

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 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.

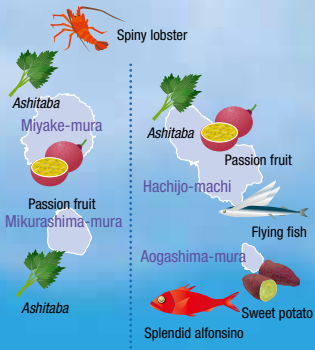
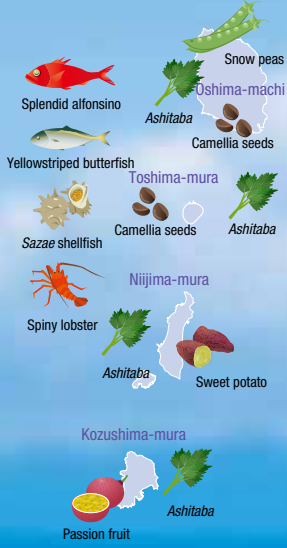
https://tokyogrown.jp/en/e_mark/

Inquiries

Food Safety Section, Agriculture, Forestry and Fishery Division,
Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government

Take a bite of Tokyo

Introduction to Tokyo



TOKYO X Pork

This high quality pig was developed in 1997 by breeding three varieties of pigs, Berkshire, Beijing Black, and Duroc. The marbled meat is soft, characterized by high quality fat, and around 9,000 of the pigs are distributed annually. The name implies that it is a "Cross" breed pig born in Tokyo with unknown "X" possibilities.

Tokyo Shamo Chicken

Females produced by a cross between *shamo* game fowl and Rhode Island Red chickens, were crossed again with *shamo* game fowl to create this high quality chicken. In addition to the firmness of *shamo* game fowl, the meat has a rich taste and aroma. When compared with *shamo* game fowl, it is characterized by its high egg laying ability and gentle and easy to keep disposition. About 20,000 birds are produced and distributed each year in Tokyo.

Tea

The western part of Saitama and the northwestern part of Tama, Tokyo have been tea producing areas since the Edo period (1603 - 1868). The tea from Saitama is called "Sayama Tea" and the tea from Tokyo is called "Tokyo Sayama Tea." Characterized by its sweet and rich taste which are a result of the cold winters in the production area and the unique "Sayama roasting" finishing technique.

Camellia & Camellia Oil

Production of camellia oil is flourishing in Tushima and Oshima with their mild climate. Not just used as an edible ingredient, demand is high because it is used in various products such as cosmetics. Tushima Island in particular has about 200,000 trees planted and is known as the best producer of camellia oil in Japan.



