

# Secrets of "Delicious" Hokkaido

## Gifts from the land

Vast plains, rich water, cool climate... The secrets of delicious food are the nature and climate of Hokkaido.

When a long, severe winter ends and spring comes, plenty of meltwater enriches the earth, and the climate with greatly varying temperatures sweetens crops, which have grown by absorbing nutrients in the ground.

Cows, not good with the heat, live comfortably in the cool climate of Hokkaido, providing us with rich milk.

This blessed environment produces delicious Hokkaido foods.

## Local foods

One of the greatest joys of a trip is to eat local foods. Hokkaido, where agriculture, fisheries, dairy farming and the livestock industry are prospering, is a treasure house of foods Japan can boast of.

Not only dishes made from various products of the mountains and the sea, but also Jingsjukan (mutton barbecues) and Ramen are so wonderful.

## Gifts from the sea

Crab, salmon, scallops, sea urchin... Why is every marine product produced in Hokkaido so delicious?

A cold current from the north and a warm current from the south collide with each other in the sea near Hokkaido. Riding on the ocean currents, fish gather from the north and the south. In addition, as a large amount of plankton grows in such a sea area, the fish become richer in nutrients and more delicious by eating the plankton.

The sea of Hokkaido is the best environment for fish.

## Beautiful scenery, too!

The enthusiasm of producers who are constantly making efforts to make Hokkaido foods more delicious.

Beautiful scenery resulting from the producers' day-to-day activities.

The flavor of fresh foods you can enjoy only here, only now. The farm and fisheries of Hokkaido are full of charm you cannot experience anywhere else.