



HITA JAPAN

*JAPANESE
FRUITS & VEGETABLES*

大分県 日田市
Hita City, Oita Prefecture

The abundance of water makes the land fertile

Hita's commitment and pride in delicious farm produce

Hita City, located approximately at the center of northern Kyushu, is surrounded by mountains, including Aso, Kuju, and Hikosan. The city is called a "Suikyo - A riverside city" for it is blessed with an abundance of water from the headstreams of River Chikugo and was described as "a city in the mountains" in bygone years.

Agriculture which capitalizes on "Hita's advantages" has been practiced on diverse landscapes and climates, from flat terrains to the surrounding cold uplands. High-quality farm produce such as fruits high in sugar content and fresh vegetables are shipped out throughout the year.

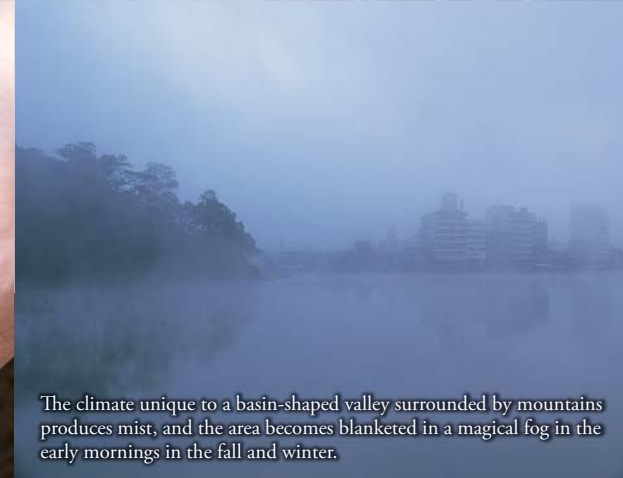
Savor the safe farm produce of Hita, made with tender-loving care.



Natural woodlands of mountains as much as 1,000 meters high nurture fresh streams.



Fertile land nurtures farm produce.



The climate unique to a basin-shaped valley surrounded by mountains produces mist, and the area becomes blanketed in a magical fog in the early mornings in the fall and winter.

The bounty of the fertile land is due to Hita-style recycle-based farming.

Alive in the shogunal demesne, with beautiful and abundant nature and preserved traditions.

Since ancient times, Hita City flourished as a key junction of traffic which linked various parts of northern Kyushu. In the Edo period, it prospered as Kyushu's center of politics, economy, and culture, when the Saigokusuji magistrate was put in place as the shogunal demesne under the direct control of the Shogunate, and historic streets and traditional culture have been passed down to this day.

Hita City has inherited rich natural surroundings alongside various cultures. Farming that capitalizes on "Hita's advantages," as good as any region, is practiced, utilizing the region's abundant natural environment, including clean water nurtured by the mountains, quality soil and climate with a significant difference in temperatures caused by richly varied landscapes.

What is Hita-style recycle-based farming?

"Hita-style recycle-based farming" promotes abundant and healthy living, diverse educational programs and lively interregional exchange, based on natural circulation farming which is not just about agriculture but is also about giving attention to the protection of the environment.



Abundance
of Hita's
earth

Experience the sweetness and juiciness
backed by 100 years of history

Hita pear

Hita pears are grown in a climate peculiar to a basin-shaped valley with a significant temperature difference in a mountainous region where many of the orchards are 100 to 400 meters above sea level. The history of pear-growing that stretches back almost 100 years has built their quality.

Pears such as Niitaka, Hosui, and Akizuki are grown throughout the four seasons. So that people can enjoy the many varieties of fresh Hita pears, the region has been actively working on exporting them to Asia, including Taiwan, Hong Kong, Thailand, and Singapore.



Pears of Hita through the four seasons

Hita pears are grown in a wide variety. The region delivers a huge range of delicious pears by continuously shipping them from early summer to winter.

Shipping adjustment is enhanced, and quality control is streamlined by the introduction of storerooms.

A popular gift-choice during mid-autumn harvest festival and Lunar New Year

The large fruit variety "Niitaka" is a favored luxury gift-choice in Taiwan and Hong Kong during the mid-autumn harvest festival and Lunar New Year for it is considered good luck for having the color and shape which resemble the full moon.



Safe and secure Meticulous quality control

Stringent control is implemented at the pear selection market to protect the premium quality of the Hita brand. Every pear is individually controlled with a barcode to check its sweetness, ripeness, internal flaws, browning and fruit shape using a computer, and verified visually before shipment.



The large fruit is crunchy and has a soft flesh and rich flavor.

Picking season Late September - Mid October
Size of fruit About 700g



Tender and juicy, it has perfectly balanced tartness and sweetness.
Picking season Late August - Mid-September
Size of fruit About 350g.



Very sweet and juicy with a firm texture.
Picking season Early - Mid-September
Size of fruit About 500g.



Very sweet and tastes wonderful.
Picking season Late October - Mid November
Size of fruit About 500g.



Delicately sweet with a rich and mellow flavor.
Picking season Late November - Mid December
Size of fruit About 700g.



Less sour, is juicy and flavorsome.
Picking season Mid-July - Early-August
Size of fruit About 300g.



The green pear is delicately sour and juicy.
Picking season Early - Late August
Size of fruit About 300g

A variety of farm produce is nurtured, utilizing the rich natural surroundings.



GRAPE

Grapes

Shipment : July - October

Besides Pione, Kyoho and Aki Queen, the focus has been placed on Shine Muscat in recent years. Shine Muscat grapes that pass the standards for sugar content, color and size are branded as Shine Muscat Select.



Rice

Shipment : September - October

Quality rice such as Hinohikari, Hitomebore, and Tsuyahime are grown by utilizing the altitude difference between the flat terrain and semi-mountainous areas, with fertile soil and pure stream water.



Yuzu

Shipment : October - January

Characterized by its thick skin and intense aroma. Yuzu is very much a part of life in the town of Amagase and Tsue region and Hita City is believed to be the birthplace of Yuzu Pepper.

PLUM

Japanese plum

Shipment : Mid-June - Mid-August

The large fruit has a flavor of perfectly balanced sweetness and tartness.



Chinese cabbage

Shipment : November - February

The largest production area in the prefecture. Chinese cabbage produced in frigid conditions is very sweet and enjoys an established reputation for its flavor.



Enoki

Shipment : Year-round

"Masshiruku" is a brand of enoki developed in Oyama-machi, Hita City. It has a small cap and is white from root to tip.



Shiitake (pulpwood)

Shipment : March - May, September - November

Aromatic shiitake with a thick and tender flesh is popular.



Wasabi

Picking season : Wasabi roots November - July, wasabi flowers March - April, wasabi leaves May - August

The largest production area in the prefecture. Wasabi is grown in a beautiful forest using pure river-bed water.



WASABI



Strawberries

Shipment : November - May

Strawberries with very high sugar content and bright red color are produced in greenhouses.



Plum

Shipment : Late May - Mid-July

The fruit exposed to be sun turns red and produces quality umeboshi with a small stone and dense flesh. It is suitable for preserving.

WATER MELON

Watermelon

Shipment : May - August

The largest production area in the prefecture. The large fruit is high in sugar content, juicy and has a crispy texture.



Watercress

Shipment : Year-round

Oyama's watercress grown in clean water is very fresh and rich in nutrients. It is excellent in salads.



White scallion

Shipment : November - March

White scallions are grown by utilizing the difference in altitude to give them a crunchy texture and sweetness.



Tea

Shipment: Late April - Early October

Grown by using the characteristics of the mountainous region 400 to 600 meters above sea level. The temperature difference between day and night and plentiful morning dew make quality tea leaves.



Sansho pepper

Shipment : Early May - Late October

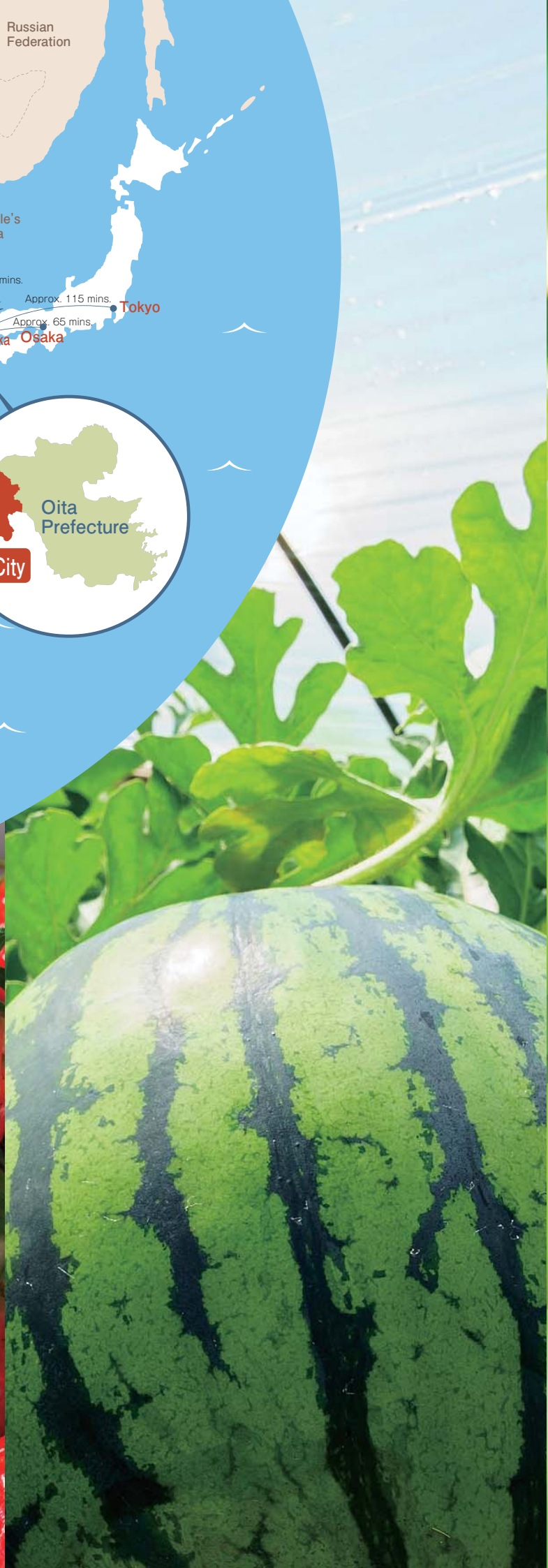
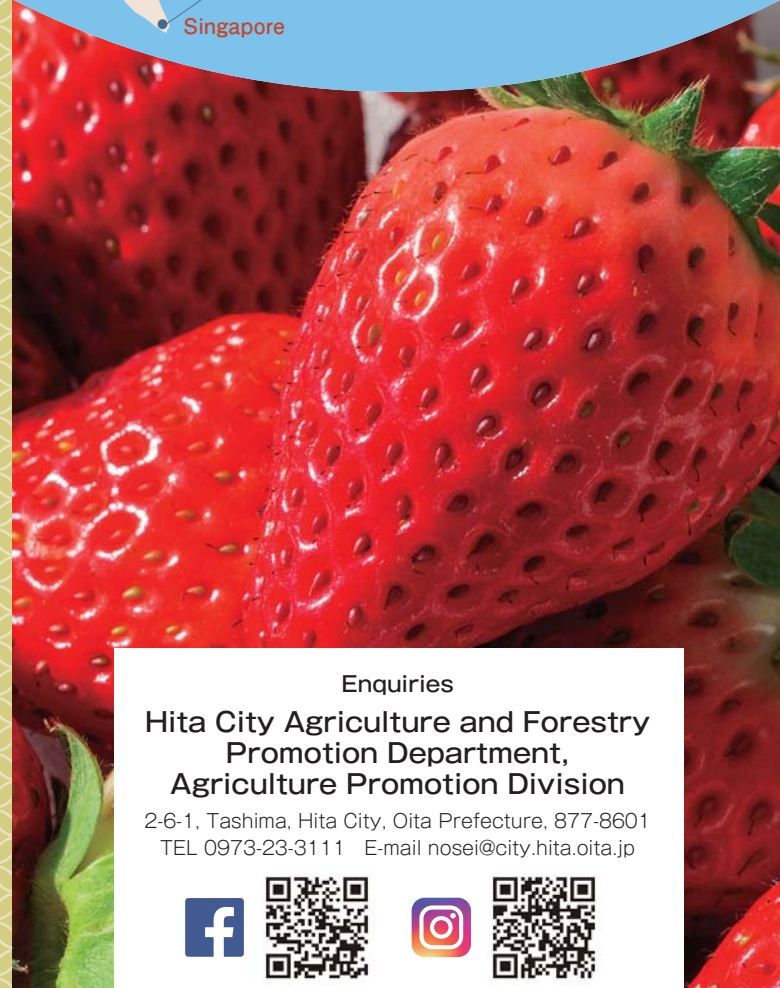
The most extensive production area in the prefecture. The town of Maetsue high up in the hills is the primary production area where you can enjoy sansho pepper in a variety of ways, including tsukudani and chirimen.

Seasonal Farm Produce Calendar

| | Hita pear | Grapes | Watermelon | Chinese cabbage | Plum | Japanese plum | Wasabi | Sansho pepper | Watercress | White scallion | Yuzu | Strawberries | Rice | Tea | Enoki | Shiitake |
|-----|-------------|------------|------------|-----------------|------|---------------|---------------------------------|---------------|------------|----------------|------|--------------|------|-----|-------|----------|
| Jan | Okusankichi | | | | | | | | | | | | | | | |
| Feb | | | | | | | Wasabi roots November - July | | | | | | | | | |
| Mar | | | | | | | Wasabi flowers March - April | | | | | | | | | |
| Apr | | | | | | | Wasabi leaves May - August | | | | | | | | | |
| May | | | | | | | | | | | | | | | | |
| Jun | | | | | | | | | | | | | | | | |
| Jul | | | | | | | | | | | | | | | | |
| Aug | Kosui | Nijusseiki | | | | | | | | | | | | | | |
| Sep | Hosui | Akizuki | | | | | | | | | | | | | | |
| Oct | Nitaka | | | | | | | | | | | | | | | |
| Nov | Shinko | | | | | | | | | | | | | | | |
| Dec | Okusankichi | Hori | | | | | | | | | | | | | | |

* The dates on the calendar are approximate and are subject to change according to the year's weather conditions, etc.

ACCESS



Enquiries
**Hita City Agriculture and Forestry
 Promotion Department,
 Agriculture Promotion Division**
 2-6-1, Tashima, Hita City, Oita Prefecture, 877-8601
 TEL 0973-23-3111 E-mail nosei@city.hita.oita.jp

