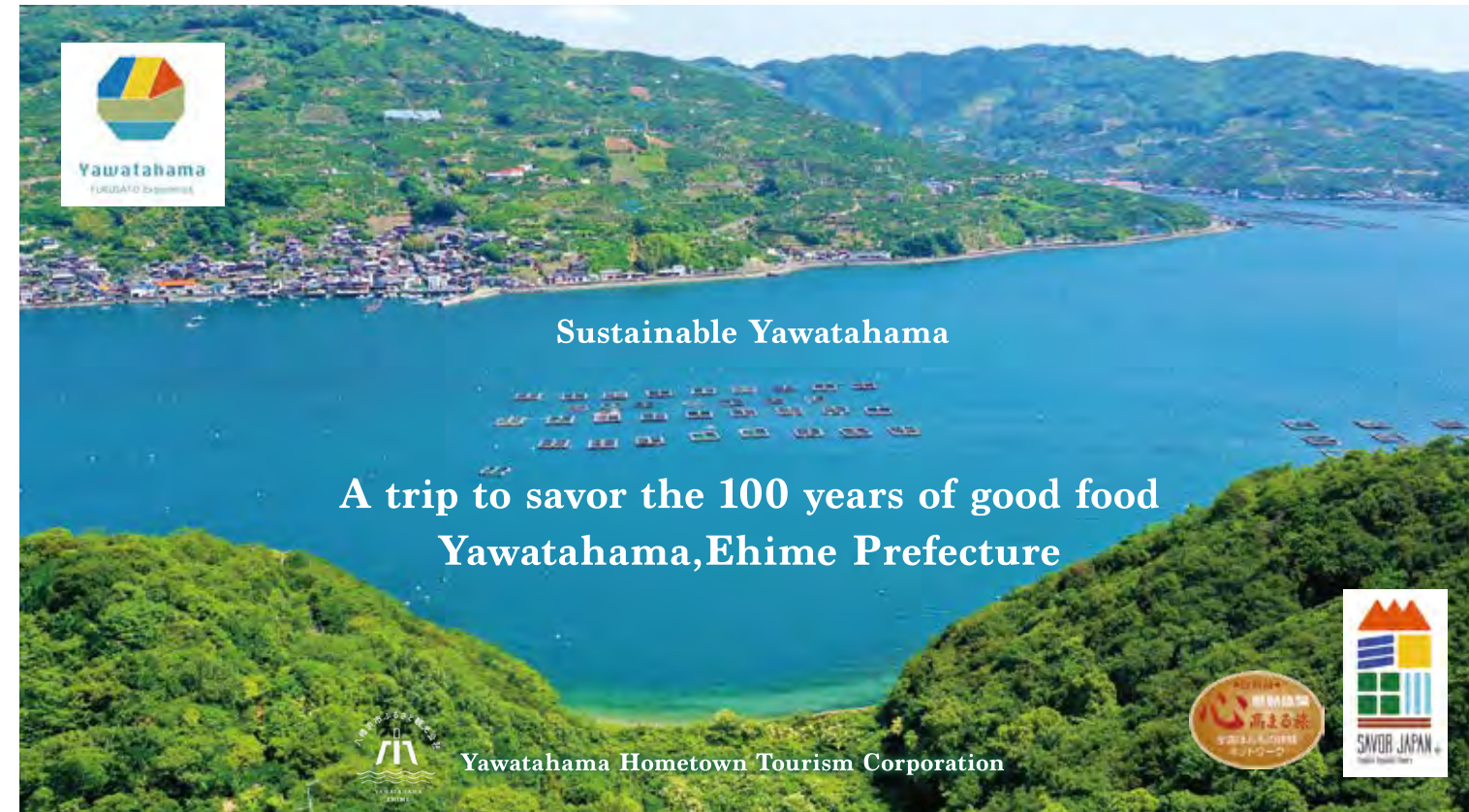




A tour of the town,  
the people, and the history  
to leave for  
future generations



Yawatahama,  
Ehime Prefecture

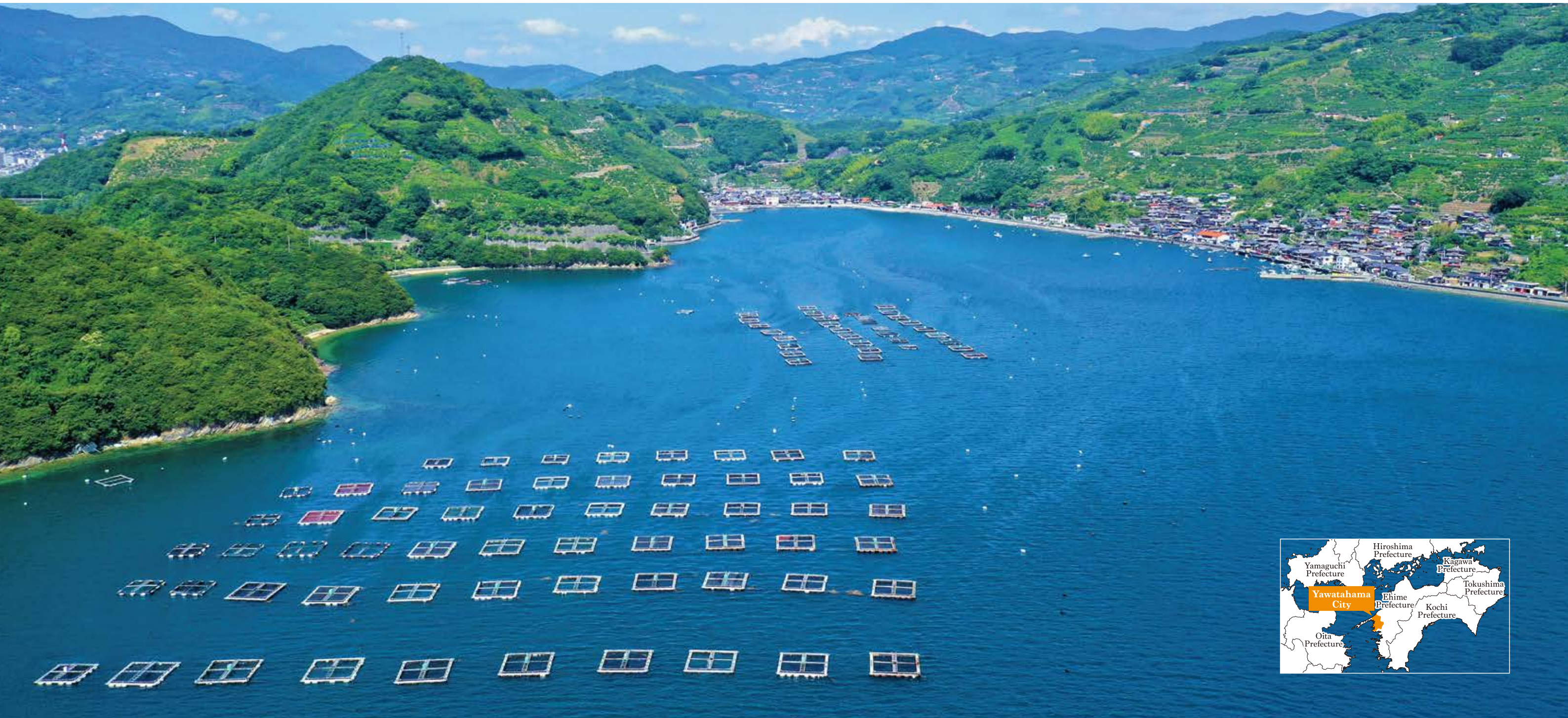


Sustainable Yawatahama





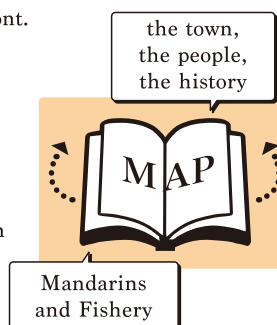
# Journey through the town of mandarins and fish like a local.



## The community that graced the title page

Fuji Kanko Yukihiro Umabayashi (p.11)	Arita Fresh Fish Yutaka Arita (p.10)	Showa Suisan Crew of trawl fishing (p.8)
Ma'ana Kyosen Hiramasa Nakai (p.6)	Showa Suisan Tadashi Yamaguchi (L) Tomoaki Matsumoto (R) (p.8)	Satsuma-jiru making event instructors, Isaki area (p.11)
*Related pages are shown in parentheses.		
Ume-Bijin Sake Brewery Hideki Ueda (p.18)	Fishermen of Gohda area : L-to-R: Tomoharu Utsunomiya, Kohichi Nakagawa, Taichi Hamada (p.9)	Wakamatsu Kamaboko Isao Wakamatsu (p.10)
Ma'ana area, mikan farmers, Shigeto Iida (R) Emi Iida (L) (p.5)	Takanoji area, Takanoji Fruit Club members (p.6)	Kawaiishi Shoyu Masumi Hyodo (p.20)

This pamphlet can be read from front-to-back, or from back-to-front. Reading from this side, you will gain a deep understanding of the 100 years of "Mandarins and Fishery" of the area. When reading from the other side, you will encounter "the town, the people, the history" that we would like to hand down to future generations. And in the middle is the MAP. The theme running throughout this pamphlet is "Sustainability". Discover for yourself how you would like to "relate" with our town of Yawatahama.



The city of Yawatahama is located at the root of the western-most peninsula of Ehime prefecture, the Iyo-nada to the north, the Uwa Sea to the west, with hilly terrains ending in a Rias-style coastline. The cultivation of mandarins, suited to the mild climate and steep terrain, is said to have started in 1894, considered to be the best in Japan, grown with the "three sun rays reflected from the sky, sea and the terrain." There is a thriving fishing industry, evolving around trawl fishing, which began in 1918, and has seen a great development after the Second World War. At one of the largest fish markets in

Shikoku, all sorts of fish are available throughout the seasons, and the market is filled with high spirited bidding from early in the morning. 100 years of mandarins cultivation and 100 years of traditional fishing methods. The 100 years of Yawatahama can be said to have developed and thrived with "mandarins and fish" as its core. The people here show a reserved warmth, enveloping us with their kindheartedness. This may be the warmth that the bountiful sea and mountains have endowed on the people here.



# The 100 years of mandarins farming, the secret of the best citrus growing in Japan

## The beginning of mandarins growing in Yawatahama

The cultivation of mandarins in Yawatahama dates back to 1894. In 1894, Hyakujiro Ooie of Mukai-nada started cultivation of mandarins, summer oranges, and navel oranges with 3,000 seedlings brought back from present-day Fukuoka prefecture. Of these, mandarins was especially well suited, so he specialized in its cultivation; this was the basis for the present-day "Hinomaru mikan".

## Environment suited for citrus growing and the "Three Suns"

With some 2,000 daylight hours, more than the national average, an annual average temperature of 16.9 deg C, and an average rainfall of 1500mm, this mild climate makes for good citrus cultivation. The coastline facing the Uwa Sea is one of the longest Rias-style in Japan; our ancestors cleared the steep terrain and built stonewalls to make the terraced agricultural fields. The terraced fields which were made utilizing the steep slopes have good drainage, the citrus fields facing the Uwa Sea are all south-facing, so that the sun shines on the fields from sunrise to sunset. Moreover, soaking up the light from the "three suns" of ① direct sunlight, ② reflection from the sea, ③ reflection from the stonewalls, the fields yield citrus with good color and sweetness.

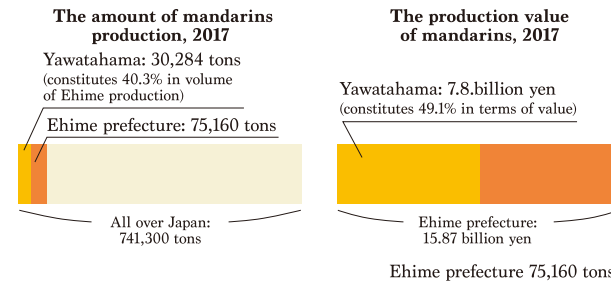
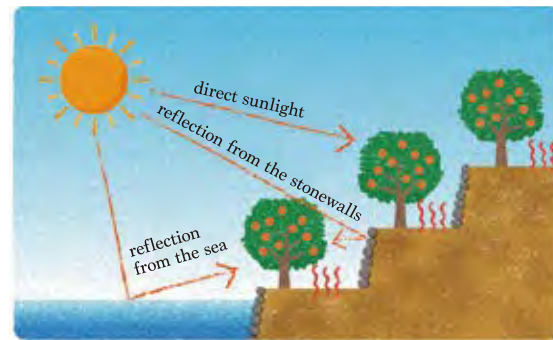
## The mandarins from Yawatahama sets the prices at the Ohta Market in Tokyo

The mandarins produced in Yawatahama constitutes 40.3% in volume of Ehime production, but 49.1% in terms of value, indicating that the city is a high quality producer of mandarins. Using a non-invasive photo sensor to check sugar content and acidity of the mandarins produced, it is possible to provide high quality good tasting mandarins at all times. Yawatahama mandarins have very thin segment walls which are seldom left in the mouth, which makes it highly prized and highly priced at the Ohta Market in Tokyo, thus setting the price for mandarins from all over Japan.



Hyakujiro Ooie (1852-1915)

Born on March 5, 1852 in Yawatahama. In his birthplace in the cove of Mukai-nada, fishing and silkworm growing (sericulture/silkworm culture) were the main sources of income. He resolved to improve the agriculture of the area, so in 1894, he introduced summer oranges and mandarins seedlings from Kyushu and started cultivation. Afterwards, through research and innovation, he succeeded in making the basis for the "Hinomaru mikan," helping to make the area the leader in mandarins production.

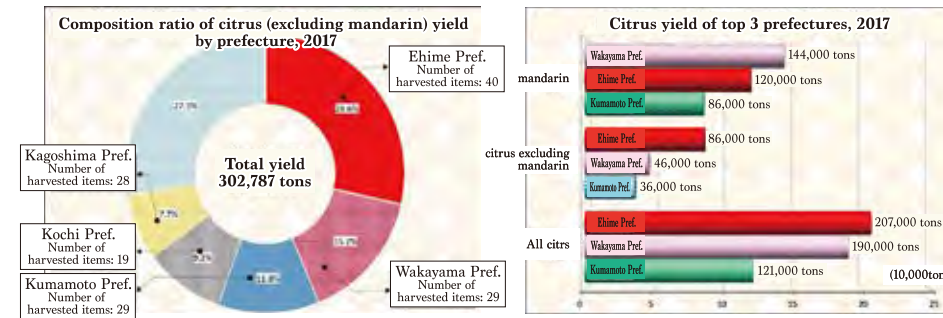
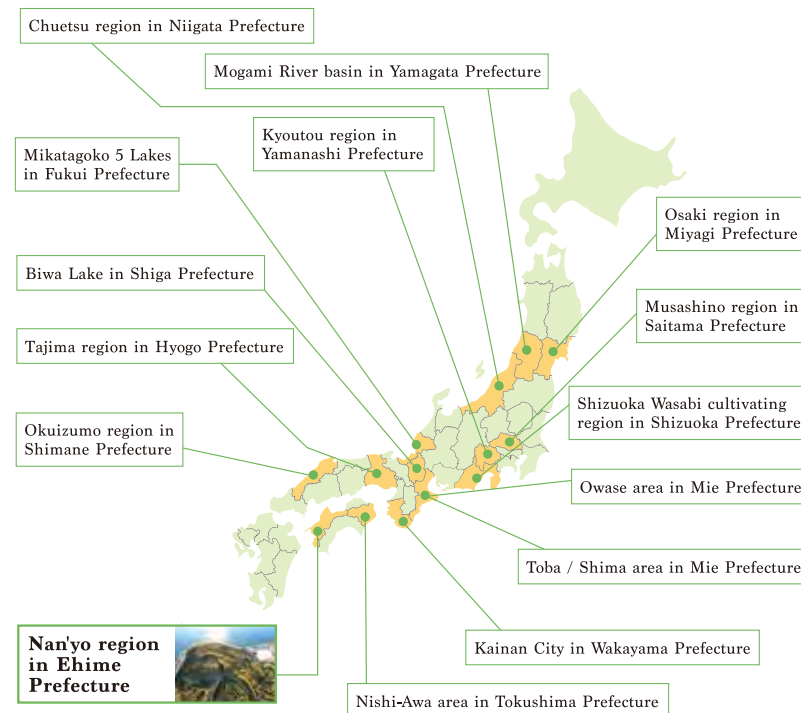


## Citrus farming system in Ehime/Nan'yo region is recognized as "Japanese Agricultural Heritage"



The Nan'yo region including Yawatahama, is the backbone of the Ehime citrus industry, being one of the largest producers of citrus fruits. The citrus fruit fields on the steep terrain seen nowhere else, hugging the complex intricate coastline, are a magnificent view to behold. Terraced fields to help lighten the workload, windbreak fences to reduce salt damage from sea winds, advanced cultivation techniques and the adaptation of various types to best suit the terrain, policies and know-how for sustainable management, all exist to help in citrus cultivation. There is the "Kyosen" organization, an agricultural infrastructure in which producers independently and strategically unite, in which the people take pride and which can be adopted and adapted worldwide. This system aims to help small scale family-based management to continue under harsh conditions and attain high returns, nurture the next generation and secure the necessary labor force, give overseas technical assistance and help in gaining international certification.

"Japanese Agricultural Heritage" is a system to recognize areas conducting important and traditional agricultural forestry and fishery by Minister of Agriculture, Forestry and Fisheries. There are 14 prefectures with 15 areas recognized so far (March 2019).



## Playing a part in the leading citrus growing kingdom that is Ehime.

Looking at the statistics based on prefecture, Ehime is number 2 after Wakayama prefecture for mandarins by volume, but when all citrus fruit are added, then Ehime is the leader. As to the variety of citrus fruits, Ehime has 41, again making the prefecture the leader in Japan. As can be seen, in both volume of harvest and the number of varieties, Ehime is the "Kingdom of Citrus Fruits" in Japan

## Citrus varieties produced in Ehime prefecture

No.	Variety	Harvest Period	Peel/Eat Mark
1	Nichinan No.1	October	○ ○
2	Miyagawa-wase	November	○ ○
3	Nankan No.20	December	○ ○
4	Nankan No.4	December	○ ○
5	Harehime	December	○ ○
6	Beni-Madonna	December	△ ○
7	Ponkan	January-February	○ ○
8	Amakusa	January-February	× ○
9	Kanpei	February	○ ○
10	Himekoharu	February	○ ○
11	Tamami	February-March	○ ○
12	Harumi	February-March	○ ○
13	Miyauchi-Iyokan	February-March	△ ×
14	Navel	February-March	× ○
15	Haruka	February-March	× ×
16	Setoka	March	○ ○
17	Himenotsuki	March	○ ○
18	Shiranui	March-April	○ ○
19	Kiyomi	March-April	△ ○
20	Hassaku	March-April	× ×
21	Buntan	March-April	× ×
22	Encore	March-April	○ ○
23	Moro	March-April	× ○
24	Tarocco	April-May	× ○
25	Amanatsu	March-May	× ×
26	Kara	April-May	○ ○
27	Ougonkan	April-May	△ ○
28	Hyuganatsu	April-May	△ ○
29	Yuge-Hyokan	April-June	× △
30	Kawachi-Bankan	April-July	△ ×
31	Yuzu	November-December	○ ○
32	Jabara	October-February	○ ○
33	Lemon	June-September	○ ○
34	Lime	October-December	○ ○

**How to read the mark**

- Ease of peeling: ○ Easy to peel, △ Slightly difficult to peel, × Hard to peel
- Ease of eating with the inner bag: ○ Easy to eat, △ Slightly difficult to eat, × Hard to eat

## "Mikan Arbeiter" (part-time mandarins workers)

Because there is a need for a great number of hands to help during the busy harvesting season, Yawatahama has been recruiting "mikan arbeiter" for the more than 20 years. From early November, more than 300 "mikan arbeiter," many from the big cities, come from all over the country to help harvest the citrus fruit. They not only help support the "kingdom of citrus fruits" growing country, but also bring vitality to the area.

## Ma'ana area, Mandarins Farmers, Shigeto Iida (R), Emi Iida (L)

With a 130 year history of "Ma'ana mikan" cultivation, our love for the mandarins and for our land has reached a new height, so we are using social media to send a daily message from the mandarin mountain fields about our land. We hope you will enjoy the scenery of Yawatahama and our groves. URL: <https://www.facebook.com/daisuki.maanamikankan>



## Experience Yawatahama Mandarins field maintenance experience

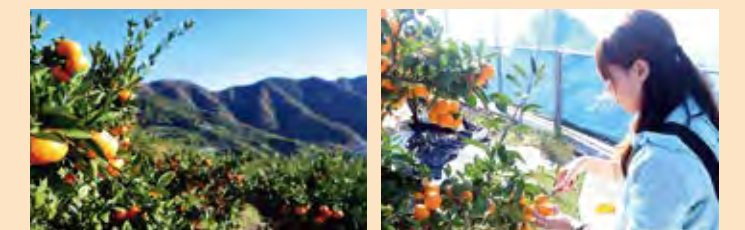
Price per person : 3,300 JPY (tax included)  
 Minimum number of participants : 2-4 persons  
 Available period : March to September  
 Time of experience : 3 hours between 9:00-17:00  
 Site of experience : Mandarins field in Yawatahama  
 Assemble/end of the course site : Assemble on-site, End of the course on-site

\*Pick-up and drop-off service at JR Yawatahama Station or Yawatahama Port can be arranged for free of charge. Please contact us for more details.

Things to bring : Clothes and shoes for farm work, Hat/Cap, Towels and drinks  
 Remarks : Canceled in case of rain  
 Inquiry/Booking : Yawatahama Hometown Tourism Corporation +81-894-22-0855 (available 9-17:00 weekdays only)

## Leading producer of "Mandarins"; learning about some of the difficulties and successes of growing the fruit.

This program gives you an opportunity to experience various seasonal farm work with local farmers who cultivate mandarins and other kinds of citrus. \*Please note that this program is NOT available during the harvest season; however you will see the behind the scene of mandarin farming of Yawatahama. For those who are thinking about starting mandarin cultivation, this program can offer a lot of valuable experience.



Mandarins field

Working in the field



# The fields that keep Ehime as the number one in citrus fruit production, and bicycles tours

## Creation of a citrus area by a producer-based "Kyosen"

In Yawatahama, each has its own producer administered "Kyosen" (Joint Citrus Selection Cooperative). Each "Kyosen" ensures the quality and volume through the appropriate guidance of the cultivators, and also promotes the sales of the fruit. With an eye to the future, Kyosen promotes the introduction of new varieties and the nurturing and training of future producers, thus being the center for the creation of a citrus cultivating area. There are 6 Kyosen in Yawatahama: "Ma'ana Kyosen," "Kawakami Kyosen," "Yawatahama Kyosen," "Hinomaru Kyosen," "Hachikyo Kyosen," "Mitsuru Kyosen." Through friendly rivalry, each Kyosen has produced and sold high quality citrus fruits. Of these, "Hinomaru Kyosen," "Ma'ana Kyosen," and "Kawakami Kyosen" are called the "Big Three" of Ehime mandarins; their mandarins are highly regarded.

## Cooperative Head, Ma'ana Citrus Joint Citrus Selection Cooperative Hiramasa Nakai



To protect the "Ma'ana mikan" brand, in the spirit of learning from the past and applying it to the present to gain new ideas, the cooperative continually stresses the passing on of techniques and experience, producing citrus fruits with food safety ensured.

## Tasting the products and produce of Yawatahama

### "Yawatahama Minatto," the roadside station Minato Oasis.



The "Yawatahama Minatto" is composed of "Agora Marche," "Dohya Market," and "Minato Koryukan (Community Center)." In "Agora Marche" which has eating facilities, locally produced products are sold; at "Dohya-Market," fish freshly landed at the port of Yawatahama is sold; and at "Minato Koryukan," information on sightseeing in the area, events, and local activities are available. It is the center for sightseeing and as the new symbol for the city.

### Market for local produce and products "Agora Marche"

At "Agora Marche," you can buy locally produced citrus and other varieties of fruits and vegetables of the season, harvested in the morning and brought in by the local farmers everyday. Specialties of Yawatahama, such as citrus juice and marmalade and gifts are also sold here.

### Life is colorful with various moments and emotions, and so are our various juice products.

"Agora Marche" serves more than 100 kinds of citrus fruit juices. With no water added, these are all made with fruit from within Ehime prefecture; almost all use fruit from within Yawatahama. A peculiarity of the juices here is that since each farmer has grown their citrus fruit, even the "same" juice may differ in sweetness, richness and acidity. The juice prices start at 300 yen; there is a refrigerator at the entrance which stocks small bottles of the various kinds of juices, so it may be fun to compare them.



The citrus juice stand in "Agora Marche"

### The first "Dalemain World Marmalade Awards & Festival in Japan" held in Yawatahama!

In 2019, for the first time in Japan, Yawatahama hosted "the Dalemain World Marmalade Awards & Festival in Japan." This festival, the world's largest marmalade contest, was started in 2006 at The Dalemain Estates in the Lake in England. In the 2019 Japan Contest, many samples from around the world competed for the gold, silver and bronze awards; the manufacturing group "Takanoji Fruit Club" in Yawatahama took the gold prize. The next 3 contests are to be held in Yawatahama.



The products of Takanoji Fruit Club

### "Kan-Kan Biyori," Center for local specialties

The center of local specialties of Yawatahama "Kan-Kan Biyori," handles citrus fruits from cultivators within the JA West Uwa region. Various citrus fruits are sold, suitable both as gifts and for home consumption.

Address: 1-1569-16 Kitahama, Yawatahama  
Business hours: 9:00 to 16:00  
Holidays: New Year holidays  
Tel: +81-894-24-7520  
Parking available



### Takanoji Fruit Club members

In Takanoji area, various kinds of fruits are cultivated through the seasons, so the moniker "100 fruits, for all seasons" is quite fitting. About 30 years ago, 8 like-minded growers' housewives got together and started making and selling processed food made with locally produced fruits. On learning that in 2019 the Dalemain World Marmalade Awards & Festival would be held in Yawatahama, they started making marmalade. After much trial and error, their marmalade made with Kawachi-Bankan orange was awarded the gold prize. "Using our own fruits, taking time and effort and no additives." They take pride in their products ensuring food safety. They would like many young children to eat their products.



Sadamisaki Peninsula, the "longest and narrowest" peninsula in Japan, jutting out westward from Yawatahama towards Kyushu. The view of the coastline, the sea and the sky is, in a word, magnificent. The road along the coast is best experienced riding a bicycle, feeling the sea breeze. There are 2 cycle rental shops in Yawatahama, and 3 cycle rental shops in Ikata town, making for easy access to joyful cycling.

## Cycle Rental Shops in Yawatahama and Ikata Town



Mecenat Drive  
1 Ekimae, Yawatahama  
Tel: +81-894-22-0266



Minato Koryukan  
1581-23 Okishinden, Yawatahama  
Tel: +81-894-21-3710



Sadamisaki Hanahana  
1700-11 Misaki, Ikata-cho  
Tel: +81-894-54-2225



Seto Agritopia  
2465 Oku, Ikata-cho  
Tel: +81-894-53-0002

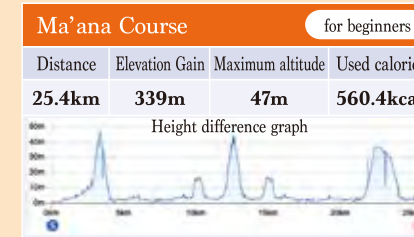
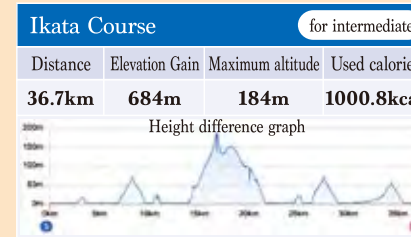


Kamegaikae Onsen  
1289 Futami, Ikata-cho  
Tel: +81-894-39-1160

## Experience Yawatahama Sadamisaki E-BIKE:

### A guided bicycle tour around the citrus producing areas

The terraced citrus fields of the coastline of Yawatahama and Ikata town have steep terrain, not seen anywhere else. The tour will take you along to appreciate the magnificent panorama on an E-BIKE; you will also pick citrus in fields that are usually off limits, and also visit real cultivating families in their backyards, thus giving you a chance to experience the grandeur of the leading citrus producing area.



\*The "Elevation Gain" here means the total height of the climbed slope.  
\*The "Used calories" are those when riding an ordinary bicycle.

### What in the World is E-BIKE?

E-BIKE is a sport-type bicycle with electrical assistance, for example, X-bikes and mountain bikes with electric assistance units. They can be rented at "Minato Exchange Hall" and "Sadamisaki Hanahana".



Breath taking cycling course along the Uwa Sea

	Price per person including tax	Available period	Time of experience	Highlights/Experience contents	
<b>Ma'ana course</b>	For 1 person: 9,000 JPY For more than 2 persons: 7,000 JPY	All year except for high season of mandarin harvest (November to December)	8:45 to 12:00	The terraced citrus farms in Ma'ana area There are backyard visit of mandarins farmer and mandarin juice tasting in Ma'ana area which is the representative of mandarins production area. The Nezumi Island	From its appearance, it is an uninhabited island called "the Mouse Island". It is sometimes called "Yawatahama's Mont Saint Michel" because its tail connects to the land when the tide is low. The sacred arch of Itsukushima Shrine The people of the area are fondly calling it "Miyajima-san". When the tide is high, it floats in the sea.
<b>Ikata course</b>	For 1 person: 9,500 JPY For more than 2 persons: 7,500 JPY	Harvest period (November to March)	12:45 to 17:00 *Please join us after having lunch.	Various mandarin juice tasting You can experience seasonal citrus harvest and various mandarin juice tasting with Mr. Touji Tabuchi, a citrus farmer, in Ikata. Seasonal citrus harvest experience	The former Wataro Shiraishi Western-style Residence P.18 Red brick warehouse of the former Toyo Boseki P.20
<b>Things in common</b>	*Minimum number of participants...1-5 persons *Limited to 1 group *Deadline for application...2 weeks before the day of the course *Assemble / end of the course site...Roadside station Minatto *Remarks...Bring your own beverage. Consult us in case of rain. *Included in the price...Guide fee, Rental cycle fee, Mandarin juice fee, Harvest experience fee(Ikata course), Insurance fee *Inquiry / Booking...Yawatahama Hometown Tourism Corporation *Tel: +81-894-22-0855 (available 9-17:00 weekdays only)				Honai-cho was a town flourishing with modern industry from the end of Edo Era to the early Showa Era. It was the first place in Shikoku to have public electric lights.



# The history of 100 years of trawl fishing

The sea between Shikoku and Kyushu is called "Bungo Channel;" the Ehime Prefecture side is called "Uwa Sea." A tributary of the Japan Current ("Kuroshio") flows into the Bungo Channel from the Pacific Ocean, making it a leading fishing ground. At Yawatahama Port, the leading fishing port in Shikoku, great bounties of the sea are landed daily. "Trawling" is the representative way of fishing in Yawatahama, which has contributed greatly to the development of the fishing industry here.



The newly built trawler

## What is trawl fishing?

Trawl fishing refers to "offshore bottom trawl fishery," a traditional style of fishing in which a pair of ships "trawl" a net at a depth of 100~200 meters. Although trawl fishing is done nationally, only in parts of Yamaguchi Pref., Nagasaki Pref., Shimane Pref., and Iwate Pref. is the two-boats one pair unit method used. In Shikoku, currently only Showa Suisan (fisheries company) uses the two-boat one pair unit. In 2019, the company built and launched a new boat, which ensures that this traditional method will continue to later generations.

## Showa Suisan, Tadashi Yamaguchi

Although I mend fishing nets now, I used to be on a trawler when I was younger. To make sure that this traditional method of fishing, which has continued for more than 100 years will continue, I sometimes use (paper) picture-show dramas to explain what trawl fishing is.



A scene from trawl fishing.

## History of trawl fishing in Yawatahama

Trawl fishing in Yawatahama started about 100 years ago in 1918, when Akisaburo Yanagisawa, who ran a fish net making company in Ma'ana village, succeeded in the use of powered bottom dragnet fishing. Up to that time, a method called "Utase ami" ("utase netting") was mainly used. In this method, a wind-powered boat would drag the net and the net would be pulled up by hand.

Yanagisawa introduced a fishing method using a powered-boat dragging the net and the net pulled up with power assistance. Later, in 1922, Yanagisawa introduced a more efficient improvement, using a two-boat unit to drag the net, which established the current method of trawling.

At the beginning of the Showa Era, with the tightening of restrictions, trawl fishing in Ehime Pref. was banned. However, during the Second World War, with the worsening of the food situation, fishing was permitted again, and has continued ever since. In 1948, there were 54 boats; 27 pairs of two-boat unit, the most in Yawatahama's history, making it nationally known as the base for trawl fishing. Afterwards, with the decline in fishing catches, the number of trawlers has decreased, and now there is only 1 pair of 2 boats left in Yawatahama.

## The main feature of trawl fishing is the "catching of many kinds of plentiful fish"

The trawling season is from September 1st to the end of April of the following year; one sailing is on average 2 to 3 days, and the ships return to Yawatahama Port to unload the catch about 10 to 15 times a month. Trawling makes it possible to catch many kinds of fish at the same time; for example, high-class fish such as red sea bream, flounder, prawn; popular fish such as horse mackerel and squid, small fish used for fish pastry such as lizardfish and goatfish. The variety and volume is huge, so that in one landing, more than 1,000 to 2,000 fish boxes brim to the top.

## The source of "Toro Bako" (Toro box) is trawl fishing

The "toro bako" is a box to hold the fish caught, for use in shipping the fish; the source of the name is "the box to hold fish caught through trawling." Since a large number of boxes were necessary to ship large catches, originally wood was used to make the boxes, but now styrofoam boxes are used. Regardless of how the fish are caught, the boxes used currently are generally called "toro bako."

## A leading port for marine products of Shikoku Yawatahama Marine Products Regional Wholesale Market



The bidding

The market starts early with bidding beginning at 6 o'clock. The fish are bid on with spirit calls ("teya, teya"). This call, though meaningless in itself, is used to enliven the bidding, "Come on, buy!", or "Give it a hand (bid)" being the implied meaning. A feature of the market is that you can see the actual bidding from the 2nd floor aisle that is open to the public.



Advanced Hygiene Management System Market



The "Yawatahama Marine Products Regional Wholesale Market" at Yawatahama Port handles the catch from trawling and also cultivated red sea bream which Ehime leads in Japan. The more than 200 varieties of fish handled annually are shipped to the Kanto and Kansai regions. About 70 percent of the fish bid on are shipped to areas outside of the prefecture.

The most prominent feature of this market is its "Advanced Hygiene Management System." The usual image of a fish market is that it has only some pillars to support an open roof, but at this market, after the all the transactions have been conducted, shutters are closed so that the building is completely sealed to prevent animal trespassing. All the forklifts are electrical to reduce exhaust pollution, both people and the forklifts pass through a disinfection tank before entering the market. The fish are not laid on the market floor but in a container on pallets. Clean seawater is used throughout, insuring that consumers are provided with food security.

# Aquaculture that makes the most of the bounty of nature

## Uwa Sea, the leader in aqua cultivation

With a temperate climate and a Rias-style coastline, with a gentle tidal current, the Uwa Sea is geographically well suited for aqua cultivation.

The area is known to be a leader in aqua cultivation, where the warm, rapid tidal waters of the Bungo Channel and the nutrient-rich bottom tide both regularly flow into it. Aqua cultivation started in Yawatahama in the 1960's, and developed rapidly in the 1970's. Nowadays, it supports the aquaculture industry in Ehime Pref., which leads nationally.



Raft for red sea bream cultivation



A cove of a Rias-style coastline

## Ehime, Number 1 in aquaculture output in Japan

According to the Ministry of Agriculture, Forestry, and Fisheries Fishery-Cultivation Production Statistics, as of 2018, Ehime Prefecture produces 23.4% of national aqua cultivation, leading the nation for 41 years in a row. The main fish are red sea bream ("Madai"), striped jack ("Shima-aji"), and yellowtail ("Buri"); red sea bream with 56.0% of the national catch, leading the nation for 29 years; striped jack with 48.0%, leading the nation for 18 years. As for yellowtail, the prefecture trails Kagoshima Pref. and Oita Pref. to place number 3. The fish often eaten at home, the high-class fish at the sushi restaurant, many of these are cultivated in the Uwa Sea, and sent all over the country.

## Taichi Hamada, who cultivates fish in Gohda area

Cultivates red sea bream ("Madai"), Japanese sea bass ("Suzuki"), and chicken grunt ("Isaki"). Learn how the fish often on your plate is cultivated through a feeding experience.



## Fish with a large catch in Yawatahama (In Japanese name; Best time for harvest in parentheses)

Horse mackerel ("Aji") (May to July)	Chicken grunt ("Isaki") (May to August)	Anchovy ("Katakuchi-iwashi") (September to January)	Mackerel ("Saba") (October to March)	Spanish mackerel ("Sawara") (March to June)
This fish is versatile, which can be eaten as sashimi, salt grilled, fried, dried, or marinated, and is easily fished from the breakwater in Yawatahama. A characteristic of the fish is its "keeled scute" ("Zeigo"/"Zengo") near its tail fin. Ehime Pref. is number 5 in the amount of "Aji" caught (2017).	Feeding mostly at night, this nocturnal fish is often fished at night. It is a fish of the early summer. It is reputedly tastiest during the rainy, spawning season, but in the autumn, when nourishment permeates throughout the body, then it becomes tasty again.	Big eyes and short lower jaw are its characteristics. It is good as sashimi and tempura. It is valuable for dried fish ("Iriko," for making Japanese broth) and for boiled and dried baby sardines (Chirimen jako). Ehime Pref. is number 4 in the amount of "Katakuchi-iwashi" caught (2017).	Although the "Seki-saba" caught off Saga-no-seki of Oita Pref. is most famous, Ehime Pref. also catches quite a large amount of the fish. Autumn is said to be season for "Saba," but cold-season mackerel is also delicious; when the sea water temperature drops, the fish put on fat, which makes it tasty.	In the Seto Island Sea area, it is popular as a fish that heralds spring. Caught mostly from early spring to early summer, it is best as Sashimi, broiled with soy-sauce, and fried as a meuniere. Ehime Pref. is number 8 in the amount of "Sawara" caught (2017).
Hairtail ("Tachiuo") (August to October)	Daggertooth pike conger ("Hamo") (July to September)	Starspotted smooth-hound shark ("Hoshi zame") (Autumn to Spring)	Lanternbelly ("Hotaru jako") (Spring to Early Summer)	Red sea bream ("Madai") (Late Autumn to Spring)
Ehime Pref. harvests the largest amount of "Tachiuo" (Hairtail) in Japan (2017). It has a soft white flesh, with a lot of fat but fairly bland light taste. Really fresh ones are served as sashimi, otherwise, it can be salt-grilled, fried for "tempura," or marinated in vinegar, among other dishes.	This fish is a famous summer offering in Kyoto, but most are sent from Yawatahama, which landed the most in Japan (2014). With delicate tasting flesh, a favorite dish is to cut out the bones and parboil it, make it into tempura, and eat with plum pulp.	The local cuisine "parboiled shark" (Yu-zarashi), uses parboiled fillet of shark, and is eaten with "Migarashi", a spicy miso popular locally. The light taste of the fish goes well with the spicy miso; this will surely become one of your favorite dishes.	Called "Harambo" in Yawatahama, it is an important ingredient of "Jakoten." A small fish of about 15cm, its head and inner organs are removed, then the remains, bones and skin included, are ground. With a crunchiness texture, every bite spreads the taste of the fish throughout your mouth.	The king of fish is "Madai." It can be eaten in many ways, such as steamed with rice ("Tai-meshi"), raw as Sashimi, grilled salted, boiled as in "Arani," and as the "meat" in a clear soup. In Ehime Pref., from 1990 on, it has produced the most cultivated "Madai" in Japan.



## Aquaculture feeding & Boat fishing experience

Cultured fish raised in Ehime Pref. upholds Japanese dining these days.  
You will observe and participate in a part of fish cultivation.

In this tour you will feed red sea bream, which Yawatahama produces the biggest amount in the country, a local fisherman also take you for fishing on a boat.



Aquaculture feeding experience



Boat fishing experience

Price per person : 5,060 JPY (tax included)  
Minimum number of participants : 2-4 persons  
Available period : All year  
Time of experience : 13:30-16:30  
Site of experience : Off Gohda pier  
Assemble/end of the course site : Gohda pier  
\*Pick-up and drop-off service at JR Yawatahama Station or Yawatahama Port can be arranged for free of charge. Please contact us for more details.  
Things to bring : Clothes and shoes for fishing, Hat/Cap, Towels and drinks  
Remarks : Canceled in case of rain  
Inquiry/Booking : Yawatahama Hometown Tourism Corporation  
+81-894-22-0855 (available 9-17:00 weekdays only)



# "The Kitchen for the Port," Making the best of the bounty of the sea

## "Jakoten," a Yawatahama specialty

In Yawatahama, besides the Kamaboko seen elsewhere, "Jakoten," a fish-based pastry, has developed on its own. The ingredient fish are small fry varieties such as lanternbelly (called "Harambo" in Yawatahama), goatfish ("Himeji"), and sea-robin ("Kanagashira"). To make Jakoten, first cut off the head and remove the inner organs, then use a food processor to crush everything remaining, including the bones and skin, then make this into a paste and deep fry it. The result has a crunchy texture, but each shop differs ever so slightly in their ingredients, mixture and cooking procedure, so the locals patronize a particular shop. There are several ways of eating it: hot out of the deep fry, grilled, or as an ingredient for the "Oden" broth soup. It is often an ingredient of the Yawatahama champon; it is truly a popular essential ingredient in Yawatahama cuisine.



### The origin of "Jakoten"

"Jakoten" comes from the corruption of the word "Zakoten," which itself is a shortening of the phrase "a dish using small generally useless fish as tempura," because the local people would often use these small fish in their daily diet.



### Wakamatsu Kamaboko, Isao Wakamatsu

Adhere strictly to ingredients and production methods to provide products that are not only tasteful but also good for the body.



As the base for the trawling industry, Yawatahama sees a huge diversity of fish landed throughout the seasons. More than 200 kinds of fish are harvested and are shipped within the prefecture and to other areas; it is a mainstay of the city fish processing industry, providing the ingredients for the famous "Jakoten" and "Kamaboko." A large amount of the so-called "Zako," (small fry fish) is consumed locally, featuring in many local dishes.

## Small fry (Zako) on Yawatahama's dining tables

### Rudderfish (Amagi)



Standard Japanese name "Ibodai" In Yawatahama, Amagi is often pickled in vinegar, used to completely cover "Okara" (dregs from making tofu) instead of the usual rice, the whole called "Maru (round) zushi." Depending on the season, Japanese halfbeak (Sayori) or hairtail (Tachiuo) may be used instead.

### Maruzushi



### Fried fish



### Yellowbanded red weever (Torahaze)



Standard Japanese name "Toragisu" Although this fish is valued as an ingredient for fish-based pastry, it is at its best when deep-fried or as tempura. Since it is seldom available outside of the local area, the fish commands a very high price in the Kanto (Tokyo) region.

### Yuzarashi



### Shark (Fuka)



Standard Japanese name "Hoshizame" The most popular way to eat this fish is with "migarashi miso," which is a sweet wheat-based miso mixed with Japanese mustard and sake, vinegar and sugar, together with "Yuzarashi," where you dip the fish quickly and lightly through hot water, then swiftly cool it in ice water.

### Barracuda (Kamasu)



This fish is often used in "Satsuma-jiru" in Yawatahama. Cover the grilled fish with miso, pour on the "Dashi" (broth), add condiments or the rind of mikan to taste, put on "Konjac" and then pour the whole onto the white rice.

### Daggertooth Pike Conger (Hamo)



This fish is a famous summer offering in Kyoto, but most are from Yawatahama. Parboiling and tempura are best; in the local markets deboned rolled hamo are sold.

### Deepsea Smelt (Nigisu)



A large-eyed fish, with white flesh with no real taste, but the fish fat has a characteristic flavor. When salted or dried, the "Umami" is more highly condensed, making it even tastier.



"Hama-pon," Mascot character for promotion of Yawatahama champon

### Satsuma-jiru



### Parboiling



### Dried fish



## "Yawatahama champon," The citizen's soul food

Yawatahama champon is no longer just a local gourmet dish, but has continued to be beloved as the city's "soul food." At present, some 40 shops offer champon, but there are a variety of selections, such as champon and rice set ("Chan-tei"), "Special champon" with lots of seafood on it, and with an egg ("Tamago") topping ("Chan-tama"). By comparing the various different types of the champon, you can enjoy the taste and also feel the atmosphere of the shop and get a glimpse of life in Yawatahama.



### Chairman, Yawatahama champon Tabeten-kai (a pun on the Japanese name), Fuji Kanko Yukihiro Umebayashi

Champon has been beloved for a long time as the "soulfood" of citizens of Yawatahama. After the Chamber of Commerce YEG (Young Entrepreneurs Group) started using it as one of the items for the revitalization of the city, it attracted attention as a gourmet food. The champon served at Fuji Kanko has a lightly-flavored soup with thick Chinese noodles, pork and vegetables, together with lots of seafood or the local specialty "Jakoten," and Kamaboko, a kind of fish cake. When in Yawatahama, try this dish, which is one of a kind.



## Buy! Eat fresh fish in Yawatahama!

### "Dohya Market"

where you can buy seafood fresh out of the water



You can buy fresh fish at the beach price. The variety, the freshness and low prices of the fish taken in the morning adds to the attraction of "Dohya Market," is full of spirit and the little things that warm your heart; these are also the market's "selling point." At the adjacent "Dohya restaurant," there are special menus with special low prices for the fresh seafood, and a barbecue where you can select your ingredients. You can savor the offering of seafood of Yawatahama to your heart's content.

### SEE, SEE! They're all Fresh!

At "Dohya Market," adjacent to the Yawatahama Fish Market, which itself is a treasure trove with over 200 kinds of seasonal fish taken by the famous trawlers, you can buy the fresh fish that the middlemen have just bid for at beach prices. For the local people, the market is virtually the "kitchen of the port."

Business Hours: 8:00 to 16:00  
(The Market may close when everything is sold out!)  
Holidays: No regular holidays  
Tel: 0894-23-1818 (Representative: Arita Fresh Fishes)  
URL: <https://do-ya-ichiba.jp/>

### Arita Fresh Fish, Yutaka Arita

Lots of fresh fish here at "Dohya Fish Market," so why don't you all come!



### "Dohya Restaurant," with pride in its taste; operated by the city itself

You can savor the freshly taken seafood bought at the fish market next door. A municipal-run restaurant where you can eat the freshly taken seafood, with the special seafood bowl and sashimi set are favorites. With seafood bought at "Dohya market," barbequing them over a charcoal fire is a favorite.

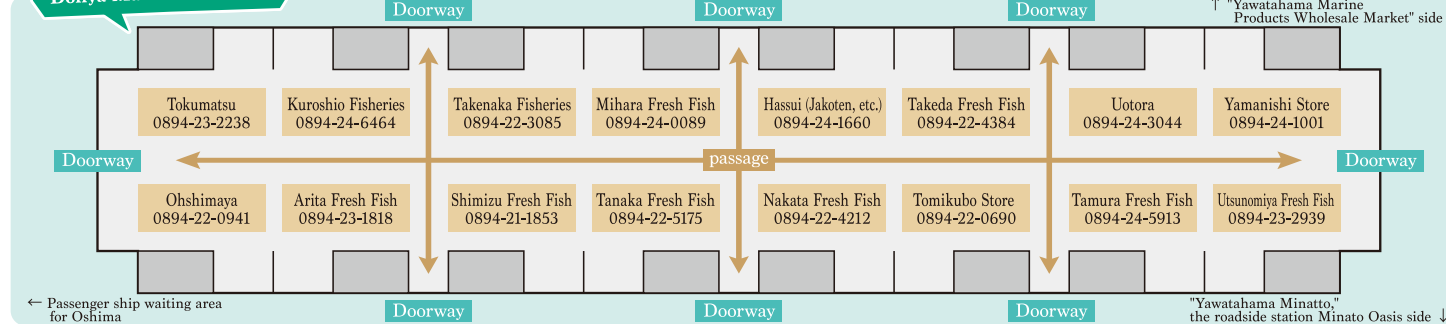
Business Hours: 7:00 to 14:00  
\*Barbeque requests from 10:00 to 13:30 only  
\*With advanced reservations, barbeques are also accepted for starting at 17:00.  
Holidays: New Year holidays  
Tel: +81-894-21-1537

### Do you know what a "Seafood Meister" is?



A seafood meister is a specialist who conveys the allure of seafood, enjoys it and uses it in everyday life. There are 23 people who have been certified for the qualification, with many at the Dohya Market. Ask them anything about seafood!

### Dohya Market Floor Map



## Residents of Isaki area show how to make "Satsuma-jiru" a local soul food.

### Learning how to cook "Satsuma-jiru," the local cuisine of the Nan'yo area of Ehime Pref., which includes Yawatahama.

The people of Isaki area of Yawatahama will teach you how to make the traditional local "Satsuma-jiru" and "Sashimi" with the locally taken fish. Through this mingling with the local people, you can actually feel the richness and taste the food of country life.

Price per person : 4,400 JPY (tax included)  
Minimum number of participants : 4-8 persons  
Available period : All year  
Time of experience : 9:30-13:30  
Site of experience : Isotsu Community Center  
Assemble/end of the course site : Assemble on-site, End of course on-site

Things to bring : Apron, Kerchief, Towels  
Remarks : Canceled in case of rain or stormy weather  
Inquiry/Booking : Yawatahama Hometown Tourism Corporation  
+81-894-22-0855(available 9-17:00 weekdays only)

### Satsuma-jiru making event instructors, Isaki area

Experience cooking "Satsuma-jiru" or "Sashimi" using freshly taken local fish.



Mingle with the local people

"Journey through the town of mandarins and fish like a local." of Yawatahama. This business model was recognized as "SAVOR JAPAN (staying at a farm, or area that sends information on food culture overseas)."

What is SAVOR JAPAN?  
Established in 2016 by the Ministry of Agriculture, Forestry and Fisheries (MAFF), the main aim is to attract inbound visitors. The MAFF minister recognizes areas that use food and food culture to attract visitors; the allure of the local cuisine is uniformly branded under the name of "SAVOR JAPAN", giving it a strong appeal to people overseas, thus calling in more inbound visitors to the farms, mountain villages and fishing areas. As of October, 2020, there are 27 recognized areas; Yawatahama is the first in Ehime Pref., and the third on Shikoku.



## Countryside cooking experience in Hizuchi East Satoyama (forest near village)

### Experience the Japanese Satoyama culture.

In Hizuchi East area of Yawatahama, you can experience the way of living in local mountain area and the countryside cooking with local ingredients. It's a perfect content for people who are interested in Japanese Satoyama culture or co-existence with the nature and local community.

Price per person : 10,000 JPY (tax included)  
Minimum number of participants : 2-7 persons \* Limited to 1 group  
Available period : March to November  
Time of experience : 9:30-14:30  
Site of experience : Hizuchi East area of Yawatahama  
Assemble/end of the course site : Yawatahama station or Yawatahama port

Things to bring : Clothes and shoes for farm work, Hat/Cap, Towels, Drinks  
Remarks : We will accept request regarding allergy / food restrictions to the extent possible  
Inquiry/Booking : Yawatahama Hometown Tourism Corporation  
+81-894-22-0855 (available 9:00-17:00 weekdays only)



A view of vegetable harvesting



A sample of the cooking experience dishes

### Hizuchi East Regional Revitalization Cooperation members as guides, Makoto Nirei

Hizuchi East area, although only a 20-minute drive from city center, is deep within the mountains; good use is made of the small mountainous plots and steep terrain to grow citrus, kiwis, and blueberries, and for pig farming. Transportation is not so convenient due to the mountains, but that actually enhances the bonding and solidarity of the local populace. We hope that you may feel their resilience, and experience the flow of nature and time here.

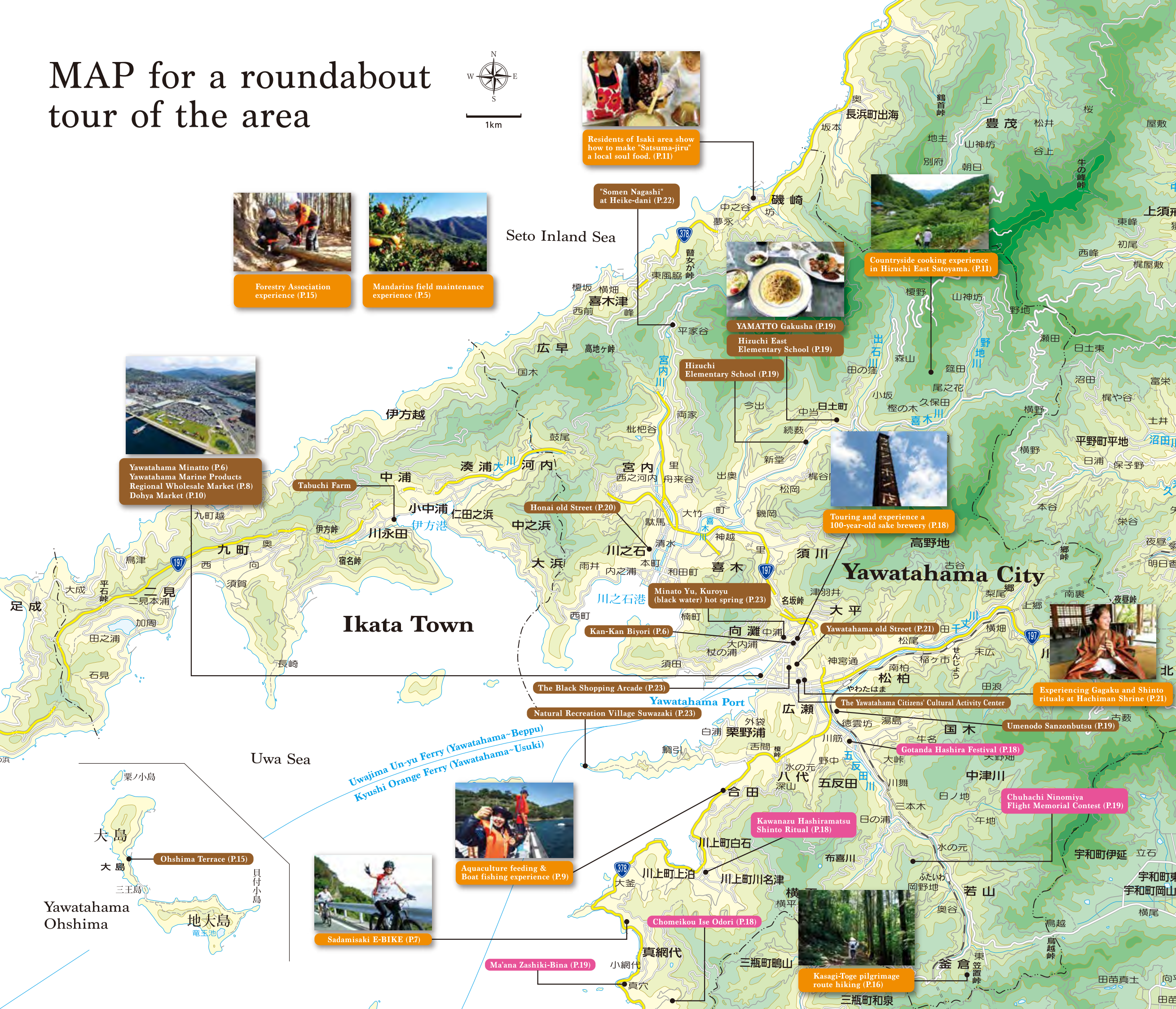




# MAP for a roundabout tour of the area



Let's take a slow, easy round tour.



Forestry Association experience (P.15)



Mandarins field maintenance experience (P.5)



Residents of Isaki area show how to make "Satsuma-jiru" a local soul food. (P.11)

"Somen Nagashi" at Heike-dani (P.22)



YAMATTO Gakusha (P.19)

Hizuchi East Elementary School (P.19)



Countryside cooking experience in Hizuchi East Satoyama. (P.11)



Yawatahama Minatto (P.6)  
Yawatahama Marine Products Regional Wholesale Market (P.8)  
Dohya Market (P.10)



Touring and experience a 100-year-old sake brewery (P.18)



Experiencing Gagaku and Shinto rituals at Hachiman Shrine (P.21)



Aquaculture feeding & Boat fishing experience (P.9)



Sadamisaki E-BIKE (P.7)



Kasagi-Toge pilgrimage route hiking (P.16)

- Explanatory Notes**
- Experience
  - Tourist attraction
  - Traditional event



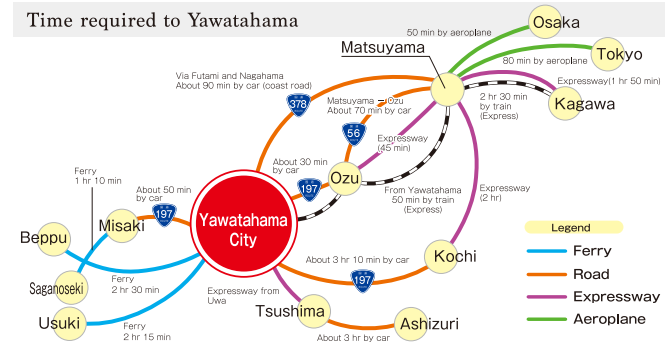
# Staying over night in Yawatahama.



Accommodations	
A Kijutei Baaba no Yado	Tel: +81-894-22-0866
B CODATERU	Tel: +81-894-21-2629
C Sanwa Business Hotel	Tel: +81-894-24-3838
D Super Hotel Yawatahama	Tel: +81-894-20-9000
E Seiya Ryokan	Tel: +81-894-22-0009
F Taisho-yu Baths	Tel: +81-894-21-2033
G Nagisa Ryokan	Tel: +81-894-36-2432
H New Hotel Toyo	Tel: +81-894-23-1414
I Harbor Plaza Hotel	Tel: +81-894-22-0022
J Business Hotel Suisen	Tel: +81-894-37-2182
K Business Hotel Yamaki	Tel: +81-894-36-3370
L Business Ryokan Mikotoen	Tel: +81-894-24-0894
M Port Side Hotel Seto	Tel: +81-894-22-0264
N Matsue Ryokan	Tel: +81-894-22-0326
O Mikan-no-Sato accommodation "Mandarin"	Tel: +81-894-24-1116
P Minshuku Chidorinoso Kaze-no-Ki	Tel: +81-894-23-1736
Q Minshuku Kimura (at Ohshima)	Tel: +81-894-28-1073
R Yawatahama Century Hotel Ito	Tel: +81-894-22-2200



## Yawatahama Ohshima, A soothing paradise



**Airport Shuttle bus**

**Matsuyama Airport-bound schedule**

JR Yawatahama Station	JR Ozu Station	Head Office of Kohnan Kanko Bus	Uchiko Interchange approach	Matsuyama Airport
1 5:30	5:51	5:59	6:10	7:00
2 7:10	7:32	7:40	7:52	8:45
3 9:20	9:42	9:50	10:02	10:55
4 11:50	12:12	12:20	12:32	13:25
5 14:50	15:12	15:20	15:32	16:25
6 16:30	16:52	17:00	17:12	18:05

**Inquiry : Konan Kanko Bus, TEL : 0893-25-0045**

**Airport Shuttle bus fare** \*Arrive at Matsuyama Airport

One way	Adult	Children	Fare on presenting Handicapped Notebook
From Yawatahama	¥2,800	¥1,000	¥1,000
From Ozu	¥1,800	¥900	¥900
From Uchiko	¥1,500	¥750	¥750

**Limited Express schedule from JR Yawatahama Station**

Bound for Matsuyama		Bound for Uwajima	
hour	min.	hour	min.
5	58	6	35
6	-	7	37
7	07	8	59
8	12	9	55
9	17	10	-
10	27	11	05
11	17	12	16
12	27	13	14
13	26	14	11
14	30	15	16
15	28	16	14
16	33	17	18
17	41	18	19
18	39	19	39
19	39	20	26
20	50	21	34
21	52	22	39

**Yawatahama-bound schedule**

Matsuyama Airport	Uchiko Interchange approach	Head Office of Kohnan Kanko Bus	JR Ozu Station	JR Yawatahama Station
1 9:30	10:20	10:32	10:40	11:05
2 11:50	12:40	12:52	13:00	13:25
3 13:40	14:30	14:42	14:50	15:15
4 14:40	15:30	15:42	15:50	16:15
5 17:10	18:00	18:12	18:20	18:45
6 19:20	20:10	20:22	20:30	20:55

**Airport Shuttle bus fare** \*No need for reservations due to regularly scheduled service

Coupons (5 adult fare tickets)	Adult
From Yawatahama	¥9,000
From Ozu	¥8,100
From Uchiko	¥6,750

**Yawatahama port ferry timetable**

Yawatahama ⇄ Beppu			Yawatahama ⇄ Usuki		
Leaves Yawatahama	Arrives Beppu	Ferry company	Leaves Yawatahama	Arrives Usuki	Ferry company
00:20	03:10	Uwajima	01:15	03:40	Kyushi
06:20	09:10	Uwajima	02:50	05:15	Kyushi
10:15	13:05	Uwajima	05:50	08:15	Uwajima
13:00	15:50	Uwajima	08:40	11:05	Kyushi
17:25	20:15	Uwajima	09:40	12:05	Uwajima
20:30	23:20	Uwajima	11:45	14:10	Uwajima
			12:45	15:10	Kyushi
			14:35	17:00	Kyushi
			15:35	18:00	Uwajima
			17:40	20:05	Uwajima
			18:45	21:10	Kyushi
			21:00	23:25	Kyushi
			22:00	00:25	Uwajima
			23:50	02:15	Uwajima

**Transportation in Yawatahama**

Taxi	Rent-a-car	Bus	Rail
Atom Taxi	TEL: 0894-22-0033		
Sumire Taxi	TEL: 0894-22-0250		
Fuji Taxi	TEL: 0894-23-1000		
Marunouchi Hassei Kotsu Yawatahama	TEL: 0894-22-4500		
Marunouchi Hassei Kotsu Honai	TEL: 0894-36-0034		
Isotsu Taxi	TEL: 0894-22-4500		
Edel Rent-a-Car	TEL: 0894-36-2661		
Rent-a-Car Japan Yawatahama	TEL: 0894-24-1335		
JR Station Rent-a-Car	TEL: 0894-22-0495		
Toyota Rent-a-Car	TEL: 0894-47-1100		
Mihara Sango DD Yawatahama	*Toll-free TEL: 0120-490-109		
Iyotatsu Nan'yo Bus	TEL: 0894-22-3200		
Uwajima Jidosha Co., Ltd.	TEL: 0894-22-2400		
JR Shikoku Bus	TEL: 089-941-0489		
Konan Kanko Bus (Ozu)	TEL: 0893-25-0045		
JR Station Yawatahama	TEL: 0894-22-0495		

**Reservations and enquiries**

**Uwajima Un-yu Ferry** [Yawatahama] tel: (0894) 22-2100 [Beppu] tel: (0977) 21-2364 [Usuki] tel: (0972) 63-5118 Website: www.uwajimaunyu.co.jp

**Kyushi Orange Ferry** (Open 8:30 to 18:00) Car and passenger reservations [Yawatahama] tel: (0894) 22-5094 [Usuki] tel: (0972) 62-5844 Truck reservations [Yawatahama] tel: (0894) 22-1070 [Usuki] tel: (0972) 62-4446 Website: www.94ferry.co.jp

**Liner Information (Yawatahama ⇄ Ohshima)**

From Yawatahama → Arrival at Ohshima	From Ohshima → Arrival at Yawatahama
① 6:50 → 7:12	7:30 → 7:52
② 11:30 → 11:52	13:30 → 13:52
③ 16:00 → 16:22	16:40 → 17:02

**Fees:** One way : Adult 710 yen / Children 360 yen (valid on the day only)  
 Round trip : Adult 1,350 yen / Children 690 yen (valid for 2 days)  
 \*One child under elementary age free when accompanied by an adult  
 \*Refunds: ask for refund within the date that the ticket is valid (handling charges apply)  
 Bicycles : 210 yen / Mopeds (under 125cc engine) : 410 yen

**Inquiries about scheduled boat service**  
 Tanaka Transportation, Tel: +81-894-22-0757

### Ohshima Terrace, Toshiaki Norimatsu

"Ohshima," the only populated island within the City of Yawatahama, a 22-minute boat ride, is a paradise of healing. The view of the mikan fields on the mountain-side is a sight to see. At "Ohshima Terrace," where you can get information and a meal at the only available cafe on the island, the friendly people greet you with a smile, and you can savor the "island meal" made by the women with local ingredients. By now, you should feel that you are back home in the country. How you spend your time on the island is up to you. Forget the usual hustle and bustle, and try cycling or fishing, and spend a leisurely "island time," refreshing both body and soul.



### Ohshima Terrace

The new sightseeing base of Ohshima. You can rent bicycles and nordic walking poles here. Take a leisurely, exhilarating stroll along the seacoast on the single road to Ryuoh Shrine.



### Shima Café (Island Café)

Business Hours : 9:00 to 17:00  
 Closed : Every Tuesday (Next day if it is a holiday), New Year holidays  
 \*May close due to island events, festivities or inclement weather  
 \*Meals provided from 11:00 onwards  
 Inquiry/Booking : Ohshima Terrace & Shima Café, Tel: +81-894-28-1033

### The Houses Along the Street on Ohshima

Since there is no traffic on the narrow pathways between the houses, you should feel safe enough. Houses typical of this island extend from the boat docks to the Ohshima Industry Promotion Center.



### Pseudo-techylite

This is called the "fossils of earthquakes," formed when the bedrock is quickly destroyed.



### Angel Road

When the tide ebbs, a pathway appears, you can walk to Katsuki-kojima!



### Road connecting San-noujima and Jino-Ohshima

It is purely exhilarating to cycle on the road just above sea-level, along the clear transparent deep green sea!



### Something else to try out !

### Forestry Association experience

#### In this program you will experience forestry work for beginners.

You will go to where the members of the forestry Association are at work and learn about what they do; a hands-on experience using saws and chainsaws. Through these activities, learn about the importance of maintaining a rich, verdant forest and the role of the forestry association.

Price per person : 5,060 JPY (tax included)  
 Minimum number of participants : 4-10 persons  
 Available period : All year  
 Time of experience : 9:15-13:00 (Including lunch making experience)  
 Site of experience : Work site in Yawatahama  
 Assemble/end of the course site : JR Yawatahama Station  
 Things to bring : Clothes and shoes for work, Hat/Cap, Towels, Drinks  
 Remarks : Another menu will be available in case of rain  
 Inquiry/Booking : Yawatahama Hometown Tourism Corporation  
 Tel: +81-894-22-0855 (available 9:00-17:00 weekdays only)



A view of the activities

#### <What you will do>

You will actually use a chainsaw and a saw, mow the undergrowth, and chop wood. A barbecue is planned for lunch. Note that the actual activities may vary with the seasons and the weather.

#### Members of Hachinishi Forestry Association

In the fresh air of a mountain that you would not usually think of entering, we would like to tell you about the work of the Forestry Association and the necessity of tree thinning and its methods. We endeavor to support everyone so that even the most inexperienced person can enjoy the activities.





Experience Yawatahama **Kasagi Pass pilgrimage route hiking**

A guided hiking tour along the "The Yawatahama Road over Kasagi Pass Crossing," which was designated as a national historic site in 2017. Walking along this road which was used as a pilgrimage route, as a Change of Attendance Route during Edo Era and also by the local populace as an everyday lifeline, you can reflect on its history as well as soak in the verdant nature.



There are five plans: Lunch set plan; half-day (morning, afternoon) plans, environmentally friendly (no cars) train-based (morning, afternoon) plans. Select the plan that best suits your traveling arrangements.

	lunch set plan	AM or PM plan	from station, AM or PM plan
Time of experience	10:00-14:00	AM plan: 8:30-12:00 PM plan: 13:10-16:40	AM plan: 9:00-12:20 PM plan: 13:00-16:30
Price per person including tax	For 2 persons: <b>11,500 JPY</b> For 3 persons: <b>9,000 JPY</b> For more than 4 persons: <b>8,000 JPY</b>	For 2 persons: <b>8,800 JPY</b> For more than 3 persons: <b>7,000 JPY</b>	<b>6,000 JPY</b>
Assemble / end of the course site	JR Yawatahama station or Yawatahama port *Go to the starting point of the trail by taxi		Assemble: JR Futaiwa station End of the course: JR Iwaki station
Included in the price	Guide fee, Transfer taxi fare, Lunch fee, Rental fee for pilgrims, Insurance fee	Guide fee, Transfer taxi fare, Sweets bill, rental fee for pilgrims, Insurance fee	Guide fee, Sweets bill, Rental fee for pilgrims, Insurance fee

\*Since you walk slowly on a mountain road of about 4 km, you don't need full-fledged mountaineering shoes, but sandals and boots are not allowed.  
\*Please bring your own beverage.\*The price includes the rental fee for pilgrims. \*Depending on the season, pit viper may come out, so please participate in long pants.

**"Sankin Kotai (a Change of Attendance Route)" was...**

a policy of the Tokugawa shogunate during most of the Edo period of Japanese history. It required more than 250 feudal lords (Daimyo) nationwide to alternate living for a year in their domain and in Edo, the capital. It played a role to decrease each domain's military force by making them pay the travel fee to Edo and the staying cost in Edo as well as taking hostage in Edo. It is said that Kasagi Pass was used when feudal lords returned to their domain.

**The "Pilgrimage Road (Henro-michi)" is...**

a 1,400km long route connecting the various temples and shrines associated with Kukai (also known as Kobo Daishi). Application for World Heritage Site as "Shikoku Eighty-eight Religious Sites and Pilgrimage Road" is currently being readied. Born in Kagawa Prefecture in 774, Kukai undertook rigorous training at Mt.Ishizuchi, Mt.Ohtaki-dake, and at Cape Muroto, all within his native island of Shikoku. Later he was sent to China as an envoy, where he studied esoteric Buddhism, and on his return, entered Mt.Koya-san in 835, where he attained "nyuju (state of deep eternal meditation)" at the age of 62. For his achievements, he was awarded the title "Kobo Daishi" from the emperor. The Shikoku Pilgrimage started as a way to follow in his tracks; it is now thought to be more for "good fortune and warding off evil spirits," and praying for "good marriage." In fact, the journey of visiting all the 88 sites has become the aim itself and we now see many people from other countries.

**Inquiry/Booking**

Yawatahama Hometown Tourism Corporation  
Tel: +81-894-22-0855 (available 9-17:00 weekdays only)  
1-1-1 Kitahama, Yawatahama, Ehime, 796-8501, Japan  
URL : <https://yawatahama-kankou.com/>



**FAQ about these programs**

- Q : How early do I need to book this tour?  
A : In general, please contact us at least two weeks before. Please note that we may not be able to meet your expectations due to the circumstances of the host.
- Q : How long is the experience time?  
A : It depends on the experience, but basically it will take about 3 hours from the gathering to the dissolution.
- Q : What are your clothes and preparations?  
A : We will prepare the tools used for the experience. We will inform you about clothes and other preparations in advance.
- Q : What about rainy and stormy weather?  
A : Depends on the tour itself, we will contact you beforehand. Should you have any other questions or requests, please do not hesitate to contact us.



**Pass crossing roads of long, long ago**

At the border between the cities of Yawatahama and Seiyu, there is an old road at Kasagi Pass. Once you set foot in the deep mountain pass, there is verdant nature and a walk in the footsteps of the historic ancients.

**The Old Road at Kasagi Pass**

"The Old Road at Kasagi Pass" is the pilgrimage road of pilgrims visiting Shikoku from Kyushu. This pilgrimage road was used by pilgrim to go over the mountain for the access between Yawatahama city and the closest temple, Meisekiji Temple (the 43rd pilgrimage temple). During Edo Era, it was also used by Uwajima Domain for Sankin Kotai. "The Yawatahama Road over Kasagi Pass Crossing" is designated as National Historic Site in 2017 for its historical background of being used as a residential road since old times. In the local Futaiwa area, Kasagi Pass is counted as one of the "Futaiwa Hakkei" and has been popular for a long time. Currently, the members of the "Old Road Preservation Society members of Kasagi Pass" are protecting this historic road by removing stones and fallen trees that block the road.



"Kagotateba", the palanquin rest stop



"Henrobaka", the pilgrimage tomb

The Old Road at Kasagi Pass was used as the Change of Attendance Route during the Edo Era by the Uwajima lord. This is where the lord would get out of the carriage and give the attendants time to recuperate.

Along the pass crossing road, there are "tombs for pilgrims" who could not complete their journey; the names of where people came from include many from Kyushu, such as Higo, Hizen, and Bungo.



"Toge no Chaya", the tea house at the Pass

In the early Taisho Era, there were 2 tea-houses, selling teas, sweets, and various odds-and-ends. About 5km south, is the "Yamada Yakushi" (Zenkoku-ji Temple), one of the three major Healing Buddhas (Yakushi) in Japan, and on its spring festival fair day (April 8th), worshippers would come from all around.

**Selected as one of the "100 Selections of Historical Roads"**

A national historic site "The Yawatahama Road over Kasagi Pass Crossing," together with "Yoru-hiru Pass Crossing," "Mitsukue-Ohkan Michi," was used as a pilgrimage route and as a Change of Attendance Route, given this historical background, the road was selected as one of the "100 Selections of Historical Roads" by the Agency of Cultural Affairs in 2019.



Mountain pass road that still has the atmosphere of the old days

**"Kasagi Pass Ancient Tombs."**

A short walk from Kasagi Pass brings you to "Kasagi Pass Ancient Tombs." This is the oldest of this type of tomb in southwest Shikoku, built around the middle of the 3rd century to the early part of the 4th century. It is thought to be the tomb of the local "King" of the time. Excavation and research started in 1997, and from 2004 to 2009, restoration and preservations were done. It is possible that Kasagi Pass might have been used as early as the 4th century, to transport the "Ao-ishi" (green shist) to the burial chamber, since this stone is only found in Yawatahama. Standing on top of the tomb, you have a splendid view not only of the whole of the Uwa Basin, but also of the Uwa Sea and Sadamisaki Peninsula, and even Kyushu.

**Hiking Guide, Hiroko Takeshita**

In addition to historical sites, you can also enjoy animal and plants unique to Satoyama and the view of Uwakai and Uwa basin from the top of Kasagi Pass Ancient Tombs etc. I wish you to feel the history and the nature of each season by walking the same pilgrimage road as our ancestors did.



The view of Uwa basin from the top of Kasagi Pass Ancient Tombs



**Experience Yawatahama** **Touring and experience a 100-year-old sake brewery**

At "Ume-Bijin Brewery," they brew and sell a special sake, being particular about water, drawing it from a water vein 30m underground. You can tour the brewery building itself, which is designated as a registered Tangible Cultural Property; you can also sample their sake.



**Ume-Bijin Sake Brewery**  
**Hideki Ueda**

The people here traditionally have eaten a lot of white fish taken from the Seto Inland Sea and the Bungo Channel, which goes

well with sweet sake. Why not come, see and taste the sake?

Price per person : 2,640 JPY (tax included)  
Minimum number of participants : 2-10 persons  
Available period : May to November  
Time of experience : 1 hours between 9:00-17:00  
Site of experience : Ume-Bijin Sake Brewery  
Assemble/end of the course site :  
Assemble on-site, End of the course on-site  
Inquiry/Booking :  
Yawatahama Hometown Tourism Corporation  
Tel: +81-894-22-0855 (available 9-17:00 weekdays only)

**Town landscape, culture, that should be handed down to future generations**

People who left their imprint on Yawatahama. Quasi-western style buildings and red brick walls with an antique flavor. Events and festivals handed down through the ages. Each one tells a tale of the history of Yawatahama, and they are important items that should be preserved for future generations.



**1 City-Designated Tangible Cultural Property**  
**The former Wataro Shiraishi Western-style Residence**

Wataro Shiraishi, who made a name for himself through mining and spinning concerns during the Meiji Era, built this house with a mixture of Japanese and western features.



**2 Nationally Registered Tangible Cultural Property**  
**Ehime Silkworms (The former Nisshinkan)**

Established in 1884, this is the only company currently producing silkworm eggs in western Japan.



**Ehime Silkworms**  
**Masamichi Hyodo**

Historical buildings still in active use. Please take time to visit us!



**3 Nationally Registered Tangible Cultural Property**  
**Uchinoura Public Hall**

Built in 1937 as a public hall with a donation from the businessman Kin-ichi Nasu. Constructed with Western architecture in mind, there is an entrance hall with a porch in the center.



**4 Nationally Designated Natural Monument**  
**Pseudo-tachylite and metamorphic rocks from Ohshima, Yawatahama**

Pseudo-tachylite in Ohshima are seen in the metamorphic rocks about 500m long in the southern tip of the island, making it the largest in Japan.

**Traditional events**



**1 Prefecture-Designated Intangible Folk Cultural Property**  
**Kawanazu Hashiramatsu Shinto Ritual**  
(Shinto ritual using pine tree pillar held in Kawanazu area)

This Shinto ritual event is held on the third Saturday to Sunday of every April. It was originally started during the Edo era to drive out an evil spirit that kept bringing fire disasters in the region. 20m tall log of pine tree brought from the local forest is set in the middle and a man who acts as a demon climb up the log to the top carrying a torch (flambeau) on his back. Quite a spectacular scene to watch.

**2 Prefecture-Designated Intangible Folk Cultural Property**  
**Gotanda Hashira Festival**  
(Festival using pillars held in Gotanda area)

An festival at "Ohji-no-mori Park" in Gotanda area on August 14th. This is an event to placate the spirit of a mountain priest who died from friendly gunfire. An "asagi basket" (hemp basket) is tied to a 20m column, lighted torches are thrown at the basket until the basket is set on fire, which may take many nights.



**3 Prefecture-Designated Intangible Folk Cultural Property**  
**Chomeikou Ise Odori (Long-life Society Ise Dance)**

The Ise Dance is reputed to have started with the spread of the Ise faith during the early Edo Era under the patronage of Hidemune Date, Lord of Uwajima. This dance is currently held only in Anai area of Yawatahama. Held on January 11th of the lunar calendar, it is also held every month on the 11th, with local seniors dancing under the name of "Chomei-ko" (Long-life Society), praying for long life. This is a valuable traditional event preserving and continuing the old style.



**4 City-Designated Intangible Folk Cultural Property**  
**Ma'ana Zashiki-Bina**  
(The Girls' Festival in Ma'ana area)

It is a traditional event to celebrate the first festival of the eldest daughter by decorating with dolls on April 2nd and 3rd. Bonsai and different ornaments as well as dolls are displayed in a garden especially made for this event.



**5 Honoring the Accomplishments of Chuhachi Ninomiya**  
**Chuhachi Ninomiya Flight Memorial Contest**

This festival is held on the 29th of April every year to praise his achievements of Chuhachi Ninomiya. He succeeded in a flying experiment of rubber band powered model plane 12 years before the Wright brothers successful flight.



**Learning About the Great Men of Yawatahama**

A masterpiece of wooden modernist architecture

**Masatsune Matsumura (1913-1993)**

Born in Ehime Pref. in 1913, graduated from Musashi High Technical School in 1935. After working at Tsuchiura Kameki Architectural Office in Tokyo, gained a position in the municipal office of Yawatahama in 1947, and for the next 13 years before leaving the post, designed some 30 public facilities. These are wooden structures designed on modern architectural plans, with an open-airiness and cheerful lighting that are symbolic of the post-war democracy in Japan. After leaving this position in 1960, he opened an architectural office in Matsuyama, and not only designed many buildings but was also involved in social activities, and was active in the preservation of the Matsuyama Branch of the Bank of Japan (designed by Uheiji Nagano). He remained fully active until his death in 1993.



**10 The former Library**

The former library designed by Masatsune Matsumura was built in 1951. Matsumura's philosophy in design and architecture can be seen in this building as well.



**11 Kawanouchi Elementary School**

The school was a constructed on a planar configuration; ingenuity can be seen in the use of natural lighting. The school was closed in 2015.



Leading architect of the Hassei district

**Yasuichi Kimura (1886-1973)**

Born 1886, Yawatahama. When drawing architectural blueprints was still rare, he designed many public buildings for his local area and Oita Pref. The existence of these blueprints became known when 129 of these valuable blueprints were recently discovered. These included blueprints for former "higher" elementary schools, "elementary" schools, theaters, movie theaters, factories, bridges, and private houses. Local people with strong interests in him and those in the architecture business set up "Technician Yasuichi Kimura Kenso-kai" (a commemorative society), the discovery of the building tag, it was confirmed that Hizuchi East Elementary School and furthermore, the old West building of Hizuchi Elementary School were both of his design.



**12 Hizuchi East Elementary School**

Designed by Yasuichi Kimura. Until its closure in 2014, it served not only the children but was also a meeting place for the local populace. Nowadays, the building is being used for new uses.



A forerunner in the discovery of powered flight

**Chuhachi Ninomiya (1866-1936)**

Born 1866, Yawatahama. Full of curiosity from when he was young; he made his own kites, his original designs surprised and won the praise of everyone. It is said that these experiences led to his making airplanes.



On maturing, observing the clever use a crow's wing, he discovered the principles of flight, and spent all his time in research of flight. Taking a hint from a ship's screw propeller, he designed a propeller, 3 wheels for taxiing, sliced the rubber tubes of a stethoscope to provide propulsion power, and completed the first model of the "crow type model plane." On April 29th, 1891, at the Marugame Training Grounds, though only of 10 meters, a test flight was successful. This was 12 years before the Wright brothers succeeded in America; this was a harbinger of the present-day principles of powered-flight that proved successful for the first time in Japan. Later, he appealed to the armed forces many times to complete a bi-plane that could fly free, "beetle-type flight device," but lost out at the last moment to the Wright brothers; afterwards, he left the field completely. When Chuhachi was absorbed in his research on flight, Japan still did not have electricity nor sufficient power sources. Despite these handicaps, his dedication led to his being called "the father of Japanese airplanes" or "the real inventor of powered flight." The City of Yawatahama honors Chuhachi Ninomiya's great achievement on April 29th with a "Flight Memorial Tournament" every year.





# A tour of the past hundred years. A leisurely stroll through the town.

## Honai, an Enterprising Nature with a historical past

The Honai district, in the City of Yawatahama, was the first in Ehime to have a bank, the No.29 National Bank; it was also the first to have electrical lighting. From the end of the Edo Era to the early Showa Era, the had a thriving sea trade, spinning, Japan tallow (wax extracted from sumac berries), mining, silkworm production industries, with a well-earned moniker as the Manchester of Shikoku.



The Kawa-no-ishi Factory of Toyo Boseki



The picture is of the "new" port, circa mid-1950's-60's

## Yawatahama, Where an old town atmosphere prevails

From around the middle of the Meiji Era, Yawatahama thrived as a transfer port between Osaka and Kyushu, and was called the "Osaka of Iyo." Kimono traders, drapery (cotton, hemp fabric) traders, wax makers, and the brewing industry were most prominent, the whole town thriving with the various traders coming from all across the country.

**The former Sojuro Utsunomiya Residence**  
At first glance, it looks Japanese style, but it is a Japanese-Western eclectic building with a fireplace inside.

**Kotohira Shrine**  
Known for its cherry trees in spring and the turning of the leaves in autumn.

**Kotohira Red Brick Alley**  
Red bricks, the symbol of Western culture, are used on the walls of this area. This narrow alley retains the sense of the Meiji Era.

**The former Wataro Shiraishi Western-style Residence**  
A symmetrical quasi-western style building of the Meiji Era. There is a map of the world decorating the ceiling of the entrance hall. You can see the mastery of the plasterer and carpenters of the past.

**Kawaishi Shoyu**  
Established 1919. The stucco decoration on the rising arch "mukuri roof" adds a dignified appearance. There is a faint trace of the letters "Kawaishi Shoyu" on the red brick chimney.

**Kakio Tomizawa**  
Started composing with "Bimeiseginsha," a haiku composing club. Advocated "seasonless" haiku, composing innovative poems, and becoming a leader in the new haiku movement.

**Ehime Silkworms (The former Nisshinkan)**  
Built in 1919, this huge three-storied wooden structure is still in use as a silk spinning factory. As a valuable industrial heritage, the entrance hall and office wing, the first and second silkworm rooms were designated as nationally registered Tangible Cultural Property.

**The former Toyo Boseki Loading-Unloading Docks**  
Where raw cotton and coal were off-loaded from "motor-powered vessels" waiting offshore.

**Bluestone Shore**  
A coast line paved with the bluestones. This area was also used as a canal. The "Miyuchi River Bluestone River Dike" is designated as a Civil Engineering Heritage Site.

**Sashima brick ("Karami" brick)**  
On the offshore island of Sashima, there used to be a copper smelter where the slug from smelting "karami" was hardened to form bricks.

**Monument at Wada Bridge**  
The old bridge that was destroyed in the 1999 typhoon. Now rebuilt using regenerated granite.

**Mokkin Road**  
It is a 350m long wooden promenade.

**The Former Toyo Boseki Red Brick Warehouses**  
Uwa Boseki (later Toyo Boseki), was the first spinning company established in Ehime in 1887. It was also the first to have electrical lighting on Shikoku. Only the red brick warehouse remains after the closing of the factory in 1960. It stands as an industrial heritage site of the glory days of the Kawanoishi.

**Minase Bridge**  
The main pillar acted as a lantern at the time of completion of this bridge in 1933. It was used for a movie shot for its good location.

**Nabeju Shoten**  
A beautiful white-walled building with a magnificent corbel. A water pattern thought to ward off fire is carved on a huge single "Keyaki"(Japanese zelkova tree) board.

**Funa Tsunagi-Ishi (A Stone Bollard)**  
The area around the stone bollard was a seaport, with many trading ships tied to this bollard. With the area now completely reclaimed, only the stone bollard is a reminder of the past.

**The Takahashi Residence**  
A beautiful "Sukiya-zukuri" style building, bringing back nostalgic memories.

**"Jizaiku-Konya" Wakamatsu**  
A dyeing shop of long standing, established in 1822. If you are lucky, you may observe dyeing in progress.

**The Seiji Kikuchi Residence**  
The house is the birthplace of the first honorary citizen of Yawatahama, the first postwar mayor Seiji Kikuchi, and is designated as a cultural asset of the city.

**Susaki Hachiman Shrine**  
Around 717, a fisherman found a Hachiman statue that gave off a divine light at the river edge. Reputedly, the Susaki Hachiman enshrines this statue.

**Daihouzenji (Daihouji-Temple)**  
An eminent Buddhist monk of the Rinzai School, Kasan Nishiyama served as the head monk in this temple. Kan-non Hall was modeled after Ginkakuji Temple in Kyoto, and a wooden statue by the sculptor, Hiraokushi Denchu, are notable properties of this temple. The carefully placed bluestone stonewall attests to the diligence of people past.

**Takada Sakan, master plasterer**  
This pseudo-western style building is representative of the early Showa Era. The medallion with relief plaster picture gracing the front is the work of "Tsuruichiro Takada," who was a leading plaster decorator of the prefecture at the time.

**Sakamoto Dental Clinic**  
This joint-effort sign board between a sculptor and a Buddhist monk is a sight to see.

**Hachiman Shrine**  
Of the 25,000 Hachiman Shinto shrines in Japan, this shrine is the 4th oldest. The "Empou Gate" (erected 1678) is reputedly the oldest in Ehime, there are many things to fascinate you, such as the bluestone sculptures, and the child-bearing dogs.

**Birthplace of Chuhachi Ninomiya**  
On April 29, 1891, He succeeded in the first flight test of a powered model airplane in Japan.

**Honai Volunteer Guide Tsuguhiko Yano**  
This quasi-western-style former residence was built by the businessman Wataro Shiraishi, who made a name for himself in mining; you can see the sophisticated technique of the master plasterers of the times. Also, along the old town of the Honai district, you can see the development of the main industries of the times, such as the shipping, banking, spinning, and mining industries. Why not travel through time with us?

**"Gagaku experience" 3 days camp course**  
Price per person (tax included) : 50,000 JPY  
\*Including the fee for flute or Hichiriki which you can bring with you after the course.  
\*For Sho, including rental fee. Please consult us for purchase.  
\*Accommodation fee is not included.  
Minimum number of participants : 1 to 3 persons  
Available period : From February to November, at times when shrine is not crowded (please consult us)  
Time of experience : AM plan: 9:00-12:00 PM plan: 13:00-16:00  
Site of experience : Hachiman shrine  
Assemble/end of the course site : Hachiman shrine  
Remarks : It can be extended, 12,000 JPY / day / person

**"Shrine experience" 1day course**  
Price per person (tax included) : 15,000 JPY  
\*Including costume fee, lunch fee (Champon), instrument rental fee, Ema (wooden plaque) fee, etc.  
Minimum number of participants : 1-5 persons, up to 15 for a group  
Available period : From February to November, at times when shrine is not crowded (please consult us)  
Time of experience : 9:00-16:30  
Site of experience : Hachiman shrine  
Assemble/end of the course site : Hachiman shrine  
Inquiry/Booking : Yawatahama Hometown Tourism Corporation  
Tel: +81-894-22-0855 (available 9-17:00 weekdays only)

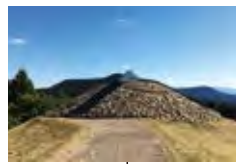
**Experiencing Gagaku and Shinto rituals at Hachiman Shrine**  
Various Shinto experiences at a shrine with a 1300 year history  
Founded in 717, the shrine gave its name to "Yawatahama." You can experience Gagaku (old Japanese court music) with a more than 1200-year history, "temizu (hand cleansing with water), "norito writing (ritual Shinto prayer offering,)" and "ema (votive picture) drawing."

**Hachiman Shrine Sadafumi Seike**  
I learned Gagaku from the professor of Shikibushoku Gakubu of the Imperial Household Agency for 10 years and was impressed by the wonderful Japanese traditional art. This course is created with the hope to make Shrine / Shinto deeply penetrated Japanese lifestyle known to everyone. Enjoy both playing and listening to traditional Japanese musical instruments, and dress in traditional Shinto attire; fun for both friends and family groups.



Mid 3rd to early 4th century  
**Kasagi Pass Ancient Tomb is constructed.**

Standing on top of the tomb, you have a splendid view not only of the whole of the Uwa Basin, but also of the Uwa Sea and Sadamisaki Peninsula, and even Kyushu. ☞ P.17



Meiji Era  
**Yawatahama, "The Osaka of Iyo"**

Yawatahama has thrived as a port, with trade with Nagasaki and Osaka, it was called the "Osaka of Iyo." ☞ P.21  
 Also, during this time, many modern industries began to thrive; for example, the first national bank in Ehime was established in the Honai district, the first spinning company on Shikoku was established, and currently, the only remaining silk spinning company in western Japan was set up. ☞ P.20



1891 (Meiji 24)  
**First successful flight by Chuhachi Ninomiya.**

In 1889, when Ninomiya was serving in the army, by observing crows, he discovered the principles of flight, and started his research on powered flight. He completed construction of a working model of a rubber-band powered crow-like plane, and on April 29th, 1891, he successfully flew it. In commemoration of the great event, Yawatahama holds an "Chuhachi Ninomiya Flight Memorial Contest" every April 29th. ☞ P.19



1918 (Taisho 7)  
**Start of trawl fishing**

Trawling is reputed to have begun when Akisaburo Yanagisawa of the former Ma'ana village, started using an engine-powered one-boat bottom dragnet. Later, in 1922, he started using two-boats to pull the net, which proved to be a big success. This set the method for trawling, which is still carried on in this area. ☞ P.8



717 (Nara Era)  
**Hachiman Shrine founded at this time.** ☞ P.21



1875 (Meiji 8)  
 Seiji Masaaki Kikuchi starts Osaka route shipping with the "Yawata-Maru."

1894 (Meiji 27)  
**Start of citrus growing**

Hyakujiro Ooie of Mukai-nada imported and cultivated 3,000 seedlings of mandarins, summer oranges, and navel orange from Chikugo, Kyushu. Since the climate of Yawatahama was suited for the cultivation of mandarins, its branches were later grafted onto the summer oranges and navel orange trees. ☞ P.4



1951 (Showa 26)  
 Inauguration of "Hizuchi East Elementary School," designed by Yasuichi Kimura. ☞ P.19

1954 (Showa 29)  
 Tanaka Transport starts regular ship route operations between Ohshima and Yawatahama. ☞ P.15

1956 (Showa 31)  
 Inauguration of "Hizuchi Elementary School Middle building," designed by Masatsune Matsumura. (East building inaugurated in 1958.) ☞ P.19



1935 (Showa 10)  
 Start of Municipality, with the merger of the town of Yawatahama, and the villages of Kamiyama, Senjo, and Shitada.

**Taisho (1912-1926)**

**Showa (1926-1989)**

1955 (Showa 30)  
 The City of Yawatahama merges with four villages, Hizuchi, Ma'ana, Futaiwa, Kawakami. The villages of Kisuki, Kawanoishi, Miyauchi, and Isotsu merge to form the new of Honai-cho.

1965 (Showa 40)  
 Uwajima Transport started operation of the first Shikoku to Kyushu ferry. (Yawatahama to Usuki).

1970 (Showa 45)  
**Start of "Somen Nagashi" at Heike-dani**

Heike-dani (Heike Valley) is a beautiful area with mountain streams and native forests, and the seasonal changes are quite evident. You can experience a mystical therapeutic stroll along the 2km promenade. The "Heike-dani Somen Nagashi" is now a summer event of the city, annually attracting a large number of people.  
 \*Somen Nagashi (fine white noodles flowing down open funnels)



1982 (Showa 57)  
**Completion of "Natural Recreation Village Suwazaki"**

Located on a small cape along the coast south of Yawatahama City center. Along the 2km promenade, seasonal flowers such as cherries and camellias fill you with the sense of nature itself. At the head of the cape, you can see the white monument to the fish spirits, and the view of the Uwa Sea and the islands are some of the attractions of the cape.



2016 (Heisei 28)  
**Opening of "Minato Yu," Kuroyu (black water) hot spring.**

This is the first black water hot spring (Moor springs) of the Chugoku/Shikoku region, with a very unusual black appearance, good for retaining moisture and body temperature, and keeping the skin smooth, so that it is called the "bath for beauties."



2017 (Heisei 29)  
**"The Black Shopping Arcade"**

With the opening of the "Minato Yu," Kuroyu hot spring, the "Shinmachi Shopping Street," which has a long arcade, is counting on the "blackness" theme to revitalize the town. A black champon noodle, a black manju (bean-jam filled bun), a black postbox, among other "black" items; there is "blackness" everywhere in this shopping area.



2005 (Heisei 17)  
 Former City of Yawatahama and former Honai-cho merged to form the new City of Yawatahama

2013 (Heisei 25)  
**Opening of "Yawatahama Minatto," the roadside station Minato Oasis.**

This facility is composed of three areas: in "Agora Marche" which has eat-in facilities, they sell products made with locally produced ingredients, the "Dohya Market" where locally taken fresh fish are sold, and the "Minato Koryukan (Community Center)" which provides local information and is the center of local activities; it is the center of town sightseeing and the new symbol of the city. In the adjacent green park, there is a boardwalk along the seaport, where you can see the terraced mikan fields across the bay. ☞ P.6



**The town, the people, and their lifestyle**  
**The hundred years of living together**

Yawatahama was once called the "Osaka of Iyo," with a thriving seaborne trade business between Kyushu and Kansai during the Meiji Era. Also during this period, ore mining, sea trading and the silk spinning industries developed, which have left an elegant legacy in the landscape of the city. There are the "terraced fields of Mukai-nada," which was selected as one of the 88 Shikoku Scenic Sights, and the roadside station "Yawatahama Minatto," Minato Oasis with more than a million visitors annually, which play a central role in preserving the scenes, the lifestyles of the region, and making it possible to meet with the people of the town that we would like to preserve for future generations.

2017 (Heisei 29)  
 "The Yawatahama Road over Kasagi Pass Crossing" was designated as National Historic Site. ☞ P.17

2018 (Heisei 30)  
**Designated as one of the "Shikoku 88 View Spots."**

"Terraced Fields of Mukai-nada in Yawatahama" was designated as one of the "Shikoku 88 View Spots." These terraced fields built on stone steps stretching across the mountain slope grow various kinds of citrus fruits, offering a stunning contrast between the deliciously fragrant white flowers of May and the orange clusters of ripe tangerines in autumn against the azure skies and seas and white stone walls. ☞ P.4



2019 (Heisei 31)  
 Citrus farming system in Ehime/Nan'yo region was recognized as "Japanese Agricultural Heritage" ☞ P.4

2019 (Reiwa 1)  
 The first "Dalemain World Marmalade Awards & Festival in Japan" held in Yawatahama. ☞ P.6

2019 (Reiwa 1)  
 "The Yawatahama Road over Kasagi Pass Crossing" was selected as one of the "100 Selections of Historical Roads." ☞ P.17

2019 (Reiwa 1)  
 Business model "Journey through the town of mandarins and fish like a local" was recognized as "SAVOR JAPAN". ☞ P.11

2018 (Heisei 30)  
**Opening of "Ohshima Terrace," the new sightseeing base of Ohshima.**

Opened in August, 2018, this facility has become the new "symbol" of the island. You can see the characteristic "Ryuoh Yagura (Turret)" as you leave the scheduled ferry, and the wide-open terrace. It serves not only as a waiting room for the ferry, but also as an island information center and cafe, where islanders and visitors can mingle. ☞ P.15



The community that graced the title page

Hiking guide of Kasagi Pass pilgrimage road, Hiroko Takeshita (L) (p.16)	Honai Volunteer Guides Tsuguhiko Yano (p.20)	Hachiman Shrine, Sadafumi Seike (p.21)
Members of Hachinishi Forestry Association (p.15)		Ohshima Terrace, Toshiaki Norimatsu (p.15)
Ohsawa Tent Sheet Company, Tamako Ohsawa (L), Emi (R) (p.19)	*Related pages are shown in parentheses.	Ehime Silkworms, Masamichi Hyodo (p.18)
Jizaiku Konya Wakamatsu, Mr. Wakamatsu (p.21)		Old Road Preservation Society members of Kasagi Pass, Futaiwa (p.17)