

Hitachiwagyu Beef is a brand of Japanese beef from Ibaraki Prefecture. It is characterized by its fine, tender, melt-in-your-mouth texture and full-bodied flavor. It is exported to South East Asia and is gaining a reputation for its quality overseas.



Designated as Ibaraki's prefectural fish. Flounder caught off Ibaraki is called "Jobanmono" and is highly regarded in the markets.



Rose Pork is a brand of pork from Ibaraki where the pigs, the farmers, who raise them, and even the feed (special feed mixed with barley) eaten by the pigs are carefully selected. The meat is characterized by its springy, smooth texture.



Dried whitebait is processed seafood characteristic of Ibaraki. Raw whitebait is popular for its soft plump texture, which enables you to enjoy that fresh-from-the-ocean taste.



Hinuma is one of the few places in Japan where freshwater clams can be harvested. All of the clams are gathered carefully by hand instead of machine to provide less damaged, high-quality clams.



These clams were selected as the spring seasonal sea produce of Ibaraki. They are much bigger than clams harvested in other areas of Japan and are renowned for their full, meaty texture.



いばらき  
茨城をたべよう

Enjoy the local food of Ibaraki!

Blessed by fertile land, the ocean, mountains, and a mild climate, Ibaraki is a treasure trove of food, providing a vast variety of produce. Harnessing the unique characteristics of each area, Ibaraki produces a variety of agriculture, forestry, and marine products.

The dish on the front page is a delicious plate of locally grown seasonal vegetables and herbs prepared in a way that takes the individual characteristic of each product into account.



Ibaraki is one of Japan's leading producers of sweet potato, in terms of both volume and quality. A range of sweet potato varieties, from light and fluffy to thicker, denser varieties are produced here.



The area around Lake Kasumigaura, with its vast water resources and marshland, is Japan's leading production area for lotus root. It is known as a food that brings good fortune due to its large number of holes, which are said to allow one to see into the future.

Tsukuba Hojimai is harvested at the foot of Mt. Tsukuba, an area blessed with an ideal climate. The quality is so high that it was once presented to the Imperial Family. The great taste is compressed into each and every grain.



Mamenoka is a less stringy variety of natto (fermented soy beans) made from a natto bacteria developed in Ibaraki. Mamenoka is garnering a lot of attention as an ingredient to open the door to new possibilities in cooking.



Ibaraki is Japan's leading producer of melons. Ibaraking is a variety unique to Ibaraki selected from over 400 hybrids. Its sophisticated flavor and aroma symbolizes the taste of spring in Ibaraki.

Ibaraki is famous for its dried sweet potato, for which it is ranked No.1 in Japan in terms of production and quality. The potatoes are dried under the sun without the use of additives to draw out the natural sweetness of the potato.

