

**Just how delicious is  
Fukushima food?**

**- Yeah You'll see**

**Fukushima Products  
Following the Recovery**





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# 1. The Beauty of the Food Produced in Fukushima

～Geographical Highlights of Fukushima Prefecture～



## Only 90 Minutes from Tokyo

Fukushima Prefecture is located in the Tohoku Region of Honshu, Japan's main island.

Only a 90-minute bullet train ride from the capital city of Tokyo, Fukushima is the third-largest of Japan's 47 prefectures, and has an abundance of hot springs, cherry blossoms, autumn foliage, gorgeous beaches, and ski resorts.

It is also known as the home of the samurai, with ancient castles, historical townscapes and battlefields famous in Japanese history.

In addition to producing peaches, pears, and apples, the prefecture is well-known for growing rice. The vast lands are home to a unique variety of local cuisine, has a culinary charm that can satisfy anyone.



# 1. The Beauty of the Food Produced in Fukushima

～Delicious Fukushima Food～



## Culinary Culture

Fukushima products are unique thanks to the fertile environment, climate conditions, and local culture.

The Prefecture can be divided into three regions: Hamadori (Coastal), Nakadori (Central) and Aizu. Each region has its own unique climate, which farmers utilize to cultivate different products and food cultures.

Due to the abundance of pure water, the land produces great rice and sake, as well as fresh vegetables such as tomatoes and cucumbers.

Fukushima beef is a famous type of Japanese black beef that is raised and produced in Fukushima. Beef ranked Grade 4 or higher by the Japan Meat Grading Association are sold as “Fukushima Beef”, the highest quality brand of Fukushima beef.

This vividly colored, mildly marbled beef is rich and mild in flavor. 4

## 2. Recovery from the Great East Japan Earthquake

～The Efforts of Fukushima Citizens～



### Dedicated Efforts Towards Reconstruction and Revitalization

On March 11, 2011, Japan was struck by a massive magnitude 9.0 earthquake. This was one of the most powerful earthquakes recorded in Japan, and is the fourth largest in the world since 1900.

The Japanese Government and Fukushima Prefecture have been working tirelessly to clean up the area by rebuilding damaged buildings, reopening towns, expressways, clinics, and rebuilding major rail lines. The people of Fukushima have remained resolute during these years of recovery, and are an amazing example of rebuilding something better than it was before the disaster.

Although the revitalization efforts are continuing at a fast pace, the nuclear accident caused by the earthquake was particularly devastating for the Fukushima farmers.

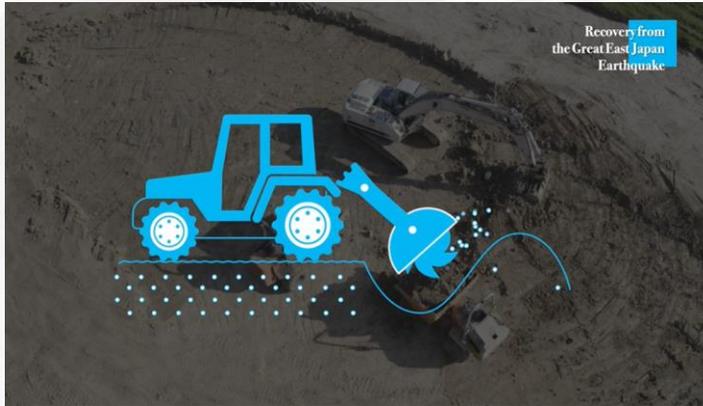


## 2. Recovery from the Great East Japan Earthquake

### ～Anti-Contamination Measures～



### Decontamination



In agriculture, the Prefecture has been working on many measures for revitalization and safety improvements. To deal with the contamination by radioactive materials, Fukushima has implemented measures based on scientific evidence, as well as according to the condition of the farmlands and the crops grown.



For farmland with high concentration of radioactive materials, topsoil was scraped off and replaced with uncontaminated soil from deeper in the ground to reduce the impact of radioactive materials. High-pressure washers were used on fruit trees to clean and scrape off the bark that had radioactive materials on it.

Fukushima farmers have regained their safe and delicious products by combining field improvements with cultivation techniques, such as spraying potassium fertilizer that inhibits the absorption of radioactive cesium, before cultivating crops.

### 3. The Little Known Safety of Fukushima Products

～Ensuring Safety with Scientific Methods～

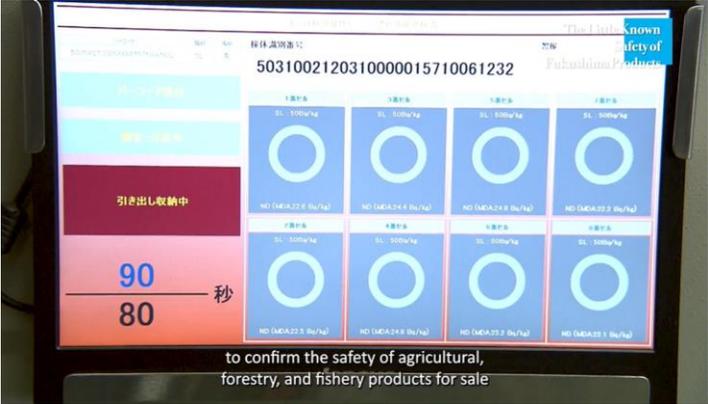


### A Rigorous Inspection System

Since March 2011, the Prefecture has been monitoring the safety of food through various standards in order to prevent food contaminated with radioactive materials from reaching the market.

The Fukushima Agricultural Technology Centre follows stricter guidelines than international standards to guarantee product safety. The center carries out sampling checks on all Fukushima products before shipments using highly accurate radiation inspection devices.

From 2011 to 2020, tests were conducted on approximately 250,000 samples. As of now, there were no products exceeding these limits in properly cultivated and managed rice, fruits, vegetables, livestock products and forestry products.





# 3. The Little Known Safety of Fukushima Products

～The Most Rigorous Inspection System in the World～

## Ensuring Safety Standards

The safety standards used in Fukushima are one-tenth of the standards set by the international food standard CODEX. While Fukushima's benchmark is the strictest globally, in the last five years, no rice, vegetables, fruit, or livestock products have exceeded the standard values.

For items that are found to exceed the standard values, the central or prefectural government will immediately issue instructions to the production area to restrict shipments. This information is also disseminated to producers and distributors.

The inspection system is reviewed annually by the International Atomic Energy Agency (IAEA). It continues to pass with flying colors.







### 3. The Little Known Safety of Fukushima Products ～Acquiring Global G.A.P. (Good Agricultural Practices)～

#### International Certification

Many organisations in Fukushima are accredited by global G.A.P. (Good Agricultural Practice), an international certification to ensure sustainability in terms of food safety, environmental conservation, and labor safety in agriculture.

The prefecture is also employing this system to train next-generation farmers.

A lot of people are involved in agriculture in order to continue producing safe and delicious food from Fukushima. Both the government and private sector are striving to support their endeavors and advancing agricultural methods and practices.





# 4. Fukushima Food Spreading Around the World

~The Increase of Exports and Deregulation~

## Almost 75% of the Import Restrictions Have Been Lifted

54 countries and regions initially restricted the import of Fukushima products following the 2011 earthquake. Currently, only 14 countries still have such import restrictions. Thanks to daily safety measures, the image of safe Fukushima food is gaining momentum around the world, and import restrictions are starting to be relaxed.

Immediately after the disaster, Fukushima's export volume decreased by about 90%, but has recovered to pre-disaster levels by 2017, and reached record highs every year through 2019, as the Prefecture continues its daily efforts to improve the safety and taste of its products.



## 4. Fukushima Food Spreading Around the World

～Fukushima Rice～



### Fukushima Rice



Mr. Kato is a third-generation rice farmer in Fukushima who wants his rice to be eaten all over the world.

He acquired a G.A.P. certification to improve his product and help with Fukushima's rebuilding.



From 2017 to 2020, Fukushima is home to the greatest number of rice brands ranked in the highest "Special A Class" category in the "Rice Taste Ranking" by the Japan Grain Inspection Association. While rice is the Prefecture's top export, the sake made from this rice has also won the top prize at the Annual Japan Sake Awards eight times in a row.

## 4. Fukushima Food Spreading Around the World

～The Future of Fukushima Products～



### The Future of Fukushima Products

Since 2011, more and more people have been visiting Fukushima to support the revitalization efforts. But today, people are attracted to Fukushima simply for its climate, local food and the warm welcoming people.

This is a testament to the warm support from around the world, and the trust that has been built up as a result of the continued efforts of the people of Fukushima. They will continue to work tirelessly, and the day will soon come when the splendor of Fukushima will attract more and more attention from around the world.





## Mr. Corby, a French Chef



Mr. Dominique Corby, who manages a French restaurant in Shinbashi, has supported Fukushima for over ten years. He visited the Prefecture to meet farmers in person, sensing their passion for producing not only the best products in Japan, but the best in the world. Mr. Corby currently sources Fukushima products at his restaurant.



Having witnessed the world's strictest inspections, Mr. Corby felt that product safety was the highest anywhere.

After drinking spring water in Fukushima, he realised why the local rice tastes so delicious. He tasted the natural umami and sweetness in the rice, leading him to decide to serve it at his restaurant.



## Iwase Agricultural High School

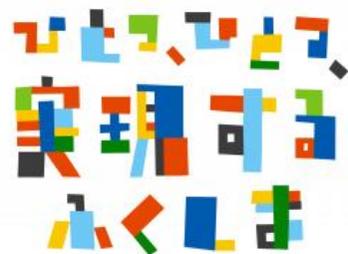
Iwase Agricultural High School, a prefectural school, has acquired the most global G.A.P. authentications in Japan.

Mr. Akasaki, one of the teachers, explained that the global standard is more effective to promote Japanese products than the Japanese standard.

It proves that Fukushima products are safe to serve anywhere, and he hopes that people around the world see that.



**Making it a reality, one at a time. Fukushima.**



Farm Products **Marketing** Division  
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Fukushima Prefecture

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