

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 hygiene and sanitation.

Exact **E**xpression

Indicates that the product's labelling conforms to the Food Labeling 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 **E**cology

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/>

Inquiries

Food Safety Section, Agriculture, Forestry and Fishery Division,
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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 Tamagawa and Aragawa River water systems to the Okinotorishima Island are one of the best fishing areas in Japan due to the complex ocean floor topography and Kuroshio current. Kusaya dried fish and simmered tsukudani, 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 Edo period.



Ashitaba

Ashitaba leaves are harvested today, leaving the buds to keep growing tomorrow. Full of vitality, *ashitaba* 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.