

# THE PRIDE

## Sanriku

Located at the crossroad of the Kuroshio Current, Oyashio Current, and the Tsugaru Warm Current, Sanriku features an incredibly rich sea, counted as one of the three major fishing grounds of the world. With steep cliffs tower near the sea, ria coastline fuses the forest and the sea, producing the richest sea in the world.

## Sanriku

It is a land where strong, warm-hearted people have lived hand-in-hand with nature, to which they had a feeling of awe and dedicated prayers. Fully utilizing the blessings from the sea and their exceptional skills, they keep on making their products without compromising and with pride at heart.

With sincerity and pride,  
they are committed to deliver happiness and joy from Sanriku,  
the world's richest sea, to all over the world.

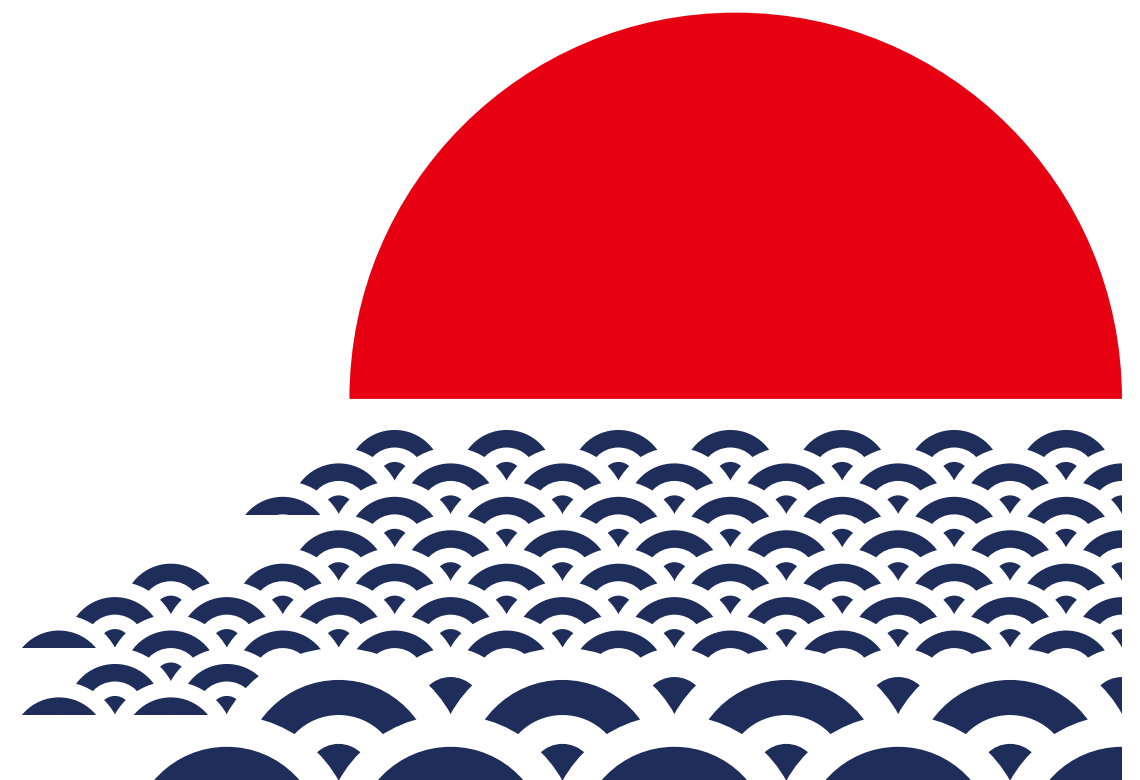
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Photos provided by ■ Ishinomaki ■ Ryuken Co., Ltd. ■ Abecho Shoten Co., Ltd. ■ Suenaga Kaisan Co. Ltd.

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## Inquiries

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## TSUGARU WARM CURRENT

This current runs from the Sea of Japan to the Tsugaru Strait. Together with the Oyashio and Kuroshio Currents, this area produces a favorable, diverse fishing zone.

## COLD CURRENT

This cold current flows from Alaska to Sanriku. Called the Oyashio ( "Parent Current" ) for its rich nutrients, it brings cold-water fish.

# THE VALUE

The Sanriku area is the world's premier fishery zone. It is the treasure trove behind Japan's fish cuisine.

The Sanriku coastline is located at the crossroads of the Oyashio Current from the North, the Kuroshio Current from the South, and, from the Sea of Japan, the Tsugaru Warm Current. A ria coastline gives the Sanriku region its particular shape, and it also contributes to gentle tides ideal for aquaculture. Of the three major fishing grounds, only one boasts a rich diversity of seafood as the best fishing ground in the world: Sanriku.

### Seafood catch capacity in major fishing grounds

(2012 / unit weight : t)

**21,461,956t**

Adapted from "The State of World Fisheries and Aquaculture 2014" by Food and Agriculture Organization of the United Nations

1,997,710t

8,103,189t

Northwest Pacific (Sanriku)

Northeast Atlantic

Northwest Atlantic

Nearly **70%** of the output among the world's three major fishing grounds! Sanriku boasts an overwhelming catch.

## MINERALS, ETC.

The ria coastline consists of many coves and inlets. The rich minerals of the forests are conveyed by rivers to the bay, where they produce plankton. With rich feed and gentle waves, considered the "cradle of the seas," this area is perfect for fish.







## FISHERMEN

Fish are driven into nets that are raised without damaging the fish, ensuring the utmost quality. Careful temperature control is also pursued. Our credo: "Fish must be fresh!"

# THE HEART

The pride and joy of Sanriku: Commitment to freshness and quality



## FISHERY

This process involves raising species in a method that matches the local climate, temperature, and environment of the area. We use our discerning skill matched to the local conditions.



## PROCESS

We have cultivated long years of expertise. Using the latest facilities, technologies, and techniques, we bring the freshest and most seasonal food to more remote destinations than ever possible.





## We bring delicious blessings of Sanriku to your everyday meals.

People from Sanriku grow up hand in hand with the ocean. Here you will find fishermen and artisans who deeply love the ocean and its seafood. At the port, boats come and go all day long, bringing a range of seasonal seafood from the deep sea, offshore, and along the coast. This includes raw sashimi fish, for which freshness is paramount; marinated dishes; salt-grilled seafood; boiled fish; and deep-fried dishes. Enjoy the delicious taste of fresh umami cooked in richly diverse ways.

