



Kyoto Brand Products:
Kyoto Brand Vegetables

京のブランド産品
ブランド京野菜



**Public Interest Group Corporation:
Kyoto Brand Products Association**

The mark of Deliciousness and trust

**The Kyoto Mark: The Mark of Deliciousness and Trust
-The Sign of “Kyoto Brand Products”-**



Kyoto Brand products have been carefully selected for quality, standards, and production area from among the products of Kyoto’s agriculture, forestry, and fishery industries through the “Kyoto Commitment Production Certification System,” *which takes safety, security, and the environment into consideration.

[Certification Standards]

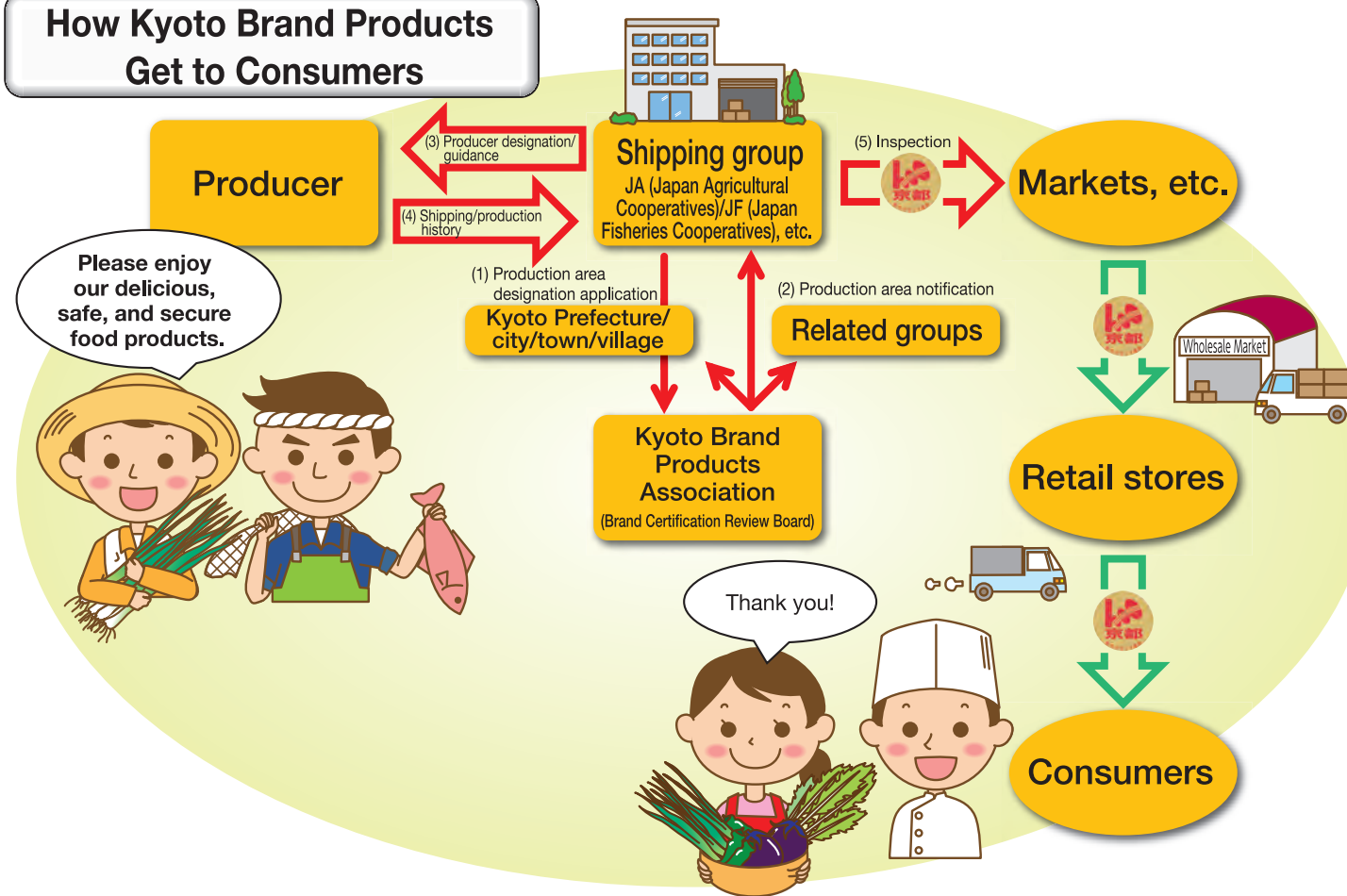
- (1) The product has a Kyoto-like image
- (2) The product is necessary to expand sales of items to which (1) does not apply
- (3) The product meets the following requirements:
 - It has secured an adequate number of units for shipping
 - It has unified quality and standards
 - It has elements that make it superior and unique compared to other production areas

[Features of the Kyoto Commitment Production Certification System]

- Utilizes environmentally friendly agricultural methods that use less agricultural chemicals and chemical fertilizers (Kyoto special cultivation guidelines)
- Uses certified inspectors to carry out checks on the status of cultivation as well as bookkeeping
- Agricultural products that allow you to see the face of their producers through the disclosure of information

*Seafood also receives the same inspections.

How Kyoto Brand Products Get to Consumers



Website



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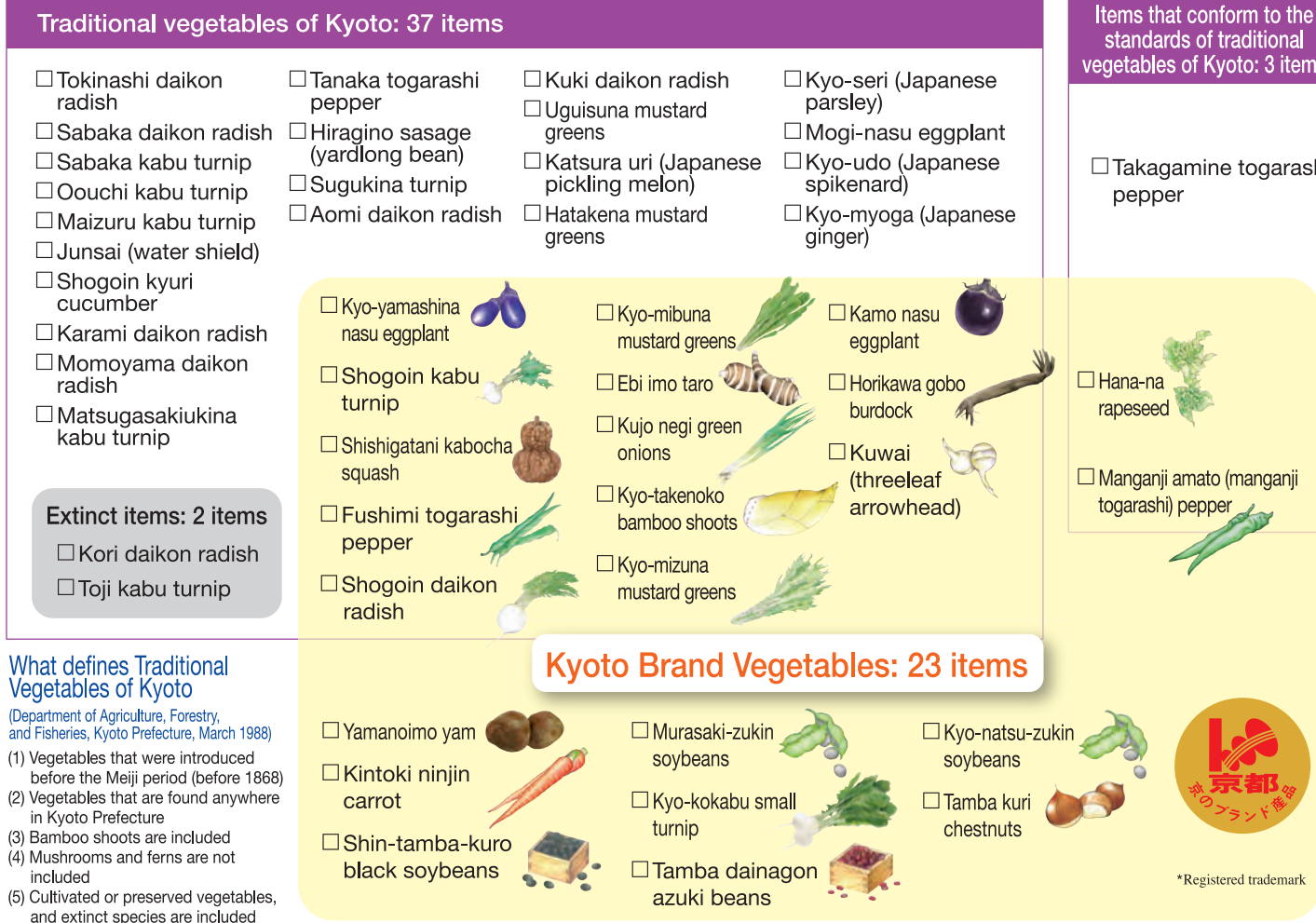
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Diagram of the Relationships between the Traditional Vegetables of Kyoto and Kyoto Brand Products



Three Appealing Features of “Kyoto Brand Vegetables”

Starting in 1989, government and related agencies in Kyoto Prefecture worked together to develop the “Kyoto Vegetables Brand Strategy,” resulting in a total of 31 “Kyoto Brand products” with the Kyoto Mark. Kyoto vegetables account for 23 of these products, and “Kyoto Brand vegetables” have the following three appealing features.

Feature 1
Kyoto Brand vegetables allow you to experience the history, traditions, and culture of Kyoto!

- Used in royal court cuisine, tea-ceremony *kaiseki-ryori* cuisine, and Buddhist *shojin-ryori* cuisine
- Developed by discerning chefs and customers to become the foundation of modern Kyoto cuisine
- Cultivated for ages and found in historical texts as well as other writings. For example:
 Kujo negi green onions (Cultivation began in Kujo Village near Toji Temple, circa 711)
 Kyo-kokabu small turnip (Found in the *Nihon-shoki* (Chronicles of Japan), circa 693)
 Horikawa gobo burdock (Grown in the ruins of Toyotomi Hideyoshi’s Jurakudai palace)
 Fushimi togarashi pepper (Listed in historical texts, circa 1638), etc.



Feature 2
Kyoto Brand vegetables are cultivated by committed commercial farmers!

- Cultivated in fertile Kyoto soil, with delicious water, and in a climate with cool and warm weather (suited for cultivating vegetables)
- Commercial farmers, testing research institutions, and other places have worked hard to conduct selective breeding and pass down seeds as well as techniques
- Uses the “Kyoto Commitment Production Certification System,” which could be considered the forerunner of GAP (Good Agricultural Practice), to conduct thorough production and inspections!

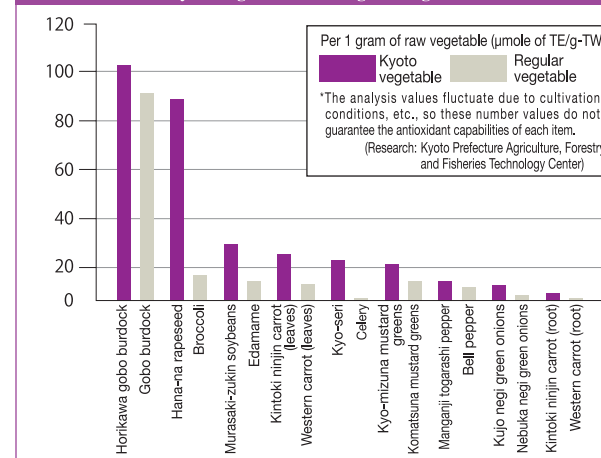


Feature 3
Kyoto Brand vegetables include many functional ingredients!

- Contains many nutritional and functional ingredients that are important for the human body (a comparison of ORAC values can be seen in the graph below)
- The “Kyoto Vegetable Functional-Use Promotion Liaison Committee” has confirmed that Kyoto vegetables have more functional ingredients than regular vegetables, and they are currently distributing information about that fact.
<http://kenko-kyoyasai.jp/>



ORAC values (Oxygen Radical Absorbance Capacity index) of Kyoto vegetables and regular vegetables



Kyoto Brand Vegetables Production Area Map



Year-round

- Large, richly colored beans that have a distinctive aroma.
- The beans are uniform in size and do not fall apart even after being cooked, making them perfect as an ingredient for *tsubuan* (chunky sweet bean paste).
- Indispensable for making *Kyo-gashi* (Kyoto-style Japanese sweets) and other high-quality Japanese sweets that require each and every bean to be treated with care.

Mid-September to late October

- So famous that “*tamba kuri*” is usually what comes to mind for most people in Japanese when you mention chestnuts.
- Large nuts that are excellent in color.
- Rich in vitamin B.
- Used to make confections such as *kanro-ni* (chestnuts boiled in syrup) and *marron glacé* (candied chestnuts). Their flavor can also be enjoyed in *kuri-gohan* (rice boiled with chestnuts) and as *yude-guri* (boiled chestnuts).

Year-round

- Large, wrinkle-free beans that do not crumble even after being cooked.
- Rich in calcium and vitamin B.
- The lustrous black sheen that the beans produce when cooked is essential for *osechi-ryori* (traditional New Year’s dishes).
- Used in dishes such as processed Japanese sweets and in *mame-gohan* (rice boiled with beans).



Product of Kyoto Prefecture,
**Tamba daidagon
azuki beans**



**Tamba kuri
chestnuts**



Product of Kyoto Prefecture,
**Shin-tamba-kuro
black soybeans**

Mid-August to late August

- Summer edamame grown from tamba black soybeans.
- Has large beans with a rich and sweet flavor, allowing you to enjoy its chewy texture.
- Carefully selected to only have large beans that are filled with a sufficient amount of sweetness.
- Boiled Kyo-natsu-zukin soybeans can even be enjoyed in *mame-gohan* (rice boiled with beans), salads, and as *kakiage* (a type of *tempura*).



**Kyo-natsu-zukin
soybeans**

Late October to late February

- A type of taro that has a striped pattern and a shape that resembles shrimp.
- Due to its dense flesh, it doesn’t crumble apart even after being cooked, and it fully absorbs flavors to its core.
- Rich in vitamin E and folic acid.
- Known for being part of a *takiawase* dish (a mixture of simmered foods) in which it is slowly simmered with dried cod.



**Ebi imo
(Koebi-chan) taro**

Early November to late December

- A large, biennial burdock root that has a hollow center.
- Has a strong aroma, and due to its soft fibers, one of its features is its ability to easily absorb flavors to its core.
- Rich in minerals such as potassium and calcium.
- Can be used in a simmered dish in which its hollow center is stuffed with meat or shrimp.



**Horikawa gobo
burdock**

Mid-November to late February

- First produced about 180 years ago by a farmer in the Shogoin area who used *naga-daikon* (long radishes) from the former Owari Province.
- Has a mildly sweet flavor with no bitterness.
- Does not crumble apart and maintains its firmness even after being cooked for a long time.
- Rich in vitamin C.
- Can be enjoyed in *furofuki-daikon* (boiled radish topped with miso) and *oden* (Japanese-style hot-pot) dishes.



**Shogoin daikon
radish**

Early November to early March

- Both its skin and flesh all the way to its core are deep red.
- Has soft flesh and a sweet flavor.
- Rich in vitamin A and B.
- Essential for adding color to winter dishes such as *kasujiru* (sake lees soup) and New Year’s *nishime* (food simmered in soy broth).
- Cooking it further develops its sweetness and the softness of its flesh.



**Kintoki ninjin
carrot**

Early September to late October

- Autumn *edamame* grown from tamba black soybeans.
- Has large beans with a rich and sweet flavor.
- Named after the light-purple, hood-like thin skin around each bean.
- Rich in protein as well as vitamin E and folic acid.



**Murasaki-zukin
soybeans**

Early November to late February

- A round yam that is generally called “*tsukune-imo*.”
- Characterized by its firm flesh, low water content, and stickiness.
- Rich in dietary fiber.
- In addition to being grated for *tororo-jiru* (soup with grated yam), it’s also used as an ingredient in sweets.



Yamanoimo yam

Early May to mid-July Mid-September to mid-December

- A small turnip with pure white skin and a beautiful shape.
- Has a fine-textured, dense flesh and a delicate sweetness.
- An essential ingredient in Kyoto cuisine for dishes such as Kyoto-style pickled vegetables and *kabura-mushi* (steamed fish with grated turnip).
- Can be eaten raw in a salad and used with ease in other dishes. Its leaves are also edible and taste great.



**Kyo-kokabu
small turnip**

Mid-November to late February

- First produced about 280 years ago by a farmer in the Shogoin area who used Omi kabu turnips.
- A bulky, bulb-shaped large turnip.
- Characterized by its fine-textured, dense flesh and its crispiness.
- Rich in vitamin C.
- Used for “*senmai-zuke*” (Kyoto-style pickled vegetables).
- Used in a wide variety of dishes, such as in *kabura-mushi* (steamed fish with grated turnip) and raw in salads.



Shogoin kabu turnip

Early December to late December

- An essential item as a simmered dish in *osechi-ryori* (traditional New Year’s dishes) that is used as a good luck charm to wish for “good sprouts” and for “the prosperity of one’s descendants.”
- Characterized by its sweetness and slight bitterness.
- In addition to simmered dishes, it’s also best sliced and deep-fried and in hot-pot dishes.



**Kuwai
(threeleaf arrowhead)**

Year-round

- Characterized by the deep notches on its leaves.
- Has a crisp and gentle flavor.
- Rich in vitamin E.
- An essential part of everyday cooking that’s used in simmered dishes with deep-fried *tofu*, salads, mustard-marinated dishes, and pickles.
- Deodorizes meat.



**Kyo-mizuna
mustard greens**

Year-round

- Has beautiful green leaves that grow straight up.
- Characterized by its soft leaves that have a sweet flavor.
- Its green leaves contain carotene and vitamin B.
- Extremely fragrant, and in addition to being used as a garnish, it’s best in simmered dishes, hot-pot dishes, in *nuta* (finely chopped fish or vegetables in a sauce of vinegar and *miso*) dishes, etc.



**Kujo negi
green onions**

Early March to early May

- Has no bitterness, is soft and thick, and has a sweet flavor.
- Contains a moderate amount of protein and sugar, and is rich in fiber.
- Widely enjoyed in soups, *kinomeae* dishes (dishes dressed with *miso* and young Japanese pepper-tree leaves), as part of *wakatakeni* (bamboo shoots and wakame seaweed), as *tempura*, served as *sashimi*, etc.
- Notably, bamboo shoots of the finest quality that are ivory in color are called “*shiroko*.”



**Kyo-takenoko
bamboo shoots**

Early May to late October

- A large, round eggplant that weighs 250-300 g.
- Due to its dense flesh, it doesn’t crumble apart even after being cooked.
- Rich in calcium and vitamin B.
- Its round shape makes it a popular choice for *dengaku* (skewer-roasted and miso-coated foods).
- Also suitable for frying.



Kamo nasu eggplant

Late May to late October

- A large sweet pepper that originates from Maizuru City.
- Is thick and has a lot of volume.
- Characterized by its sweetness and softness.
- Is not spicy.
- Rich in vitamin C and dietary fiber.
- Has few seeds, so it can be enjoyed grilled, simmered, fried, and in many other ways.



**Manganji amato
(manganji togarashi) pepper**

Year-round

- A natural hybrid of mizuna mustard greens that has spatula-shaped leaves.
- Characterized by their unique peppery spiciness and aroma.
- Rich in vitamin C and vitamin E.
- Have a refreshing taste that can be used in marinated dishes, stir-fries, *ichiyazuke* (overnight pickles), and more.



**Kyo-mibuna
mustard greens**

Mid-December to mid-April

- An edible cold-bloom rapeseed bud that was originally cultivated in the Fushimi-Momoyama area to be used as cut flowers.
- Has a pleasant crunch and unique flavor.
- Rich in vitamin C and folic acid.
- Best dressed with mustard, in soups, boiled and marinated in dashi-base sauce, pickled, etc.



Hana-na rapeseed

Mid-July to early August

- Due to its dense and sticky flesh, it doesn’t crumble apart even after being cooked.
- Rich in dietary fiber.
- Its calabash-like appearance can be used effectively for various dishes, such as cooking it after stuffing it with ground meat.
- It can even be used as an ornament due to its interesting shape.



**Shishigatani
kabocha squash**

Mid-June to late October

- A round and plump eggplant that looks like a large egg.
- Due to its dense flesh, it doesn’t crumble apart even after being cooked.
- Full of umami and rich in minerals such as potassium and phosphorus.
- Has an incredible flavor that is best in simmered dishes, as grilled eggplant, or pickled in fermented rice bran and brine.



**Kyo-yamashina
nasu eggplant**

Early May to late October

- In the past, it was mainly cultivated in Fushimi, but currently, it has expanded to being cultivated throughout Kyoto prefecture.
- A thin and long variety of sweet pepper that is not spicy.
- Rich in calcium and dietary fiber.
- Best when lightly grilled, in simmered dishes, as *tempura*, etc.



**Fushimi
togarashi pepper**

Kyoto Brand Vegetable Crop Seasons

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Kyo-mizuna mustard greens												
Kyo-mibuna mustard greens												
Kujo negi green onions												
Hana-na rapeseed												
Kyo-takenoko bamboo shoots												
Kamo nasu eggplant												
Fushimi togarashi pepper												
Manganji amato (manganji togarashi) pepper												
Kyo-yamashina nasu eggplant												
Shishigatani kabocha squash												
Kyo-natsu-zukin soybeans												
Kintoki ninjin carrot												

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Murasaki-zukin soybeans												
Kyo-kokabu small turnip												
Ebi imo taro												
Horikawa gobo burdock												
Yamanoimo yam												
Shogoin kabu turnip												
Shogoin daikon radish												
Kuwai (threeleaf arrowhead)												
Tamba kuri chestnuts												
Product of Kyoto Prefecture, Tamba daidagon azuki beans												
Product of Kyoto Prefecture, Shin-tamba-kuro black soybeans												

*Kintoki ninjin carrot and kuwai (threeleaf arrowhead) have typical crop seasons for Kyoto-produced products.