Carefully selected ingredients, excellent quality, grown or produced in Tokyo

Tokyo Metropolitan Government Certified Locally Sourced Food Products

(E-Mark Certified Foods)

About E-Mark Certified Foods

E-Mark Certified Foods are products unique to Tokyo, which use ingredients sourced from Tokyo or are made using traditional production methods carried on in Tokyo.

The Tokyo Metropolitan Government (TMG) reviews and certifies products based on aspects such as the care and attention to detail put into the product, as well as the taste and quality. Certified products can then display Tokyo's own E-mark logo. The TMG promotes these foods as Tokyo specialty products at various events and on select websites, as well as through other means.

About the E-mark logo

The three "E"s in the center of the logo represent the Japanese character for product or "shina." When "E" and "shina" are combined, the word formed can be pronounced "ii-shina," meaning excellent product in Japanese.





Example of placement of the E-mark on products

Excellent Quality

Indicates that the product not only meets quality standards related to the careful selection of ingredients, but also that sufficient care and attention is paid to hydiene and sanitation.

Exact Expression

Indicates that the product's labelling conforms to the Food Labelling Act, Health Promotion Act, Act against Unjustifiable Premiums and Misleading Representations, and other relevant laws and regulations, as well as fair competition regulations.

Harmony with Ecology

Indicates that "care and attention to detail" is given with respect to the culinary culture of Tokyo, including the region, nature, history, traditions, and techniques, and that the food product is in harmony with the local environment.

E-mark products are also a great as souvenirs or gifts!

*For details, please visit the following website.

http://www.e-mark-iishina.metro.tokyo.lg.jp/



Food Safety Section, Agriculture, Forestry and Fishery Division, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government

Take a bite of Tokyo

Introduction to Tokyo



TOKYO X Pork

This high quality pig was developed in 1997 by breeding three varieties of pigs, Berkshire, Beijing Black, and Duroc

black, and outpot.

The marbled meat is soft, characterized by high quality fat, and around 10,000 of the pigs are distributed annually. The name implies that it is a "Cross" breed pig born in Tokyo with unknown "X" mossibilities.



Tokyo *Shamo* Chicken

remains produced or a cross between shamin game frow and Rhode Island Red chickens, were crossed again with shamo game fowt to create this high quality chicken. In addition to the firmness of shamo game fowl, the meat has a rick taste and aroma. When compared with shamo game fowl, It is characterized by its high egg laying ability and gettle and easy to keep disposition. About 20,000 brids are produced and distributed each year in Tokyo.



Tea

The western part of Saltama and the northwester part of Tama, Tokyo have been the producing area since the Edo period (1603 - 1868). The tea fror Saltama is called "Sayama Tea" and the tea fror Tokyo is called "Tokyo Sayama Tea" characterze by its sweet and rich taste which are a result of th cold winters in the production area and the uniqu "Sayama roasting" finishing technique.



Camellia & Camellia Oil

Production of camellia oil is flourishing in Toshima and Oshima with heir mild climate. Not just used as an edible ingredient, demand is high because it is used in various products such as cosmetics. Toshima Island in particular has about 200,000 trees planted and is known as the best producer of camellia oil in Japan.



Ingredients

Tokyo is Japan's largest consumption area. Actually, for those who know it, it is also a resource-rich "production area." From densely populated areas, Tama City and the hilly and mountainous areas, to the Izu and Ogasawara Islands across the sea, extensive and diverse natural environments, history, and culture have nurtured unique primary industries.

"Tokyo Metropolitan Government Certified Locally Sourced Food Products" are "goodwill ambassadors" that convey such distinctive ingredients and traditional culture from Tokyo. On this page we introduce representative ingredients from Tokyo.



Marine Products

The vast waters from the Lamagawa and Aragawa River water systems to the Okindroshima Island are one of the best fishing areas in Japan due to the complex occan floor topography and Kurshin current. Kussya dried fish and simmered Isukudani, etc. have played important roles as raw ingredients for core local industries since ancient times, and have been a source of culinary fascination since before the £00 period.



Ashitaba

Ashitable leaves are harvested today, leaving the buds to keep growing tomorrow, Full of vitality, ashitable are a familiar and important ingredient for the island people and also a precious source of nutrition. Their characteristic bitterness goes well with tempura, aemono side dishes, and stir fry, Most of the raw ashitaba that are exported are produced in Tokyo.



▼ Towards the Olympic Games!

Initiative for local production and local consumption!

Differentiation from other stores!

We hope you use these ingredients.