

Living Guide

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MORIOKA

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Enjoy Flavors of Morioka from Home

In Morioka, there are many local specialties other than Wanko-soba, Jajamen, and Reimen. In this issue, we will introduce the restaurants you can enjoy “The flavor of Morioka” while avoiding 3 Cs (crowded places, closed spaces, and conversation in close range) and practicing the “New Norm” during the COVID-19 pandemic.

* Please read the following concerning the “New Norm” protocols in response to the recent changes in our lives.

Japanese: <http://www.city.morioka.iwate.jp/kenkou/kenko/1029832/1031153.html>,

English: http://www.mira-morioka.com/wp/wp-content/uploads/2020/04/20200514_1031153_Suggested-New-Lifestyle-to-cope-with-COVID-19.pdf

I Morioka’s Delicious Food Ambassador

II Healthy Morioka

I Morioka's Delicious Food Ambassador



Do you know about “Morioka’s Delicious Food Ambassador?”

The Morioka Agriculture Promotion Liaison Council has launched “Delicious Food Ambassador” certificate system in order to promote local production for local consumption. The certified shops and restaurants offer original menu items or products using distinctive ingredients from Morioka.

Have you ever seen restaurants or shops with such logos on the wall? In the restaurants or shops with these marks, you can enjoy delicious food ingredients grown in Morioka.



There are many take-out and delivery items available at these businesses certified as Morioka’s Delicious Food Ambassador. Why not learn and enjoy the delicious flavors of Morioka where you reside at the moment during this time where you are requested to refrain from going out.

Regarding the take-out dishes, please see the following link. (The PDF file magazine is written in Japanese.) :

(First part) Page 1～21

http://www.city.morioka.iwate.jp/_res/projects/default_project/_page_/001/031/296/moriage_magazine01.pdf

(Latter part) Page 22～45 :

http://www.city.morioka.iwate.jp/_res/projects/default_project/_page_/001/031/296/moriage_magazine02.pdf

List of restaurants at the official website of the city of Morioka offers translation into English, Chinese, Korean and Thai through automatic translation function :

<http://www.city.morioka.iwate.jp/kankou/1016397/1030863/index.html>

II H e a l t h y M o r i o k a

① Aronia



Recently, many confectionary stores have been offering deserts using “Aronia,” a healthy fruit grown in Morioka. But, what exactly is Aronia?

Aronia : A fruit containing high levels of anthocyanin which is good for combatting eye fatigue and improving ocular function.

However, when eaten raw, it is a bit bitter... Therefore, the fruit has been recently prepared as drinks (juices and alcoholic beverages) as well as deserts and sauces.

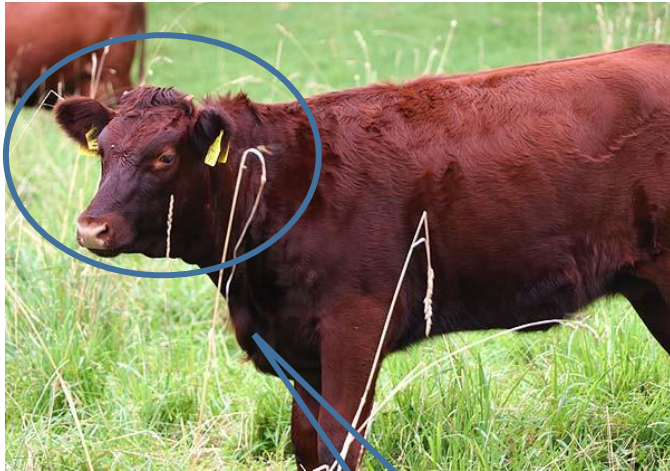
Delicious and Healthy!! Why not try Aronia, a fruit you can enjoy specifically in Morioka at least once, while you are around. It's worth a try!

☆Information about **Aronia** from Morila!!



Aronia contains more polyphenol than blueberry or hascup (Fly Honeysuckle). Nutrients such as beta-carotene and dietary fiber are also the highest amongst any fruit!

② Shorthorn Beef



Like Maesawa beef and Kobe beef, Shorthorn beef is another brand of Japanese beef or wagyu.

As the name suggests, “Morioka Shorthorn beef,” comes from the category of cattle called “Japanese Shorthorn.”

Cattle from this category born in Morioka and grown freely on pasture nearby are given the name, “Morioka Shorthorn Beef.”



WOW!
Your horns are REALLY short!!
No wonder why they call you “Tankaku Gyu” (shorthorn beef) in Japanese.



☆Here is the Key☆

Morioka shorthorn beef is less fatty and is richer in protein. The healthy lean meat provides the rich flavor and the distinctive aroma (meatiness) fills your mouth with each bite.

③ Ajiwai (Flavorful) Apple Pork

“Tender!” is the word that describes Ajiwai Apple Pork. The name “Morioka Ajiwai Apple Pork” are used for pork raised in specific conditions. To protect the health of pigs without injecting them with large dose of pharmaceutical drugs, ion water is mixed with their drinking water. In addition, they are fed delicious apples grown in Morioka. They also are allowed to roam freely around the farms reducing their levels of stress to improve their health naturally.

☆This is what is fantastic about **Ajiwai Apple Pork!** (From Morila) ☆

Rather than raising the pigs using pharmaceutical drugs such as antibiotics, farmers acknowledge the pig's own immunity. Apparently, in many cases, antibiotics are used on farm animals to protect them from diseases. Recently however, these measures have started to raise concern in some people of creating antibiotic-resistant strains of microbes.

BUUUT, these pigs are DIFFERENT!!
They are grown to combat microbes with their own immunity!!



See the link below for an English pamphlet made by junior-high school students introducing Morioka's specialty foods :

<http://www.city.morioka.iwate.jp/jigyousha/sangyo/nogyo/1030308.html>

We hope you enjoyed this topic and that we were able to light you up during this very stressful and difficult time.