

Magnificent nature experience

Sanriku Fukko National Park

Kinkasan Island

The Kinkasan Island, a spirit island located off the Oshika Peninsula, is known as one of the three most sacred places in To-oh (Three Mountains of Dewa and Mount Osore are the other two). The Koganeyama Shirine in the island, built with enshrining Kanayama-hikonokami and Kanayama-himenokami who govern gold and silver treasures, has been worshiped by adherents for hundreds of years, and also had been highly regarded by the Date clan of the Sendai Domain. Respected as a spirit island, it has remained untouched with a total ban of cutting trees and hunting for a long time. There are wild deer and monkeys around in natural beech and zelkova forests from ancient times. Chosen as one of "aroma landscapes 100," the smell of trees in the sea breeze provokes a feeling of the nature breathing and brings us comfort and peace to be surrounded by. On March 31, 2015, the "Minami Sanriku Kinkasan National Park," including this Kinkasan Island, has become a part of the "Sanriku Fukko National Park."

Kinkasan Koganeyama Shrine

Traditional festivals

Hatsumi Taisai Festival

The Hatsumi Taisai festival is a highlight of the annual events of the Koganeyama Shrine in Kinkasan, and the shrine has the busiest time of the year. It takes place for seven days since the first day of the snake in the month of the snake in associated with Saravasti's messenger. On Sunday during the festival, a crowd of people come to see a portable shrine (Mikoshi) carried by parishioners (Ujikoshu) traveling from the main hall to the pier, followed by a lively queue of dressed-up children and the seven gods of good fortune.



Dedication of the Ryujin (Dragon) Festival, Dragon (Snake) dance

Although the festival was discontinued for a Meiji government policy of separating Shinto and Buddhism, it has been revived after the discovery of the stone monuments of "Eight major Ryuoins" under the sea in 1983. In the "Dragon (Snake) dance," a dragon, which is 20 meter long and weights 100 kg, is manipulated by ten snake handlers (Jashu) and dances like a live dragon. This is the most dynamic festival among all the Koganeyama Shrine has.



Shinroku Antlers-cutting Festival

In this heroic event, around 30 male deer at the site of the shrine are caught by happi-coated beaters and have their antlers cut off by the priests. This can be seen in Japan only at the Kasuga Shrine in Nara and here in the Kinkasan.



Koganeyama Shrine

Ever since the Koganeyama Shrine in the Kinkasan Island was built about 1,250 years ago, it has been worshiped as the only god of gold and production since ancient times, as well as a god of good luck and fortune. It is said that there would be no worries about money for the rest of your life if you made visits and prayed for three consecutive years.

Sights in the national park



Ajishima Island

The Aji Shirahama beach with shoal water is famous for its transparency of the water in the Tohoku region and very popular in summer.

- Getting to the pier
- By train: 15 minutes by Miyako Bus' City Line bound for Yamashita from JR Ishinomaki Station. Off at the stop "Ajishima Line Mae."
- By car: 20 minutes from the Ishinomaki Kanan Interchange, Sanriku Expressway
- From the pier to Ajishima: 60 minutes by the Ajishima line (1,340 yen, one way)
- Contact us Regional Development Division, Oshika General Branch Office, Ishinomaki City TEL: 0225-45-2114

MAP P19 C-5



Oshika Gobansho Park

The park has great views and even the Sendai Domain in the Edo era had taken an advantage to have a lookout station there in preparation for the invasion of the "Tosen" from China.

It's a perfect spot for a 360-degree panoramic view of the Oshika Peninsula and the Kinkasan Island.

- Getting here
- By car: 90 minutes from the Ishinomaki Kanan Interchange, Sanriku Expressway
- Contact us TEL:0225-45-2114

MAP P19 D-4



Tashirojima Island

MAP P19 C-4

Tashirojima Island is referred to as the "Cat Island" as it's home to many cats. In the past, which is It's also said that in the old days cats' behavior told you whether getting a great catch of fish or not, and no wonder there is even the "Cat Shrine" where cats are enshrined in the island.

- Getting here
- Getting to the pier: Same as the way to Ajishima.
- Pier to Tashirojima: 50 minutes by Ajishima Line ferry (1,230 yen, one way)
- Contact us Regional Development Division, Oshika General Branch Office, Ishinomaki City TEL:0225-95-1111



Oshika Family Village Auto Campground

Facing with the Kinkasan Island, this camping facility is in a great location.

- Fees Campsite: From 3,000 yen ; Cabin building: From 15,000 yen
- Closed on Tuesdays and Wednesdays for December to March (except for peak period)
- Getting here
- By car: 90 minutes from the Ishinomaki Kanan Interchange, Sanriku Expressway
- Contact us Oshika Family Village Auto Campground TEL: 0225-45-3420

MAP P19 D-4



Kamiwarisaki Nature Park

In the old days, when a whale washed ashore and two conflicted villages had a fight over the ownership at night, the cape groaned thunderously and cracked into two. Legend has it that people thought it as a judgment the God had made and then the conflict was resolved. It's a scenic spot with beautiful waves against the sheer cliff.

- Getting here
- By car: 40 minutes from the Monoutsuyama Interchange, Sanriku Expressway
- Contact us Regional Development Division, Kitakami General Branch Office, Ishinomaki City TEL: 0225-67-2114

MAP P19 D-1

State of the art fish market with advanced hygiene management

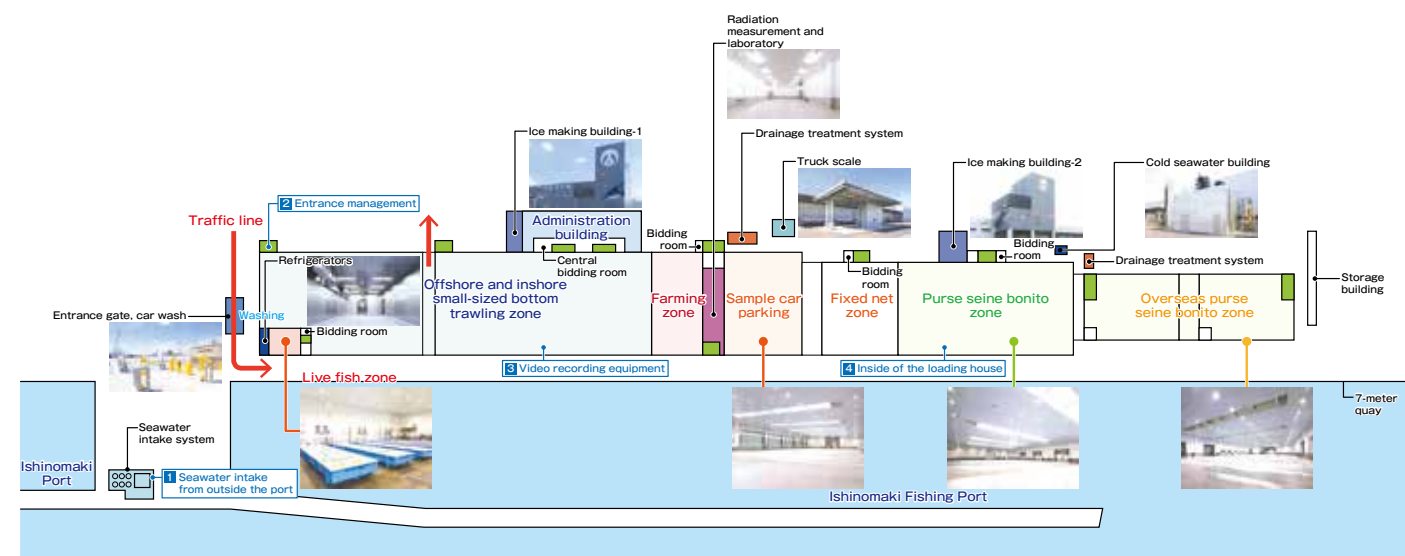
Ishinomaki Department, Ishinomaki City Regional Fish Market



New "Ishinomaki Fish Market" has the administration building and three buildings of the loading facilities that meet with the hygiene standards at level 3 mandated by the Fisheries Agency. The roof of a loading building is 876 meter long, and the area size is 1.4 times larger now.

Not to increase, not to bring in, and not to add the source of pollution

- To keep seafood fresh, clean water and ice are available in the entire market.
- In the limited-access facilities with a control of visitors and vehicles, only authorized people are admitted to the market.



Facilities

Safe and secure market management—Controlling visitors and vehicles at the gate

When entering the loading buildings, the hand wash and shoes cleaning process must be thoroughly completed, and the management does not allow those who do not have certain IDs authorized to enter.



Hygienic loading house buildings—The largest closed-type wholesale market in Japan

- The loading house is a "closed-type facility," usually enclosed by the doors and walls, and opens the entrance when necessary.
- Protected from birds and animals, and dust free
- Electric forklifts with no exhaust emission are used
- No exhaust gas damage to the products



Management office to watch the market—from unloading to shipping

- Making the market management status available to the public from visitors' aisle and the training room
- Supervised with installed video recording cameras throughout the market
- Available as a refuge in case of earthquake



Use of clean seawater—various kinds of water by usage

- Clean water, seawater with ultraviolet disinfection, germicidal electrolytic seawater, and sea ice are available in the loading house and the landing space, chosen by use.
- Drainage from the loading house does not discharge directly into the sea but goes through the waste water treatment systems to keep seawater clean.



Seawater treatment systems



Water supply line in the building



1
Seawater intake from outside the port

Seawater intake system

Seawater is taken from outside the port and provided to the facilities to make electrolytic seawater and sea ice after filtration before being used in the loading house and the landing space.



2
Entrance management

Entrance management

The management system keeps the record of every visitor wearing clean cloths and going through the prescribed handwashing and shoes cleaning process.



3
Video recording equipment

Video recording monitor

In order to watch hygienic operations of the fish market, many cameras are equipped to record the actions in the doorways and inside of the buildings.



4
Closed-type loading house

Inside of the loading house

Newly equipped with lighting windows on the roof, the floor drying system by roof fans, and bird nets at the entrance, it is now far from a conventional type of facility.

A wide variety of processed seafood products from the rich volume of catches



The Ishinomaki fishery market has a variety of catches in more than 200 kinds of products that landed by purse seine and bottom trawl fishery. Blessed with an abundance of seafood, the fishery market is surrounded by seafood processing plants for a wide range of products such as processed fillet, minced and steamed kamaboko, and canned fish, which are shipped to both domestic and foreign destinations.

For exporting overseas, seafood processing experts elaborate a local brand communally

The Great East Japan Earthquake has destroyed a number of cool storage and food processing facilities in the city. The facilities of the regional fishery wholesale market was no exceptional but devastated, however, based on the advanced hygiene management plan established by the government, the construction of new fish market was completed in August 2015 as a nation-wide main hub of proessing and distribution of fishery products. This market should be a base to build the infrastructure that enables to handle exporting seafood products to overseas markets. Aiming for promoting exports of seafood and its processed products, we are working on our expansion and development of sales channels for Ishinomaki brand products in major exporting countries, as well as new channels in overseas markets. The following strategies are included in our plan for more volumes and varieties in our exporting products:

- 1.Sustained promotion campaign
- 2.Expansion of new market
- 3.Deployment of new business models by exporting partners' teams



At seafood processing plant

Its "food safety," complied with the "Food Sanitation Law," meets with the strict standards in hygiene management that are thoroughly applied to the facilities and equipment in the plant.

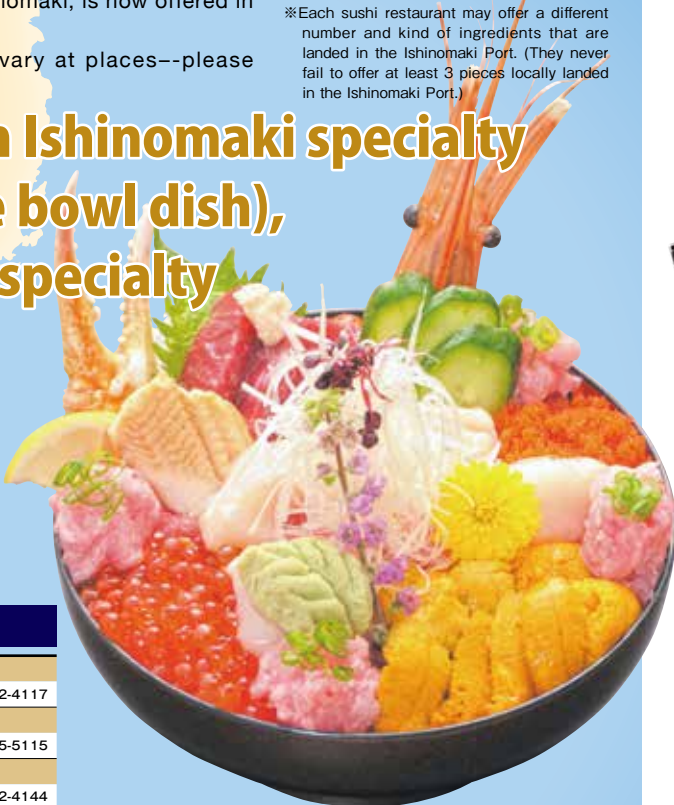


Sushi the best option to enjoy seafood from the waters off the Kinkasan Island. Among the best is Kinka Sushi, an Ishinomaki specialty, with freshly landed seafood in Ishinomaki, is now offered in 8 pieces for 2,000 yen. More options are available and vary at places--please come and try.

Kinka Sushi, an Ishinomaki specialty Kinka don (rice bowl dish), an Ishinomaki specialty

Kinka don, the second specialty of the Kinka series, is now available. The price of a bowl starts from 2,500 yen, and it comes with a variety of freshly landed seasonal ingredients just like "Kinka Sushi, an Ishinomaki specialty." An example of a Kinka rice bowl priced 3,000 yen

Restaurants offering Kinka Sushi and rice bowl dishes			
MAP P18 J-1	Omori-ya		
12-25 Kokumachi, Ishinomaki	TEL: 0225-22-4117		
MAP P18 G-3	Kaname Sushi		
2-1-63 Nanko-cho	TEL: 0225-95-5115		
MAP P18 G-3	Kameki Sushi		
3-10-45 Izumi-cho	TEL: 0225-22-4144		
MAP P18 D-4	Kogane Sushi		
1-12 Ayukawahama Minatogawa (in the Oshika Norengai Mall)	TEL: 0225-45-2104		
MAP P18 G-2	Koma Sushi		
2-2-3 Shimizu-cho	TEL: 0225-93-4777		
MAP P18 F-1	Sakae Sushi		
18-9 Hebita Aza Nakazone	TEL: 0225-22-6651		
MAP P18 K-3	Janome Sushi, Main Branch		
1-6-7 Chuo	TEL: 0225-22-6676		
MAP P18 G-1	Sushi Ippachi		
3-4-10 Nakazato	TEL: 0225-94-1800		
MAP P18 E-2	Sushi Haru		
19-7 Hebita Aza Shinzonedera	TEL: 0225-95-8281		
MAP P18 K-2	Sushi Horai		
1-3 Sengoku-cho	TEL: 0225-22-1258		
MAP P18 K-3	Sushi Yu		
1-2-3 Tatemachi	TEL: 0225-93-1626		
MAP P18 F-1	Tawara Sushi		
2-10-11 Koyo-cho	TEL: 0225-93-0181		
MAP P18 G-2	Hisho-kaku (Takenoura)		
1-19-6 Yamashita-cho	TEL: 0225-95-2424		
MAP P18 J-1	Fuki Sushi		
8-5 Isenba	TEL: 0225-96-8502		
MAP P18 B-3	Ajidokoro Miraku		
8-7 Mangoku-cho	TEL: 0225-24-0218		
MAP P18 E-1	Take Sushi		
70-2 Kadosowaki Aza Motoura Yashiki	TEL: 0225-22-4414		



※ The photo represents a sample picture.

Sanriku, Offshore the Kinkasan Island, one of the three biggest catch fields in the world

Among all the fisheries around the world, there are so-called the world's top three catch fields of their exceptional excellence in catches. The three includes the fishing grounds off the coast of Norway and Newfoundland in Canada, and the waters off the Kinkasan Island, Sanriku. Off the coast of the Kinkasan Island, the Kuroshio and Oyashio currents meet and make an oceanic front, where forms a rich fishery by attracting a shoal of fish in variety. On top of this, the ria coast contributes to produce constant flows of rich water from the mountains to the sea, and it mixes into sea water to create one of the areas where phytoplankton grow the most in the world. Perfect conditions are prepared for oysters, scallops and many other types of shellfish, such as sea squirt to grow bigger and richer in taste.



Kinka Saba (mackerel)

Since the appearance in a TV culinary program, the Kinka mackerel has skyrocketed in popularity. This name is exclusively given to large-sized chub mackerel with rich fat, landed in the Ishinomaki Port. Give a try and enjoy the seasonal delicacies.



Kinka Katsuo (bonito)

Although "Hatsu Gatsuo" is well-known for new bonito in the season of new green leaves, the best season is actually early fall and it's called "Modori Gatsuo," literally meaning bonitos returned from the ocean. They've become fat rich and taste even better.



Kinka Gin (coho salmon)

The coho salmon that is farmed in the waters around the Kinkasan Island. Landed in the Ishinomaki fishery market and processed in a clean sterilized seawater and sea ice, it prouds the best brand of coho salmon adequately firm-textured with rich fat.



Oysters

In the Ishinomaki area, especially that around the Oshika Peninsula, oyster farming is a major industry, and good oysters are freshly available without any trouble. With a name of "milk in the sea," oysters are rich in nutrients called glycogen, and taste the best particularly in winter.



Scallops

Nutrient-rich Kinkasan fishery farms first-class scallops that are distinctive their thickness and sweetness. Not to mention their sashimi, there is nothing comparable to grilled scallops with a bit of soy sauce over.



Sea squirts

Farmed north of the Oshika Peninsula over a period of three to four years. Being harvested from early spring to summer, it's one of the rare delicacies called "pineapple in the sea." Best for sashimi and marinating with vinegar, and other popular options of processing include steaming or smoking.