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Ministry of Agriculture,
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Japan's Traditional Vegetables
Promotion Project



Thoughts on Traditional Vegetables



I want to convey the knowledge and attraction of traditional vegetables in order to sustain them

Mikizo Hashimoto Owner of "ICHIRIN" Japanese restaurant

My relationship with traditional vegetables has been going on for more than 20 years, in one way or another. Although it takes time to pre-treat traditional vegetables, they don't take so long to cook. That's because they have so much character, strong flavor and underlying strength. But they will die out if they are sold cheaply, despite the hard work of the farmers. I want to convey the knowledge and attraction of traditional vegetables in order to sustain them. To this end, I will be glad to do whatever I can as a chef.

"ICHIRIN" is a Japanese restaurant serving courses in the style known as Kaiseki. Mikizo Hashimoto was born in Kyoto. Entered a cookery career at age 18, then gained experience in a well-known restaurant before opening "ICHIRIN" in 2007. Has been one of Japan's most prominent chefs since 2009, including accreditation by Michelin.



I want to act as a "bridge" between traditional vegetable producers and consumers

Megumi Yoshida Vegetable sommelier / Cuisine expert

Traditional vegetables have a history and a story. For example, the *Nambu futonegi* (spring onions) of Aomori Prefecture were once in decline, but have been revived through the efforts of local senior high school students. A chance connection led to me selling vegetables from Aomori in my Tsukiji store. I also visited the producing areas. Growers in their 60s and 70s have asked me to do all I can to spread the word about Aomori vegetables in Tokyo and tell everyone how good they are. In future, I will continue to convey their attraction through seminars and other means, acting as a "bridge" between producers and people in the city.

Possesses many food-related qualifications, including Edo Tokyo Vegetable Concierge, Saké Taster and Junior Food Education Meister. Opened the Aomori Vegetable Specialist Store "Hidamari Marché" in Tsukiji in 2013.

A CHEF, A VEGETABLE SOMMELIER, A SEED MERCHANT, AND AN EXPERT. PROFESSIONALS ACTIVE IN THE FIELDS OF FOOD AND AGRICULTURE GIVE THEIR VIEWS ON THE ATTRACTION OF VEGETABLES THEY WOULD LIKE TO PRESERVE AND PASS ON, AND THEIR HOPES FOR THE FUTURE.



Traditional vegetables offer the enjoyment of growing for ourselves and raising from seed

Satoru Nakamura Managing Director, "Kougousei Hafuu"

The attraction of traditional vegetables lies above all in their flavor. In the old days, eggplant and cucumber used to be soft, but vegetables today have become hard through selective reproduction, to make them survive long transportation and look better in the shops. Although our self-sufficiency in vegetables is 90%, more than 80% of the seeds come from abroad. Traditional vegetables offer the enjoyment of growing for ourselves and raising from seed. I hope more and more people will choose to grow, eat, and take seeds from delicious traditional vegetables.

3rd generation owner of a seed and seedling store in Hamamatsu City. For the last 20 years, has been collecting seeds of endemic species, domesticated species and traditional vegetables from all over the country and selling them, mainly to home horticulturalists. Also gives guidance on soil preparation and cultivation tips for vegetable gardening.



Traditional vegetables are "hospitality foods" that convey Japanese history and culture

Michishige Otake Edo Tokyo traditional vegetable specialist

In the Edo period, when the population grew and food became scarce, the feudal lords in various parts of the country brought vegetables to the capital. These survive today as "Edo Tokyo vegetables." One of them, the komatsuna mustard spinach, was so named by the 8th Edo shogun Tokugawa Yoshimune, as an example of the close relationship with the samurai class. Traditional vegetables have remained alive since ancient times through their seeds, and have been cultivated without interruption in their respective localities. They have become "hospitality foods" unique to those localities. I hope people will go to those places and be sure to eat their vegetables – not only Japanese people, but those from other countries as well.

Undertakes initiatives to revive Edo Tokyo vegetables, such as leading the Edo Tokyo Traditional Vegetable Research Group. Holds a number of other important posts, including "Worker in Local Consumption of Local Produce" for the Ministry of Agriculture, Forestry and Fisheries and "Local Strength Creation Adviser" for the Ministry of Internal Affairs and Communications. Publications include Edo Tokyo Yasai ("Edo Tokyo Vegetables") (story edition).

伝統野菜への想い

伝統野菜を残すために
知識や魅力を伝えていきたい

橋本幹造氏

日本料理「一凛」店主

私と伝統野菜とのつきあいは、かれこれ20年以上になります。伝統野菜は下処理に時間がかかりますが、料理そのものには時間がかからない。それだけ個性的で、強い味わいと底力を持っているからです。農家さんは、苦労して作っているのに、安く売っているのは廃れてしまいます。伝統野菜を残すために、正しい知識や魅力を伝えたい。我々料理人にできることがあるれば、なんでもやっていきたいと思っています。



京都生まれ。18歳から料理の道に入り、名店にて経験を積み、2007年に「一凛」をオープン。2009年よりミシュランを獲得するなど、日本料理の第一線で活躍する料理人のひとり。

伝統野菜の作り手と消費者の
“橋渡し役”でありたい

吉田めぐみ氏

野菜ソムリエ・料理研究家

伝統野菜には歴史と物語があります。たとえば一時期衰退していた青森県の「南部太ねぎ」は、地元の高校生の手で復活を遂げました。たまたま縁があり、青森県のお野菜を築地のマルシェで販売しています。産地も訪問しました。60〜70代の生産者の方に「頑張って東京で青森の野菜を広めて魅力を伝えてください」と言われています。これからも、作り手と都会の方々の橋渡し役として、セミナー等を通じて、魅力を伝えていきたいと思っています。



江戸東京野菜コンシェルジュ、利き酒師、ジュニア食育マイスターなど、食に関する資格多数。2013年より青森野菜専門店「ひだまりマルシェ」を築地にオープン。

伝統野菜には、自ら育て
種採りする、楽しみもあります

中村訓氏

「光郷城（こうこうせい）／畑懐（はふ）」代表

伝統野菜の魅力は、なんといっても味です。昔のなすやキュウリはやわらかいですが、今の野菜は、長時間輸送したり、店頭で見た目をよくするために、品種改良で硬くなっているのです。今、野菜の自給率は90%ですが、その種の80%以上は外国産。伝統野菜には、自分で栽培して、種を採る楽しみもあります。おいしい伝統野菜を、作って、食べて、種を採る。そんな人たちが増えていくことを、願っています。



浜松市の種苗店の三代目。20年前より全国から固定種、在来種、伝統野菜の種を集めて、主に家庭菜園向けに販売。また野菜用の土づくりや、栽培指導も手がけている。

伝統野菜は日本の歴史と文化を伝える、
おもてなし食材ですね

大竹道茂氏

江戸東京・伝統野菜研究会

江戸東京野菜は江戸の人口が増加し、食料が不足して、全国各地の大名が江戸に持ち込んだ野菜が今まで残ったものです。そのひとつ小松菜は、江戸幕府八代將軍の徳川吉宗公が命名するなど、武家との関係も深いですね。伝統野菜は古くから種を通して命が今に伝わり、その地域で脈々と作られている、その地域ならではのおもてなし食材なのです。日本人はもちろん、海外の方にもその地域に行つて、ぜひ食べてもらいたいものですね。



江戸東京野菜の復活に取り組み、江戸東京・伝統野菜研究会代表をはじめ、農林水産省選定「地産地消の仕事を」や総務省「地域力創造アドバイザー」など、多くの要職を務める。著書に江戸東京野菜（物語篇）などがある。