

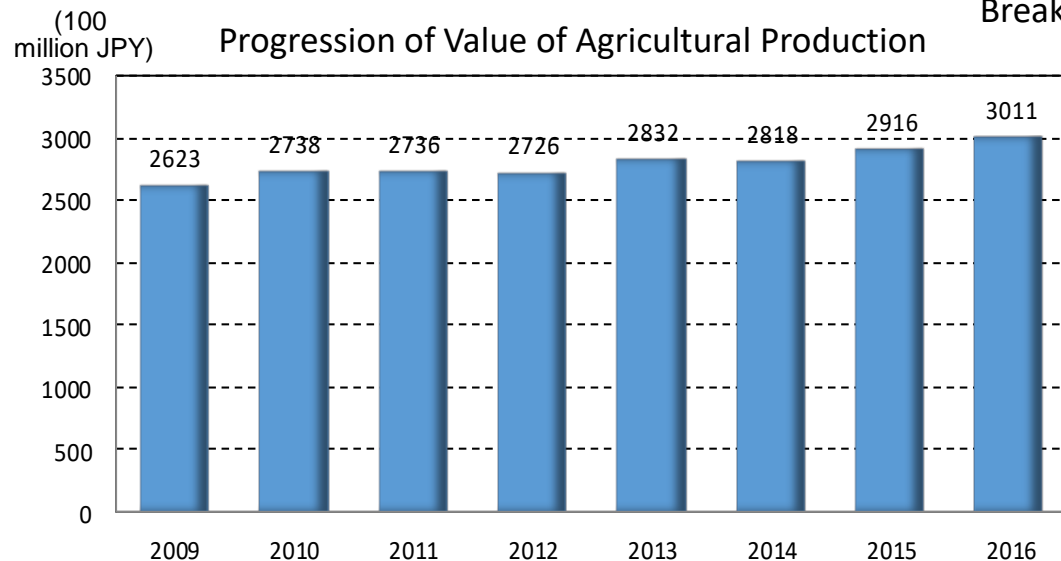
8. Agriculture

Nagano's Unique Agriculture:

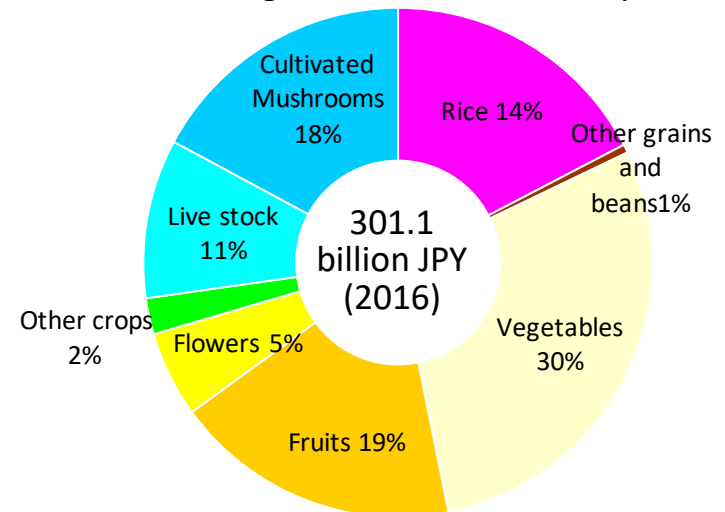
Making the Most of Our Climate and Location

- In Nagano we take advantage of our diverse climate and altitude to grow a variety of products such as garden produce, rice and livestock. Above all, garden produce, including vegetables, fruits, flowers and mushrooms which exceed 100 varieties in the market, supplies an abundance of products to Nagano and to the whole nation.
- The value of agricultural production in 2016 was 301.1 billion JPY (9th in Japan), of which garden produce (vegetables, fruits, mushrooms and flowers) makes up 72.0%, paddy rice 15.1%, and livestock 10.1%.

Agricultural Structure	Number of farming households: 104,759 (1st in Japan), Number of commercial households: 51,777 (4th), Number of full-time farm workers: 73,467 (3rd) <i>Source: 2015 World Census of Agriculture and Forestry</i>
Farmland	Cultivated land area: 107,300ha (1,073km ²) (14th) Area of field proper: 69,761ha (14th) <i>Source: 2017 Land Use Statistics</i> <i>Source: 2015 World Census of Agriculture and Forestry</i>



Breakdown of Value of Agricultural Production by Products



Source: Statistics of Agricultural Income Produced (MAFF)

Agricultural Production in Nagano

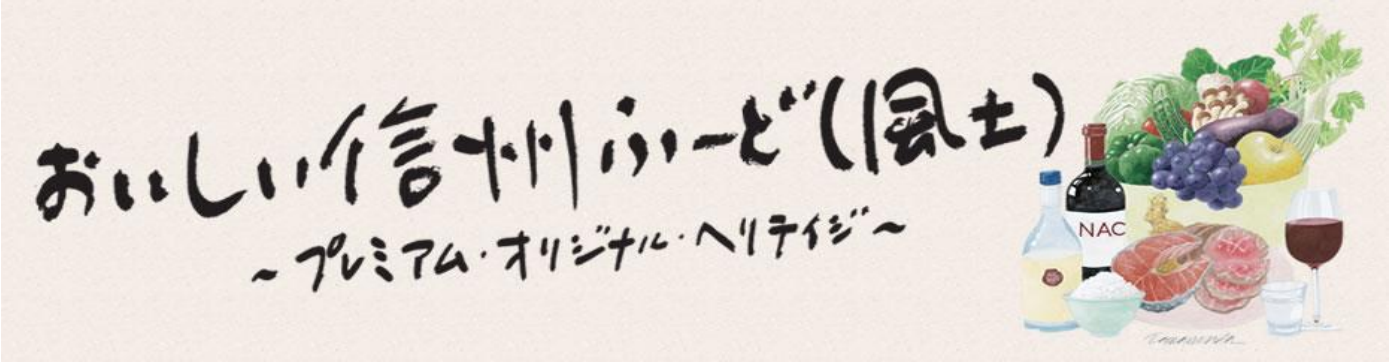
○ Nagano Prefecture is located in the center of Japan, close to the Tokyo, Nagoya, and Osaka metropolitan areas, which enables us to supply a large amount of fresh produce to them.

Production Profile

Grains	Paddy rice is produced in the water from Nagano's clear streams. The quality and harvest volume per 10 acres ranks 1st in Japan. Rice production is combined with other crops and beans.	Harvest volume of rice: 1st (8 times in 10 years.) Ratio of first grade rice: 1st (7 times in 10 years.)
Vegetables	Nagano takes advantage of its cool climate to produce highland vegetables and is an important supplier of fresh produce.	Lettuce, celery, Chinese cabbages, cabbages
Fruits	Nagano's climate is best for growing deciduous fruit trees. It prides itself to be one of the best producers in Japan, continuing to produce delicious fruit.	Apples, grapes, Japanese pears, peaches
Flowers	Nagano's cool climate is good for producing cut and potted flowers in summer and autumn.	Carnations, chrysanthemums, eustomas, alstroemerias, gentians, cyclamen
Live-stock	Nagano's nature is suitable for raising milking cows, beef cows, sheep, etc. Stock breeders aim to produce unique and original livestock.	Milking cows, beef cattle, pigs
Mushrooms	Nagano produces the largest amount of mushrooms in Japan. The main products are enoki and buna-shimeji mushrooms, produced indoors throughout the year.	Enoki, buna-shimeji, king oyster mushrooms

Products with Top Market Shares in the Nation

1st	Lettuce, celery, prune, enoki mushrooms, buna-shimeji mushrooms, king oyster mushrooms, carnations, eustomas, cyclamens, alstroemerias
2nd	Chinese cabbages, asparagi, juicing tomatoes, apples, grapes, rainbow trout
3rd	Yams, blueberries, peaches, sea lavenders



Agricultural, dairy and fishery products produced in NAGANO's lush nature, processed foods made with Nagano products, and traditional local foods nurtured in the day-to-day life of Nagano, are called "Tasty Food and Nature of Nagano." We promote these high quality products, enhancing the brand in three categories of "Premium," "Original" and "Heritage."

PREMIUM

ORIGINAL

HERITAGE

Nagano Appellation Control



NAGANO Premium Beef



New varieties developed in Nagano



(Nagano Purple)



(Shinano Gold)

Intangible Folk Culture Properties



(Oyaki buns)

NAGANO Traditional Vegetables



(Teiza eggplant)



(Sake, Wine, Shochu liquor, Cider, Rice, Beef)



(Gohei mochi)

