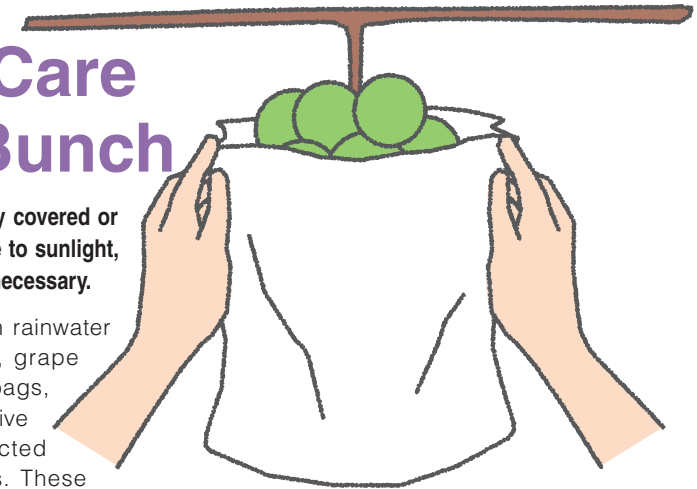
Growers carefully check bunch counts, carry out saccharinity and flavor testing before shipping out products, and even administer surprise saccharinity tests at fruit sorting facilities.

The number of bunches per vine is kept to a minimum during grape cultivation, which enables plenty of nutrients to be sent to each from the roots and ample, concentrated exposure to sunlight for sweeter-tasting final products.

## Attentive Care for Each Bunch

Each bunch of grapes is carefully covered or bagged in order to limit exposure to sunlight, rain and other such elements as necessary.

Because direct contact with rainwater can lead to diseases in fruit, grape bunches are protected with bags, and in order to prevent excessive sun exposure they are protected by affixing hat-like coverings. These measures and others are carried out as part of meticulous, bunch-by-bunch cultivation management.



## Entire Regions Study Tasty Grape Cultivation Together

Advisers and instructors for agricultural business personnel work in close cooperation with regional grape cultivators in pursuit of consistent flavors and quality levels.

During cultivation-management study sessions, all participants learn cultivation techniques—even the experienced, long-time farmers!— and afterward go on to cultivate their crops with loving care. Before shipping out products following the harvest, each farmer's growing facilities are inspected and careful checks made to ensure that the resulting produce is fit for distribution and sale. The end result of these efforts is carefully selected, fresh grapes.



# ( Nagano Grape Growers and Their Efforts )

## JA-Nagano Grape Specialist Team

Akihiro Nezu



Grape type: Shine Muscat

Grape cultivation can be extremely hectic and challenging at times, but product sales centering primarily on Shine Muscat are steady and production has stabilized despite destructive weather patterns and natural disasters seen in recent years.

We hope to keep producing delicious grapes that will make consumers happy.

(Provided by JA Zen-noh Nagano)

## Shine Muscat

Single-bunch Grape Gift Box



Specialized packaging materials: tags, paper strips, packaging film, two-bunch grape gift boxes

The JA-Nagano Group has developed a range of specialized packaging materials to help with product sales. This includes the single-bunch grape gift box, released to market in 2020 in response to demand for gift-type products, products for export, and so forth. This product has not yet been shipped out in large numbers, but JA-Nagano plans to increase its sale as part of a value-added product sales approach.

(Provided by JA Zen-noh Nagano)

## Making Longer Sales Periods Possible

Refrigerator-stored Shine Muscat Grapes



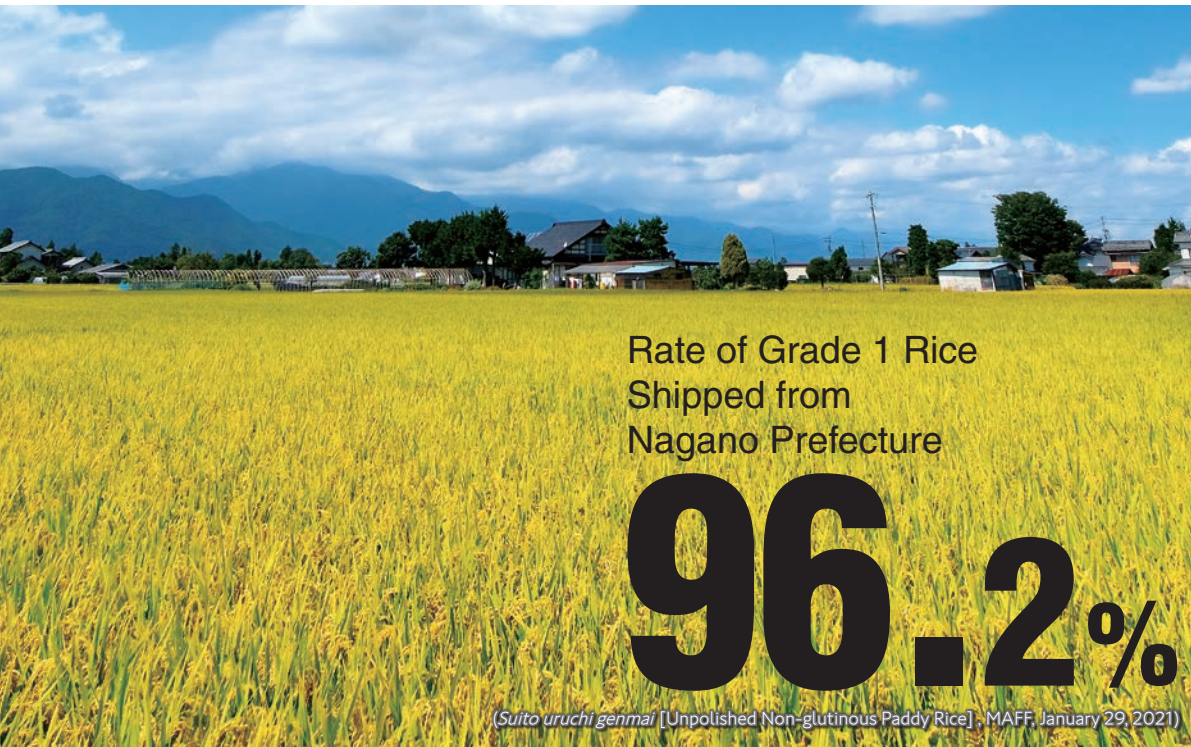
Shipping period: mid-November to late January

When it comes to sales, one major advantage offered by Shine Muscat grapes is their long product life when kept in proper warehousing facilities. Nagano Prefecture utilizes producers' refrigerated storage facilities to store Shine Muscat products over long periods until an opportune time to ship them out. This enables product sales in response to demand around the Christmas season, the Japanese New Year holiday period, and even the Lunar New Year holiday—periods for which demand has been increasing year by year.

(Provided by JA Zen-noh Nagano)



# ( Nagano Prefecture Rice )



Rice is produced throughout all parts of Nagano Prefecture with consideration taken for desired flavor type, harvest season, climate and other factors. Approximately 80 percent of rice produced is of the Koshihikari variety, but Akitakomachi, Kazesayaka and other types are grown in Nagano as well.

**Nagano boasts one of the highest ratios of grade 1 rice production among all prefectures in Japan.**

During unpolished-rice quality inspections in accordance with national standards, 90 percent or more of Nagano's rice is consistently classified as grade 1, which represents the highest possible quality. For comparison, the nationwide average for grade 1 certification is about 80 percent. In other words, this is a good example of the high quality one can expect from Nagano Prefecture rice.

Koshihikari



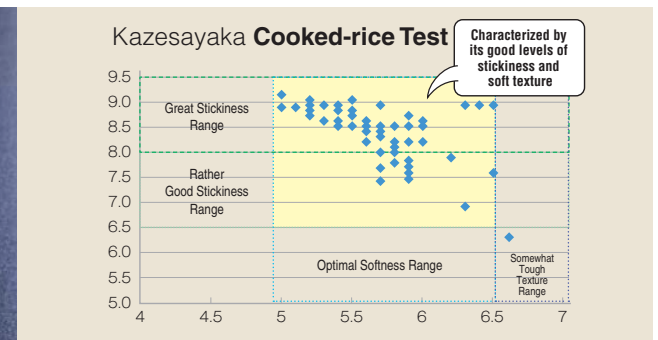
A majority of rice grown in Japan and in Nagano Prefecture is of the Koshihikari variety. It is a type characterized by a glutinous, sticky texture and sweetness of taste.



Kazesayaka



Developed at a testing facility over a 13-year period, Kazesayaka is a Nagano Prefecture original, officially registered as a rice variety in 2013. Specific standards related to cultivation, milling and other processes are applied for this rice type.



Kazesayaka has good savory and sweet flavor properties; strikes a good balance between stickiness, flavor, and aromatic properties; and maintains its glutinous texture even after being cooled. These characteristics make it the perfect rice for Japanese cuisine, bento boxed meals, rice balls and similar.

# ( Nagano Prefecture Rice Growers )

## JA-Kamiina (Ina City)



Varieties grown: Koshihikari, Kazesayaka

JA-Kamiina grows rice amid abundant natural scenery rich in topographical diversity, surrounded by Japan's Southern and Central Alps.

Production activities center on the "Country Elevator" facility where stable-quality rice cultivation is possible, and the resulting product has proven popular for use in ready-made meals and restaurant dishes.

Since 2016, JA-Kamiina has collaborated with rice wholesalers to export high-added-quality rice products to other countries with a central focus on Singapore.

(Provided by JA Zen-noh Nagano)

## Fudolink Co., Ltd. (Tomi City)



Variety grown: Koshihikari

Fudolink is a company created by three rice farmers in Tomi City, Nagano.

Although each of us originally grew rice on our own, we learned that all of us shared the same vision and direction in our work, so together we founded Fudolink.

In response to overseas consumer demand for better-tasting rice, we recruited additional rice growers and started production with 11 members in total. Today, we have increased that membership to 37 producers.

Our rice has received extremely high praise, and in 2021 we expect to meet the original target set at our founding of 500 tons exported.

Moving forward, Fudolink and affiliated members hope to deliver rice from Nagano to the rest of the world.

(Provided by Fudolink Co., Ltd.)

## Kita-Shinshu Koyanagi Farm (Nakano City)



Varieties grown: Koshihikari, Kazesayaka, others

At Kita-Shinshu Koyanagi Farm, our goal is to raise healthy rice plants, and to this end we believe that protecting the leaves and roots is key. Ensuring good soil quality helps the plants to grow, and ultimately enables us to harvest and sell delicious-tasting rice.

Although our methods entail much work, we reduce amounts of pesticides used to the greatest extent possible and utilize organic fertilizer for growing our rice. Moreover, we carry out quality inspections for each lot, and utilize low-temperature storage facilities and alter our storage approach from season to season.

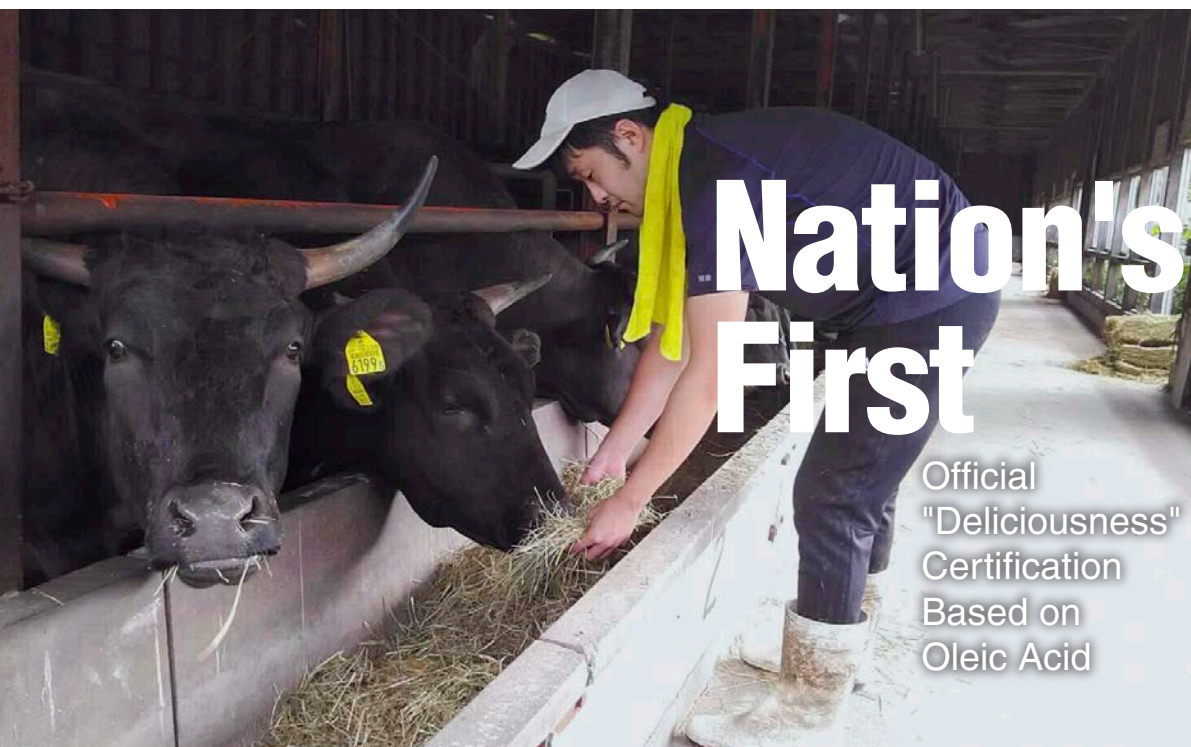
After all of this, we ship out only the rice that meets our high standards for our customers to enjoy.

All of us at Kita-Shinshu Koyanagi Farm strive to grow and develop alongside our rice. We take great care in the cultivation of our products, which is why we sell to customers who care about rice just as much as we do. When our rice is served at mealtime, we hope it will put big smiles on people's faces.

(Provided by Kita-Shinshu Koyanagi Farm)



# Recommended Wagyu Beef from Nagano Prefecture: Shinshu Premium Beef



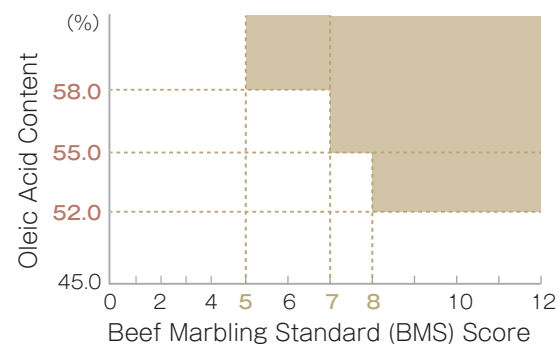
Nagano Prefecture produces a uniquely high-quality type of local wagyu Japanese beef based on proprietary prefectural standards, known as "Shinshu Premium Beef." This meat has been received extremely well in the Kansai beef market, which is the center of beef trade and culture for all of Japan.

## Nagano Prefecture pursues good taste based on scientific principles.

Raising cattle amid Nagano's rich natural scenery with the greatest of care gives rise to beef that is safe, trustworthy, and of course delicious. Moreover, Shinshu Premium Beef's delicious taste is certified on a scientific basis.

### Safe, Reliable Cattle Cultivation—Right Down to the Feed

This beef is sent out from ranches certified for their safe, trustworthy products based on proprietary Nagano Prefecture standards and rules on facility hygiene management, animal welfare and other such factors.



## Japan's First Beef "Deliciousness" Standards

People perceive beef to taste good based on the aromatic properties and tender, readily-dissolvable texture qualities experienced during consumption. These factors are determined in large part by the oleic acid content\*<sup>1</sup> in the meat. When it comes to wagyu beef, marbling\*<sup>2</sup> is usually the most prominent quality-evaluation standard. In Nagano, only beef that meets the prefecture's oleic acid content standards—the first of their kind in Japan—as well as wagyu marbling standards can be certified as Shinshu Premium Beef.

\*1 Oleic acid is a type of unsaturated fatty acid, and Nagano Prefecture research shows that increasing amounts of this acid in beef improves flavoring from fat in the meat, melt-in-the-mouth feel, and other taste-related sensations.

\*2 The degree of marbling in beef is scored on a scale of 1 to 12, and Nagano Prefecture research shows that meats with higher scores are juicier, more richly aromatic.



# ( Nagano Prefecture Cattle Ranchers )

## Yoshikawa Ranch (Toyooka Village)



Our wagyu cattle are fed, raised and managed based on thoroughgoing, consistent standards. Furthermore, they are born and raised right here in Nagano.

One of the most important factors in producing Shinshu Premium Beef is careful raising of the calves—we devote extra attention to caring for our young cattle's health.

For the first three months of their lives, we hand-feed the calves and check their health-related conditions every day, addressing and treating any problems immediately.

Moving forward, we will keep working to raise healthy cattle here in Nagano and send out our Shinshu Premium Beef to customers all around the world.

(Provided by JA Zen-noh Nagano)

## Odagiri Farm Y.K. (Tomi City)



Livestock Farm HACCP-Certified

It has been more than 30 years since I took over the farm from my father. Many things have happened since then, but my mission still remains the same: the simple yet important job of producing safe and trustworthy Shinshu beef.

In order to accomplish this, I assign one staff member to each cow that we raise and fatten up. Our workers are very kind and loving toward the animals, talking to them throughout the day.

With the ultimate goal of trustworthy, safe meat products, we always ensure feed traceability and take other measures to prioritize good cattle health.

(Provided by Odagiri Farm Y.K.)

## Cowshed Minemura (Tomi City)



Livestock Farm HACCP-Certified

We aim to serve as true professionals in all steps of the production process, from artificial insemination and birth through to cattle-raising and shipping out of Shinshu-born beef products.

In addition to ensuring that our meat tastes good, we focus on achieving products that are safe and trustworthy by adhering to strict standards regarding ranch facilities, breeding management and other aspects of operations.

While giving thanks to the animals themselves, we work hard to put smiles on the faces of customers who eat our beef.

(Provided by Cowshed Minemura)



# The Bounties of Long-life Nagano



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