

# Tsunagaru Guide

Chiba JAPAN 2025 - 2026



**MUJI**  
無印良品



## Introduction

When you visit a region, you are blessed with wonderful encounters.

People who provide color to daily life through agriculture, processed goods, and craft making.  
People who create new value with free spirits.  
People who circulate between regions and cities, regions and the world. And people and places that connect such individuals. Touched by strong feelings, you want to taste more of that region's charm and possibilities.

We want to share these countless encounters.  
We want them to serve as clues for visiting regions. From such feelings, Tsunagaru Guide was born.

The joy of connecting with regions, to you.



## 04..... Southern Area (Awa, Kimitsu, Isumi)

- Living in Harmony with Nature, Rooted in Community - Cultivation, Foraging & Community  
Naeme / Ryutaro Inoue
- Port Town Customs and Traditional Techniques - Young Craftsman Taking on Heritage and Innovation  
Kamogawa Maiwai - zome Suzuzen / Riki Suzuki
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- Direct Sales Store Walking with Fans - Specialty Tomatoes Connecting People and Farm  
NOLAND / Hiroshi and Misaki Ogawa
- Utilizing Peanut Shells Instead of Discarding - Chiba's Original Peanut Leather  
Kashiwa Leather / Akifumi Iijima
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Livestock



Agriculture



Brewery / Distillery



Processing



Crafts



Others



MUJI

**Visit**

Visit Available

**Visit Ex**

**Visit D.S.**

Visit Available During Experiences / Direct Sales Event

**Experiences**

Experiences Available

**SHOKOKU**

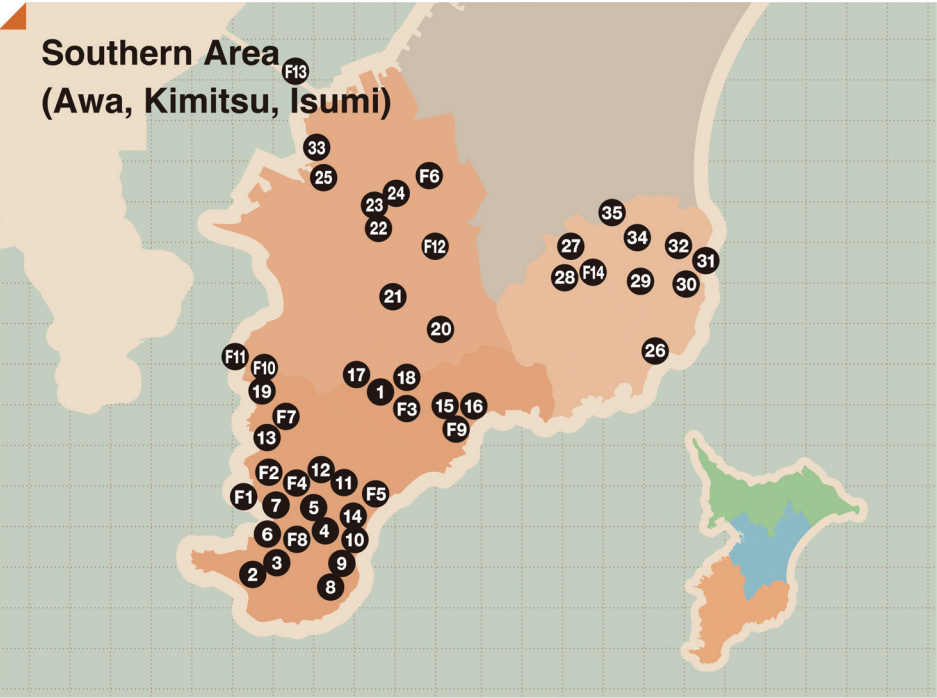
Available at MUJI Stores or Online

**Minnami**

Available at Sato no MUJI Minnami no Sato

Seven Features ① New Value ② Preserving Landscape ③ Connecting Businesses ④ Connecting Culture  
⑤ Diversity ⑥ Environmental Consideration ⑦ Regional Sustainability







# Living in Harmony with Nature, Rooted in Community

## - Cultivation, Foraging & Community

(Naeme / Ryutaro Inoue)

In the meadow-like fields and satoyama hills dotted with native species and broadleaf trees in Kamogawa City, Chiba, herbs, edible flowers, and foraged wild plants are cultivated without pesticides or chemical fertilizers. Known for their robust flavors and aromas, these products are highly regarded by top chefs and bartenders. Ryutaro Inoue, representative of Naeme, draws on nearly 20 years of experience in the gardening industry to manage his farm with a naturalistic, garden-like approach that prioritizes beauty over traditional concerns like harvest volume and work efficiency. At first glance, it looks like a simple meadow, but upon closer inspection, herbs are growing throughout. This approach has expanded to greenhouse cultivation and share farming, with cultivation, foraging, and community activities now taking place across three locations. I want to create a direct sales outlet and café, a supermarket handling local pesticide-free produce, and a community for people to gather, says Inoue. The naeme farmers stand, opened in a renovated traditional house, centers on herbs and edible flowers as a place to experience their possibilities and versatility. Visitors can casually enjoy lunch and cafe menus featuring fresh herbs and edible flowers, as well as purchase various herb-based products. Naeme's nature-focused initiatives are steadily expanding.



### 1.Naeme



[Herbs, Edible Flowers / Kamogawa City] [Visit](#) [Experiences](#)

Produces herbs and edible flowers without relying on pesticides or chemical fertilizers. Operates a direct sales outlet & cafe restaurant "naeme farmers stand".  
>> 1125-1 Hosono, Kamogawa City, Chiba Prefecture



Feature

① ② ⑥  
⑦



## 2. Anzai Farm



[Vegetables/Tateyama City] [Visit Ex](#) [Experiences](#) [SHOKOKU](#)

Direct sales of fresh vegetables grown with minimal use of pesticides and chemical fertilizers. Offers harvest and farming experiences guided by the farm owner.  
>> 864 Fujiwara, Tateyama City, Chiba Prefecture



Feature

① ② ③  
⑥ ⑦



## 3. Tateyama Gibier



[Game Meat / Tateyama City] [Visit](#) [Experiences](#)

Processes and sells meat from wild animals culled in Tateyama. Offering various game experiences including hunting processing cooking and crafts.  
>> 1163-5 Nishinagata, Tateyama City, Chiba Prefecture



Feature

① ② ④  
⑥ ⑦



## 4. Sudo Ranch



[Milk, Cheese / Tateyama City] [Visit](#) [Experiences](#) [SHOKOKU](#) [Minnami](#)

Pursues dairy cow happiness and studies feed research to reduce methane gas emissions exploring dairy farming innovations. Offering dairy experiences.

>> 337 Ando, Tateyama City, Chiba Prefecture

Feature

② ③ ④ ⑥ ⑦



## 5. Vegetus Group



[Vegetables / Tateyama City]

Serving as a bridge between farms and dining tables, they deliver curated box of regionally authentic seasonal vegetables, selected by Vegetable Sommelier.  
>> 251 Futago, Tateyama City, Chiba Prefecture



Feature

② ⑦



## 6. DEN-EMON Works



[Wildlife Leather / Tateyama City] [Visit](#) [Experiences](#)

Shop and workshop creating products that upcycle leather from wildlife culled to protect the local environment.

>> YANETATEYAMA 1F, 1625-25 Hojo, Tateyama City, Chiba Prefecture



Feature

① ⑥ ⑦



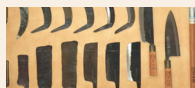
## 7. Tanaka Souichi Shouten



[Blades / Tateyama City] [Visit](#)

Hardware and fair trade store in a countryside setting with ocean views. Original Tanaka Special line includes various types of kitchen knives and farming tools.

>> 417-5 Minato, Tateyama City, Chiba Prefecture



Feature

③ ④ ⑦



## SHOKOKU RYOIN

Aiming to contribute to regional revitalization, we operate the direct-from-origin market "SHOKOKU RYOIN" in stores and on our EC site, connecting producers with customers and selling regional products. We handle items rooted in various regions throughout Japan, initiatives protecting environment and culture, and products addressing regional issues. While some items are limited in quantity or availability period, we deliver them directly from producers to customers along with their activities and thoughts.

>> Website Link





## 8.BOSO Oigura Distillerie

[ Rum / Minamiboso City ] [Visit](#) [Experiences](#)

Distillery that evolved from sugarcane cultivation in the rare warm climate of the Kanto region. Uses sweet flavorful organic sugarcane specifically for rum production.

>> 2967 Kitaasai, Chikura-cho, Minamiboso City, Chiba Prefecture

Feature

① ④ ⑥ ⑦



## 9.AWA RETREAT

[ Herbs, Wild Rice Shoots, Rice / Minamiboso City ] [Visit Ex](#) [Experiences](#)

Provides environment-focused retreats. Operates farms, herb gardens, home salon and sand baths. Offers experiences including rice planting and harvesting.

>> 2678 Seto, Chikura-cho, Minamiboso City, Chiba Prefecture



Feature

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## 10.AMBESSA & CO

[ Dried Fruits, Cakes / Minamiboso City ] [Visit](#)

Under the motto "PURE, NATURAL & SUSTAINABLE" creates dried fruits with minimal processing using organic materials. Shop made from natural materials.

>> 671-1 Shirako, Minamiboso City, Chiba Prefecture



Feature

② ⑥



## 11.Komooka Farm

[ Passion Fruit, Vanilla / Minamiboso City ] [Visit Ex](#) [Experiences](#)

Orchid cultivation farm that grows subtropical plants including passion fruit vanilla and pepper. Also offers flower arrangement experiences using local flowers.

>> 1353-2 Shushigayatsu, Minamiboso City, Chiba Prefecture



Feature

① ③



## 12.Hyakusho Yashiki Jiroemu

[ Eggs, Rice / Minamiboso City ] [Visit](#)

Fresh free-range fertile eggs and rice cooked in a traditional kamado served with vegetables at a reservation-only restaurant surrounded by satoyama nature.

>> 2011 Yamana, Minamiboso City, Chiba Prefecture



Feature

① ② ⑥ ⑦



## 13.Ogoya Farm

[ Vegetables / Minamiboso City ] [Visit Ex](#) [Experiences](#)

Cultivates Italian vegetables and Thai vegetables in an environment surrounded by mountains and sea using pesticide-free outdoor cultivation methods.

>> 727 Kushi, Minamiboso City, Chiba Prefecture



Feature

① ⑥



## 14.KAIGAN BREWERY

[ Beer / Minamiboso City ] [Visit](#) [Experiences](#)

French-born brewer renovated a traditional house and storehouse into a brewery. Engages in circular initiatives. Beers featuring yokai monster motifs are also distinctive.

>> 218 Anbaya, Minamiboso City, Chiba Prefecture



Feature

① ⑥



## 15.Nagai Shoten

[ Bonito Flakes / Kamogawa City ] [SHOKOKU](#) [Minnami](#)

Creates premium mackerel and bonito flakes using fresh mackerel and bonito landed at Minamiboso and Katsuura through traditional methods with time and care.

>> 190 Nukariya, Kamogawa City, Chiba Prefecture



Feature

③ ④ ⑥



# Port Town Customs and Traditional Techniques

## - Young Craftsman Taking on Heritage and Innovation

(Kamogawa Maiwai-zome Suzusen / Riki Suzuki)

Maiwai refers to kimonos distributed during good catch celebrations, a port town custom dating back over 200 years. Characterized by vivid colors and bold auspicious motifs like cranes and turtles, this traditional craft is designated as a Chiba Prefecture Traditional Craft. Suzusen established in 1925 continues to preserve these traditional techniques today. Fourth-generation Riki Suzuki initially had no intention of inheriting the family business and planned to become a company employee. When his second-generation grandfather passed away before graduation, he traveled to America while contemplating whether to continue the business. By chance he discovered a Maiwai-dyed large fishing flag made by his grandfather preserved in Monterey California which helped him make his decision. This connection dates back to pre-war times when Minamiboso fishermen successfully engaged in abalone fishing in Monterey, creating Maiwai-dyed items for good catch celebrations. Suzuki continues this exchange even replicating and gifting old Maiwai-dyed items found in America. Still in his mid-thirties Suzuki actively collaborates across industries creating cycling wear, geta sandals and bags. He also offers hands-on workshops for local elementary students and tourists approaching tradition with both preservation and innovation in a refreshingly modern way.



### 16. Kamogawa Maiwai-zome Suzusen

[Kamogawa Maiwai-zome/Kamogawa City] [Visit](#) [Experiences](#) [Minami](#)  
Continues the 200-year-old port town custom of Maiwai-kimonos. The workshop offers hands-on experiences dyeing traditional motifs like cranes and turtles.  
>> 211 Maebara, Kamogawa City, Chiba Prefecture



Feature

③ ④





## 17.FUSABUSA



[Seasonings / Kamogawa City] [Visit](#) [Experiences](#) [Minnami](#)

Boso-originated food brand creating harmony with nature through food circulation. Manufactures and sells sustainable processed foods utilizing regional resources.  
>> 638 Kamanuma, Kamogawa City, Chiba Prefecture



Feature

① ④ ⑥  
⑦



## 18.Takanashi Ranch



[Beef / Kamogawa City] [Visit D.S.](#) [Minnami](#)

Believes cattle health determines taste carefully raising 300 cattles in spacious barns. Continues pursuing deliciousness while winning numerous awards.  
>> 725 Yokoo, Kamogawa City, Chiba Prefecture



Feature

① ③ ⑥  
⑦



## 19.Kyonan Beer



[Beer / Kyonan Town] [Visit](#)

Brews beer using water from the symbol Mount Nokogiri and agricultural products like rice and lemons. Aims to showcase Minamiboso's rich nature and culture.  
>> 517-1 Yoshihama, Kyonan Town, Awa District, Chiba Prefecture



Feature

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## 20.Hunter Workshop Drive-In



[Game Meat/ Kimitsu City] [Visit](#) [Experiences](#)

Rare game meat theme park operated by local hunters. Processes and sells game meat operates a game meat buffet restaurant and sells hunting goods.  
>> 1765-9 Sasa, Kimitsu City, Chiba Prefecture



Feature

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## 21.Aozora Field Kitchen



[Vegetables / Kimitsu City] [Visit](#) [Experiences](#)

Serves fresh vegetables grown in satoyama as Italian full-course meals. A reservation-only restaurant where diners can feel the seasons under the blue sky.  
>> 421 Higashihikasa, Kimitsu City, Chiba Prefecture



Feature

⑥ ⑦



## 22.Tokyo Olive Project



[Olives / Kimitsu City] [Visit](#)

Aims for one million olive trees expanding fallow land restoration and job creation from Chiba nationwide. Offers olive grove tours.  
>> 913-2 Nemoto, Kimitsu City, Chiba Prefecture



Feature

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## 23.KURKKU FIELDS



[Vegetables, Eggs, Sausages / Kisarazu City] [Visit](#) [Experiences](#) [Minnami](#)

Complex facility offering experiences of agriculture, food, art and nature with circulation. Features solar power, water filtration systems and composting facilities.  
>> 2503 Yana, Kisarazu City, Chiba Prefecture



Feature

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⑦



## 24.Boso Bamboo Club



[Bamboo Crafts/ Kisarazu City] [Visit](#) [Experiences](#)

Shares bamboo crafting and musical instrument making techniques left by predecessors. Holds bamboo craft classes and expands the circle of companions.  
>> 433 Kusajiki, Kisarazu City, Chiba Prefecture



Feature

② ④ ⑥  
⑦





## 25.Chikusei – Bamboo Atelier of Star

[ Bamboo Crafts/ Kisarazu City ] [Visit](#)

Workshop handling various bamboo crafts including Boshu Uchiwa designated as national and prefectural traditional crafts. Advance contact required for visits.

>> 687 Sakurai, Kisarazu City, Chiba Prefecture

Feature

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## 26.Next Level

[ Wetsuits/ Katsuura City ]

Leading domestic wetsuit manufacturer with over 40 years of experience. All products handmade to fit customer's bodies loved by top surfers.

>> 1951-8 Hebara, Katsuura City, Chiba Prefecture



Feature

③ ④ ⑦



## 27.mitosaya

[ Distilled Spirits/ Otaki Town ] [Visit Ex](#) [Experiences](#)

Creates fermented and distilled products using fruits medicinal plants and herbs cultivated at their medicinal garden site plus natural gifts from partners nationwide.

>> 486 Otaki, Otaki Town, Isumi District, Chiba Prefecture



Feature

① ③ ⑥  
⑦



## 28.Cheese Factory Sen

[ Cheese / Otaki Town ] [Visit](#) [Minnami](#)

Craft cheese created using unique combinations of Japanese lactic acid bacteria and yeast winning numerous domestic and international awards.

>> 178 Babauchi, Otaki Town, Isumi District, Chiba Prefecture



Feature

① ⑥ ⑦



## 29.Hunt+

[ Game Meat / Isumi City ] [Visit](#) [Experiences](#)

Provides opportunities to face life and experience living through natural experiences in the hunting world. Also offers glamping and muntjac deer leather products.

>> 6229 Yamada, Isumi City, Chiba Prefecture



Feature

④ ⑥ ⑦



## 30.Kidoizumi Sake Brewery

[ Sake / Isumi City ] [Visit](#) [Experiences](#)

Continues traditional high-temperature yeast brewing using natural live lactic acid bacteria. Also produces natural brewing sake and aged sake.

>> 7635-1 Ohara, Isumi City, Chiba Prefecture

Feature

④ ⑥ ⑦



## 31.A'Culture

[ Land-Based Abalone Aquaculture / Isumi City ]

In Isumi City once known as an abalone production area engages in sustainable original land-based aquaculture to stably produce delicious domestic abalone.

>> 1885-2 Fukahori, Isumi City, Chiba Prefecture



Feature

① ④ ⑥  
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## 32.Isumi Kenko Farm

[ Eggs / Isumi City ] [Visit](#) [Experiences](#)

Small poultry farm by the sea providing fertile eggs from diverse chickens living freely. Offers chicken interaction and egg collection experiences.

>> 69 Wakayama, Isumi City, Chiba Prefecture



Feature

② ⑥ ⑦



## 33.Ogawa Fishing Net Shop



[Fishing Net Products / Kisarazu City] [Visit](#)

Founded in Showa 5 (1930) Ogawa Fishing Net Shop in Kisarazu City has supported fishermen's livelihoods by selling nets to coastal fishermen around Tokyo Bay. As fishing grounds decreased due to industrial land development and the fishing community aged leading to fewer fishermen the company sought new challenges. This led to the creation of Omiarai a body towel made from the same nets used for sardine purse seining. Known for durability longevity and excellent lathering with minimal soap, it offers an addictive comfort once tried. Derivative products include Amitawashi for dishwashing. This represents a unique product idea from this historic fishing town converting traditional livelihood tools into everyday household items.

>>1-4 Fujimi, Kisarazu City, Chiba Prefecture

Feature

① ③ ④ ⑦



## 34.Tsurukame Farm



[Rice / Isumi City] [Visit Ex](#) [Experiences](#) [SHOKOKU](#)

Creates vibrant rice using only natural forces without pesticides or fertilizers based on the philosophy of creating lifestyles rooted in natural harmony and circulation.

>>348 Fukaya, Isumi City, Chiba Prefecture



Feature

② ⑥



## 35.Takahide Ranch



[Milk, Cheese / Isumi City] [Visit](#) [Experiences](#)

Practices circular dairy farming by raising cattle with unique microbial-mixed feed and utilizing excrement for pastures and crops. Offers handmade cheese.

>>1339-1 Sugaya, Isumi City, Chiba Prefecture



Feature

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## F1.Roadside Station Tomiura Biwa Club

[Minamiboso City]

Chiba Prefecture's first registered roadside station. Features abundant original products using specialty Boshu loquats, and marché with fresh flowers and vegetables.

>>123-1 Aoki, Tomiura-cho, Minamiboso City, Chiba Prefecture



## F2.Boso no Eki Tomiura

[Minamiboso City]

Operating company that also runs sushi restaurants provides seafood through beachside grill restaurants, seafood bowl shops, and fish markets.

>>505-1 Fukana, Tomiura-cho, Minamiboso City, Chiba Prefecture





# Rice, Tangerines, and Satoyama Bounty -MUJI's Hub for Tasting and Enjoying the Region

(Sato no MUJI Minnamino Sato)

Around mid-August when crickets begin their whispers, the new rice season arrives in Kamogawa. The Nagasa region of Kamogawa is one of Chiba Prefecture's three major rice production areas. The clay soil and terrain surrounded by mountains create the foundation for growing delicious rice. This time feels a bit festive. Not only new rice, but citrus, grapes, sweet potatoes, chestnuts, pumpkins, and persimmons. The direct sales store at Sato no MUJI Minnamino Sato fills with crops that have survived summer. Around October, tangerine picking also begins. From late October, the very fragrant native edamame Kamogawa Shichiri begins to appear. At the adjacent Café&Meal MUJI, you can taste salad bars featuring such seasonal vegetables and Princess Sally rice, which is perfectly compatible with soup curry and primarily cultivated around Kamogawa. Various events are held monthly on the adjacent lawn plaza. Try roasting marshmallows over a bonfire, or licking specialty soft-serve ice cream while watching the sun set from the deck. Sato no MUJI Minnamino Sato is an exchange hub where you can enjoy satoyama food, products, and culture. Since surrounding spots are also introduced, use this as your base to venture into the region and enjoy Kamogawa's satoyama in your own way.



## F3. Sato no MUJI Minnamino Sato

[ Kamogawa City ]

Comprehensive exchange terminal consisting of MUJI store, Café&Meal MUJI, agricultural and specialty product sales area, and development workshop.

>>1696 Miyayama, Kamogawa City, Chiba Prefecture



## F4. Roadside Station Miyoshi Village Hina no Sato

[ Minamiboso City ]

Roadside station in peaceful rural scenery, popular for its direct sales. Seasonal activities include tangerine picking and edible canola flower harvesting.

>> 82-2 Kawata, Minamiboso City, Chiba Prefecture



## F5. Roadside Station Rosemary Park

[ Minamiboso City ]

Roadside station featuring European-style gardens and English-style buildings. Enjoy herbs and seasonal flowers year-round, with the market.

>> 1501 Shirako, Minamiboso City, Chiba Prefecture



## MUJI BASE

MUJI BASE is a regionally-rooted lifestyle hub proposed by Ryohin Keikaku, which operates MUJI stores. With the concept of Regional Culture Experience Base, it proposes new lifestyles to visitors through experiences utilizing regional culture and ingredients while coexisting with nature.



MUJI BASE OIKAWA

>> 524-1 Kotadai, Otaki Town, Isumi District, Chiba Prefecture



MUJI BASE KAMOGAWA

>> Ohata, Kamogawa City, Chiba Prefecture  
(\*Details provided after accommodation reservation)

## F6. Roadside Station Kisarazu Umakuta no Sato

[ Kisarazu City ]

Roadside station at Boso's gateway Kisarazu, marked by a large peanut object. This experiential theme park features an overwhelming selection of about 2000 items including seasonal vegetables and fruits from regional contract farmers, unique processed products, and Chiba's distinctive peanut products, allowing visitors to discover new products with each visit. Inside, photos of local producers line the walls alongside carefully displayed vegetables and fruits. Regular vegetable stuffing events and restaurants featuring vegetables are popular. The station name derives from this area being called Umakuta since ancient times, a region rich in history and culture even mentioned in the Manyoshu poetry collection.

>> 1369-1 Shimogori, Kisarazu City, Chiba Prefecture





## F7.Roadside Station Furari Tomiyama

[ Minamiboso City ]

Roadside station accessible from both highway and regular roads. The direct sales store is well-stocked with fresh local vegetables and seafood.

>>2211 Nibu, Minamiboso City, Chiba Prefecture



## F8.Roadside Station Green Farm Tateyama

[ Tateyama City ]

A roadside station to enjoy the charm of Tateyama, treasure house of agricultural and marine products surrounded by rich nature.

>>274 Ina, Tateyama City, Chiba Prefecture



## F9.Kamogawa SEASIDE BASE

[ Kamogawa City ]

Complex facility with panoramic Pacific Ocean views. Features cafes and restaurants for BBQ and beachside grilling, plus brewery serving fresh craft beer.

>>359-69 Maebara, Kamogawa City, Chiba Prefecture



## F10.Roadside Station Hotashogakko

[ Kyonan Town ]

Roadside station renovated from a closed elementary school. Features direct sales store and bathing facilities, plus accommodation you can stay in classrooms.

>>724 Hota, Kyonan Town, Awa District, Chiba Prefecture



## F11.Tokyo Bay Ferry

[ Futtsu City ]

Maritime connection linking Kurihama Port with Kanaya Port in 40 minutes. Views of Mount Fuji, Boso Peninsula mountains, and setting sun from aboard.

>>Kanaya Port(Futtsu City), Kurihama Port(Yokosuka City)



## F12.Kazusa no Sato Aisaibatake

[ Kimitsu City ]

Direct sales store featuring fresh vegetables from company group and original processed products, plus agricultural products from regional producers.

>>1687-1 Mukaigo, Kimitsu City, Chiba Prefecture



## F13.Umihotaru Parking Area

[ Kisarazu City ]

Tokyo Bay Aqua-Line parking area floating on the sea. Abundant restaurants and shops stocking Chiba products. Spectacular views from observation deck.

>>Umihotaru PA, Nakajima-chisakie, Kisarazu City, Chiba Prefecture



## F14.Roadside Station Takeyura no Sato Otaki

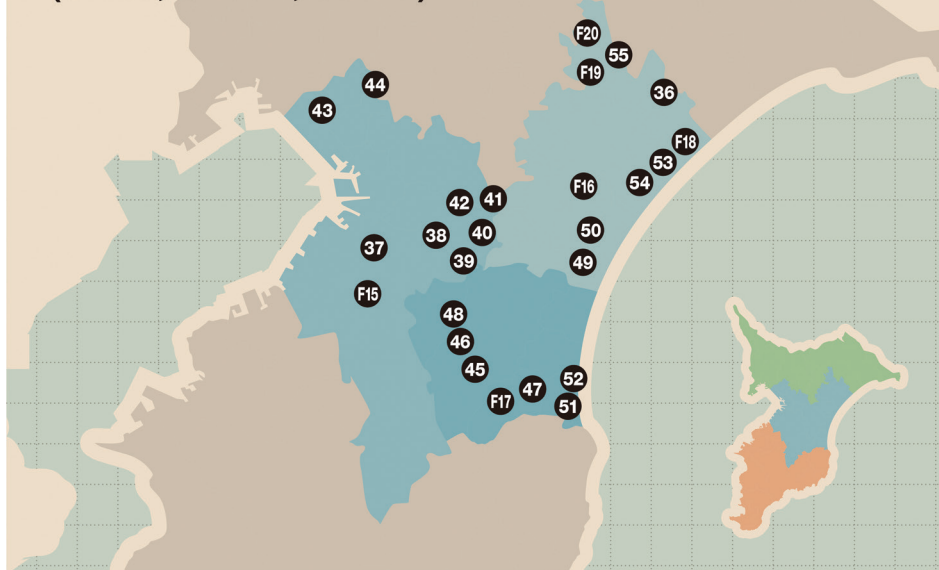
[ Otaki Town ]

Roadside station where you can taste satoyama products including bamboo shoots, shiitake mushrooms, and game meat.

>>855 Ishigami, Otaki Town, Isumi District, Chiba Prefecture



## Central Area (Chiba, Chosei, Sanbu)



### Day Trip to Discover Coastal Town Culture and Crafts

Central Model Route

10 minutes by car



**Kawazakae**  
All Natural Materials  
Leather Workshop  
(P18)

Obtain natural material leather products that return to soil.

Carefully cultivated fruits and vegetables by surfers.



**THE Farmer's**  
(P20)

5 minutes by car

**Roadside Station Mutsuzawa Tsudoi no Sato**  
(P21)

Italian lunch abundant with regional ingredients.



Experience riding waves at surfing's sacred ground.



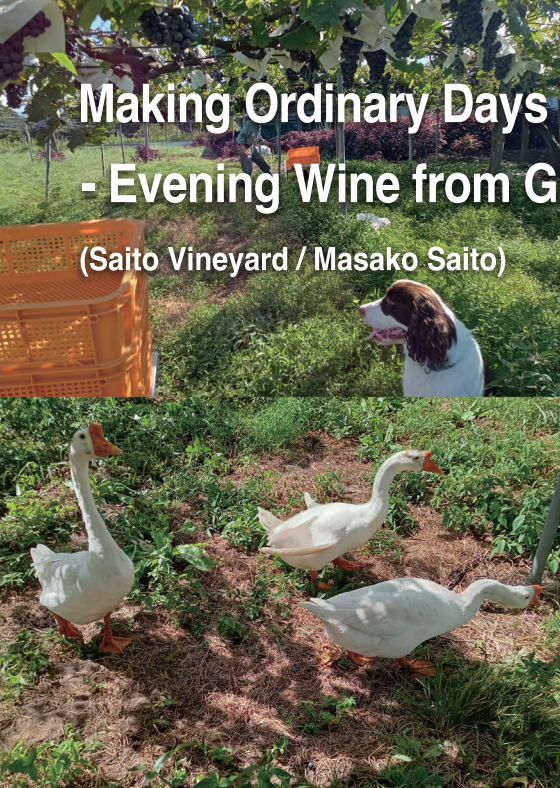
**CHP**  
(P19)





# Making Ordinary Days A Little More Beautiful - Evening Wine from Grape Farmers

(Saito Vineyard / Masako Saito)



For over 90 years since before the war, the Saito Vineyard has been a family-run operation growing grapes and making wine. The commitment to no chemical fertilizers herbicides or pesticides and geese eating undergrowth has passed from second-generation grandfather to granddaughter Masako. Juice extraction uses the same wooden press used for generations done manually with slow aging in brick underground storage. Natural wine finished without oxidation inhibitors and unfiltered offers charming fruit flavors with gentle taste. Yet it also features concentrated flavor density and strong umami characteristics. The concept is grape farmer's evening drink. Growing their own grapes to make their own wine for evening drinks shared as surplus. Masako says rather than premium, wine it's meant to accompany daily dining tables something to casually drink from a cup. Sales limited to 4000 bottles annually in red, white, orange and other varieties. Every fourth Saturday of November bottles with unchanged retro labels appear at limited local direct sales locations attracting fans from various regions. Making ordinary days a little more beautiful. This wine adds a touch of color to daily life filled with family kindness and warmth.

## 36.Saito Vineyard



[ Wine / Yokoshibahikari Town ] [Visit Ex](#) [Experiences](#)

Family-operated winery. Committed to soil building without chemical fertilizers or herbicides. Wine aged in underground cellars featured at autumn tours.

>>1074 Yokoshiba, Yokoshibahikari Town, Sanbu District, Chiba Prefecture



Feature

② ③ ④  
⑥





## 37.SUN Farm Ichihara

[Blueberries, Vinegar/Ichihara City] [Visit Ex](#) [Experiences](#) [SHOKOKU](#)

Future-oriented farm practicing agrivoltaics by installing solar panels in the farm to simultaneously cultivate crops and generate electricity.

>> 6-508 Korimoto, Ichihara City, Chiba Prefecture



Feature

① ⑥ ⑦



## 38.ONE DROP FARM

[Honey, Vegetables / Ichihara City] [Visit](#) [SHOKOKU](#)

Aims to regenerate satoyama and sustain beekeeping. Develops Japan's first smoked honey among various types of honey collected and sold.

>> 1406 Semata, Ichihara City, Chiba Prefecture



Feature

⑥ ⑦



## 39.Tsunagu Farm

[Vegetables/Chiba City] [Visit](#) [Experiences](#)

Farm engaged in smart agriculture and agrivoltaic solar power generation. Creating regional development that connects sustainable food and energy to children.

>> 1185-1 Okido-cho, Midori-ku, Chiba City, Chiba Prefecture



Feature

① ⑥



## 40.Sen no Ha Lychee

[Lychee, Mango / Chiba City] [Visit Ex](#) [Experiences](#)

Primarily grows the lychee Gyokkahou known as the Queen of Fruits in Taiwan. Also grows mangoes and Western pears.

>> 1159 Okido-cho, Midori-ku, Chiba City, Chiba Prefecture



Feature

① ⑥



## Hanamigawa Housing Complex

MUJI is advancing housing complex and shopping district renovation and regional revitalization projects at Hanamigawa Housing Complex in Chiba City together with Urban Renaissance Agency (UR) and Chiba City. In the shopping district, we conduct MUJI sales, renovate vacant stores into regional community hubs, and plan events with the shopping district to gather people. We work together with regional residents on various mechanisms to activate the community.

>> Website Link



## 41.Anbai Farm

[Peanuts / Chiba City] [Visit Ex](#) [Experiences](#)

Under the motto Good balance for people and the environment cultivates and sells peanuts without pesticides or chemical fertilizers.

>> Shimoowada-cho, Midori-ku, Chiba City, Chiba Prefecture



Feature

④ ⑥ ⑦



## 42.Nagashima Family Farm

[Dried Sweet Potatoes / Chiba City]

Sweet potato farmer continuing from grandfather's generation creates dried sweet potatoes from highest quality sweet potatoes using proprietary home-aging method.

>> Operating in large commercial facilities throughout Chiba City



Feature

② ③ ⑥  
⑦



## 43.Sakurai Koji Shop

[ Koji, Miso / Chiba City ] [Visit](#) [Experiences](#)

Manufactures and sells naturally brewed raw koji miso and amazake. Delivers enjoyable hands-on workshops for making traditional and delicious Japanese miso.

>> 2-80 Kemigawa-cho, Hanamigawa-ku, Chiba City, Chiba Prefecture



Feature

③ ④ ⑦



## 44.Tanjo Farm



[ Vegetables, Beef / Chiba City ] [Visit](#) [Experiences](#)

Farm consisting of a Japanese Black cattle ranch raised on local pasture vegetables grown with quality compost and naturally cultivated blueberries.

>> 1399-2 Daiichi-cho, Hanamigawa-ku, Chiba City, Chiba Prefecture



Feature

② ③ ⑥



## 45.Ki no Mama



[ Vegetables / Chonan Town ] [Visit](#)

Cultivates vegetables and herbs without relying on pesticides or chemical fertilizers in an environment surrounded by peaceful rural landscapes and beautiful satoyama.

>> 1003 Nakahara, Chonan Town, Chosei District, Chiba Prefecture



Feature

② ③ ⑦



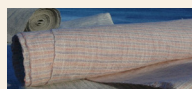
## 46.Amanogawa Shokai



[ Textiles / Chonan Town ] [Visit](#) [Experiences](#)

Performs all plant dyeing weaving and sewing by hand primarily creating hemp clothing. Uses all natural materials with adjacent shop sales and loom viewing available.

>> 424-1 Yonemichi, Chonan Town, Chosei District, Chiba Prefecture



Feature

⑥



## 47.Kawazakae -- All Natural Materials Leather Workshop



[ Leather Products / Mutsuzawa Town ] [Visit](#)

Creates leather products that return to soil using all natural materials. Safe even if pets lick or eat. Aims for shift to circular society and handles game leather.

>> 13-4 Gurnino-ki-shita, Kawasugaya, Mutsuzawa Town, Chosei District, Chiba Prefecture



Feature

① ⑥ ⑦



## 48.Nagara Kikori Brewery



[ Beer / Nagara Town ] [Visit](#) [Experiences](#)

Craft beer brewery established by lumberjacks. Features reservation restaurant where you can taste specialty alt beer and game cuisine.

>> 416-3 Tokumasu, Nagara Town, Chosei District, Chiba Prefecture



Feature

① ② ⑥

⑦



## 49.Hachi-Hachi Honey



[ Honey / Oamishirasato City ] [Visit Ex](#) [Experiences](#)

Protects ecosystem through beekeeping and regenerates abandoned farmland. Aims for harmony between people and nature through pure honey.

>> 1813 Hosokusa, Oamishirasato City, Chiba Prefecture



Feature

⑥ ⑦



## 50.Sghr Sugahara



[ Glassware / Kujukuri Town ] [Visit](#) [Experiences](#)

Since founding in 1932 consistently produces handcrafted glass by artisans. Rooted in the region while challenging world-oriented manufacturing.

>> 797 Fujishita, Kujukuri Town, Sanbu District, Chiba Prefecture



Feature

③ ⑥ ⑦



# Riding Waves, History and Community - Weaving Surf Culture into the Future

(CHP / Shingo Nakamura)

CHP, celebrating its 50th year this year, is one of Japan's premier surf shops based near Tsurigasaki Beach in Ichinomiya Town which was also selected as the venue for surfing competition in the Tokyo Olympics. The founder was the late Kazumi Nakamura who contributed to establishing the Japan Surfing Federation, opening the shop in an era when surf culture didn't exist in Ichinomiya Town and leading the regional surf scene for many years. The shop interior is bright like the sun rising from the sea welcoming many people who enjoy surfing. Handmade surfboards by skilled craftsmen attract many users for their uncompromising quality delivering optimal boards tailored to each person's level under the theme 'Your own surfboard'. Through schools and surfboard rentals, they also support a wide range of people interested in surfing from children first standing on waves to youth aiming to become professionals. Representative Shingo Nakamura says 'We want to remain a brand and shop that supports people who surf just as we always have'. While sincerely facing surfers in front of him, he weaves surf culture into the future.



## 51. CHP



[ Surfboards / Ichinomiya Town ] [Visit](#) [Experiences](#)

Opened in 1976 veteran surfboard manufacturer weaving the history of Japan's surf scene. Provides uncompromising best surfboards.

>> 7428-3 Torami, Ichinomiya Town, Chosei District, Chiba Prefecture



Feature

④ ⑦





## 52.THE Farmer's



[Fruits, Vegetables / Ichinomiya Town] **Visit** **Experiences**

Surfer farmer collective THE Farmer's established by surfing friends in surf-popular Ichinomiya Town to preserve the beloved ocean and environment for the future. Under the slogan of earth-friendly agricultural activities, cultivates fruits and vegetables using natural farming methods with environmentally friendly plant-based compost without relying on pesticides or chemical fertilizers. Their dried fruits preserve the abundant nutrition and umami of seasonal fruits processed carefully by hand without additives. Also engages in resource circulation using coffee grounds as fertilizer in cooperation with nearby cafes. Offers cultivation and harvest experiences, direct sales plus unmanned direct sales stand in front of greenhouse.

>> 8265 Ryugu-dai, Torami, Ichinomiya Town, Chosei District, Chiba Prefecture

Feature

② ⑥



## 53.HAPPY NUTS DAY



[Peanut Butter / Sammu City] **Visit** **Experiences**

Facility is a former kindergarden. Manufactures body-friendly peanut butter using carefully selected ingredients without food additives.

>> 5373 Hasunuma-ha, Sammu City, Chiba Prefecture



Feature

⑤ ⑥ ⑦



## 54.Sammu Sea Salt



[Salt / Sammu City] **Visit Ex** **Experiences**

Creates salt that maximally draws out ocean's blessings by reading tidal patterns of Kujukuri Coast seawater using wood fire with minimal machinery.

>> 1247-5 Matsugaya-i, Sammu City, Chiba Prefecture



Feature

④ ⑥



## 55.Blueberry Farm SUZUKI



[Blueberries / Shibayama Town] **Visit** **Experiences**

Farm growing blueberry Rurishizuku using grass cultivation without pesticides. Specialty homemade jam made in cooperation with local welfare workshop.

>> 698 Yamanaka, Shibayama Town, Sanbu District, Chiba Prefecture



Feature

③ ⑥



## F15.Roadside Station Azu no Sato Ichihara

[Ichihara City]

Surrounded by nature, features direct sales store with seasonal vegetables and local products. Dining at barbecue area and strolling the agricultural center.

>> 492-1 Asai-komukai, Ichihara City, Chiba Prefecture



## F16. Roadside Station Minori no Sato Togane

[ Togane City ]

Features direct sales of nearby vegetables and fruits, plus the prefecture's largest plant, bonsai, and flower market. Utilizing regional thinned timber.

>> 1300-3 Tama, Togane City, Chiba Prefecture



## F17. Roadside Station Mutsuzawa Tsudoi no Sato

[ Mutsuzawa Town ]

Roadside station featuring market with regional ingredients and Italian restaurant, plus popular natural hot springs using local natural gas.

>> 2-1 Mori, Mutsuzawa Town, Chosei District, Chiba Prefecture



## F18. Roadside Station Orai Hasunuma

[ Sammu City ]

Roadside station popular for specialty sea water leeks plus regional vegetables. Features sardine bowl reflecting the area's sardine fishing heritage.

>> 4826 Hasunuma-ha, Sammu City, Chiba Prefecture



## F19. Roadside Station Fuwari Shibayama

[ Shibayama Town ]

Roadside station focusing on vegetable selection and quality, featuring agricultural products from 250 local producers. Ancient Rice Baumkuchen is popular.

>> 2568 Koike, Shibayama Town, Sanbu District, Chiba Prefecture



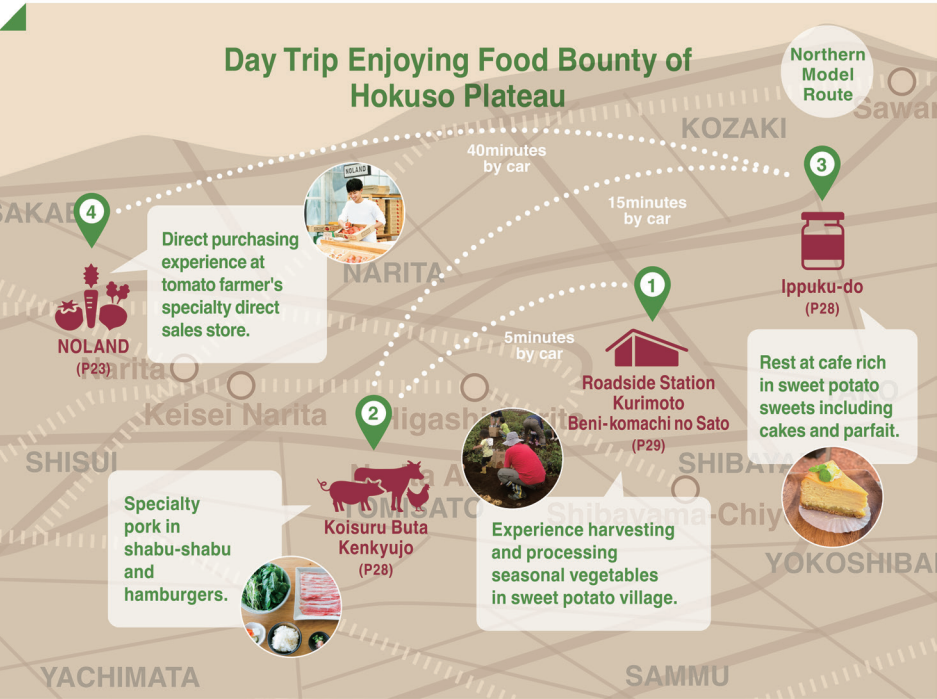
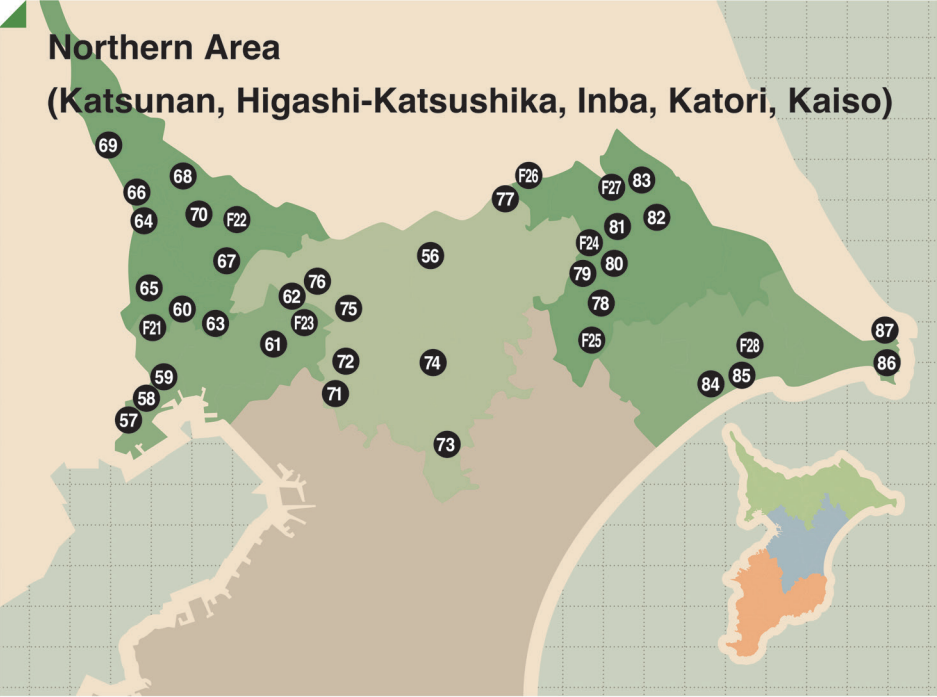
## F20. Sky Station Fuwari Shibayama

[ Shibayama Town ]

Facility beloved as an exchange hub for sky and agriculture where you can enjoy direct sales and cuisine of local vegetables right next to Narita Airport. Features direct sales store with face-to-face sales of seasonal vegetables and fruits, bakery with airplane-shaped bread befitting the location, and restaurant serving prepared foods using seasonal ingredients. The restaurant is particularly popular for its buffet-style prepared foods using abundant vegetables. The restaurant's large glass windows and front lawn plaza offer close views of taking-off and landing aircraft, making it a photography spot.

>> 394-15 Asakura, Shibayama Town, Sanbu District, Chiba Prefecture







# Direct Sales Store Walking with Fans

## -Specialty Tomatoes Connecting People and Farm

(NOLAND / Hiroshi and Misaki Ogawa)



A direct sales store with cafe-like design displaying fully ripened large medium and colorful mini tomatoes. The vibrant tomatoes awaiting harvest visible in the adjacent large greenhouse. NOLAND is a tomato farm centered on direct sales visited by over 12,000 people annually. Representative Hiroshi Ogawa who says Direct sales is really fun and the source of motivation established NOLAND immediately after university graduation wanting to do agriculture centered on direct sales. The direct sales store features tomatoes harvested only when fully ripened on the vine with exceptional taste intensity sweetness and juiciness plus local specialty black soybeans Doramame and vegetables and fruits from neighboring farms allowing direct interaction with the Ogawa couple during purchase. Fans increase yearly with lines forming at the direct sales store during season.

Toward the 10th season from October to June they're advancing plans for direct sales store expansion and new processed products like tomato cans. Future plans include collaborations with other businesses and product development. NOLAND a community-like place growing gently with fans why not drop by casually and exchange words with the Ogawa couple.

### 56.NOLAND



[Tomatoes / Sakae Town] [Visit](#) [Experiences](#)

Committed to face-to-face sales at farm-adjacent direct sales store wanting customers to taste proud tomatoes at their most delicious timing.

>>1106 Ryukakuj, Sakae Town, Inba District, Chiba Prefecture

Feature

① ⑥ ⑦





## 57. Mitsuya Shoten



[ Rice Crackers / Urayasu City ] [SHOKOKU](#)

Manufactures rice crackers using Chiba Prefecture glutinous rice and traditional soy sauce. Continues protecting secret flavors.

>> 3-17-2 Horie, Urayasu City, Chiba Prefecture



Feature

③ ④



## 58. Kato Nori Shop



[ Seaweed / Ichikawa City ] [Visit](#) [SHOKOKU](#)

Carries on Gyotoku Edo-mae seaweed called phantom seaweed due to its rarity. Also sells carefully selected seaweed from production areas nationwide.

>> 1-16-27 Minami-Gyotoku, Ichikawa City, Chiba Prefecture



Feature

③ ④



## 59. Nakadai Seisakusho



[ Portable Shrines / Ichikawa City ] [Visit](#) [Experiences](#)

Inherits traditional portable shrine making techniques since founding in Gyotoku where portable shrine production flourished.

>> 21-3 Honshio, Ichikawa City, Chiba Prefecture



Feature

③ ④ ⑦



## 60. Yamani Fruit Farm



[ Pears / Ichikawa City ] [SHOKOKU](#)

Reduces pesticide and chemical fertilizer use receiving prefecture's first Chiba Eco Agricultural Product certification for pears.

>> 2-828 Ono-machi, Ichikawa City, Chiba Prefecture



Feature

② ③ ⑥

⑦



## 61. PAKUCI SISTERS



[ Cilantro Paste / Yachiyo City ] [Visit](#)

Processes cilantro harvested at optimal timing for taste and aroma into paste same day. Also operates direct sales store.

>> 885-14 Owada-shinden, Yachiyo City, Chiba Prefecture



Feature

① ② ③

⑦



## 62. YACHI★FORNIA-FARM



[ Coffee Products / Yachiyo City ] [Visit](#) [Experiences](#)

Kanto region's first domestic coffee farm. Offers products using leaves and fruits seedling, ownership system and roasting experiences.

>> 949-2 Shimadai, Yachiyo City, Chiba Prefecture



Feature

① ⑤ ⑥

⑦



## 63. Kisaichi Brewing



[ Vinegar / Kamagaya City ] [Visit](#) [SHOKOKU](#)

Brews vinegars for home and industry, traditional method using wooden barrels and modern methods. Red vinegar loved by Edo-mae sushi restaurants.

>> 6-7-45 Higashimichinobe, Kamagaya City, Chiba Prefecture



Feature

③ ④



## 64. Hon Mirin Kenkyujo



[ Creamy Caramel / Nagareyama City ] [Visit](#) [Experiences](#)

Project started in birthplace of white mirin.

Energizes town with white mirin possibilities through sugar-free creamy caramel and other products.

>> machimin, 1-264 Nagareyama, Nagareyama City, Chiba Prefecture



Feature

① ④ ⑦



## 65. Tsumami Kanzashi Ayano



[ Tsumami Crafts/ Matsudo City ] [Experiences](#)

Artisan team creating diverse products under concept Tsumami crafts in daily life including not only traditional kanzashi for Japanese clothing but also earrings brooches and aroma diffusers. Centered on Ayano Fujii creator of Chiba Prefecture designated traditional craft Edo Tsumami Kanzashi collaborates with dyeing companies chusen hand towel manufacturers and game leather workshops developing products utilizing surplus materials and workshops. Also works with Japanese paper in addition to fabric. Active in connecting tsumami crafts to next generation as living culture that connects people and regions not merely handicrafts.

>> Conducting workshops throughout various locations centered on Matsudo City, Chiba Prefecture

Feature

① ③ ④ ⑥ ⑦



## 66. HANATSUMI



[ Loss Flowers/ Nagareyama City ] [Visit](#) [Experiences](#)

Develops sustainable events using non-standard and loss flowers, including the Flower Picking Maze, HANA Bath, and flower paper "Washi."

>> Currently seeking venues for events centered on Kantō region



Feature

① ⑥



## 67. Goko Hamono Seisakusho



[ Blades/ Kashiwa City ] [Visit](#) [Experiences](#)

Creates knives and scissors designated as national and prefectural traditional crafts. Transmits master techniques through traditional handmade methods.

>> 369-10 Fujigaya, Kashiwa City, Chiba Prefecture



Feature

③ ④ ⑦



## 68. Kobayashi Nori Shop



[ Seaweed/ Kashiwa City ] [Visit](#) [SHOKOKU](#)

Based in Kashiwa City manages nori-seaweed and some processed foods like Furikake, Tsukudani. Recently starts "On-land farming" as a new business launch.

>> 69-1 Wakashiba, Kashiwa City, Chiba Prefecture



Feature

① ③ ④  
⑥



## 69. Kinoene Shoyu



[ Soy Sauce/ Noda City ] [Visit](#)

Handling Japan's No.1 domestic shipment white soy sauce at Noda City, over 190 years of history in soy sauce manufacturing hub.

>> 157 Nakanodai, Noda City, Chiba Prefecture

Feature  
③ ④ ⑦





# Utilizing Peanut Shells Instead of Discarding

## - Chiba's Original Peanut Leather

(Kashiwa Leather / Akifumi Iijima)

Kashiwa Leather based in Kashiwa City Chiba Prefecture. Representative Iijima developed vegan leather born from peanut shells discarded during processed product manufacturing - aptly named Peanut Leather. This innovative material unique to Chiba Prefecture famous for peanut production. Originally working with muntjac deer leather and other regional resources Iijima was inspired by global attention to plant-based vegan leather as new alternative to animal-derived materials spending over a year developing and completing it in 2023. The fabric is lightweight with durability and water resistance featuring unique texture in natural color maintaining shell color plus three other colors. Usage destinations are gradually increasing including prefecture hotels, credit unions and professional basketball teams. Iijima says 'It's still not well known among prefecture residents. I want more places interested in using the fabric with diverse utilization methods'. A small innovative step born from regionally rooted thoughts and ideas. The challenge continues under the motto Collecting peanut shells from peanut farmers throughout Chiba Prefecture to make Peanut Leather.



### 70. Kashiwa Leather

[ Peanut Leather / Kashiwa City ] [Visit](#)

Develops plant-based vegan leather gaining global attention using peanut shells discarded during processed product manufacturing.

>>Grandir Building Kashiwa 1F, 2-7-9 Kashiwa, Kashiwa City, Chiba Prefecture



Feature

① ⑥ ⑦



## 71.kiredo



[ Vegetables/ Yotsukaido City ] **Visit Ex** **Experiences**

Connects chef-preferred organic cultivation to households conveying farm and vegetable appeal. Provides vegetable harvesting and cooking experiences.  
 >> 62-2 Roppo-ga-oka, Yotsukaido City, Chiba Prefecture



Feature

② ⑥



## 72.Hataken



[ Vegetables/ Sakura City ] **Visit Ex** **Experiences**

Cultivates fixed and native variety vegetables and herbs in circulating fields without relying on pesticides or chemical fertilizers from soil building.  
 >> Behind, 1123 Shimoshizu, Sakura City, Chiba Prefecture



Feature

② ⑥ ⑦



## 73.Yachimata Yoshikura



[ Peanut Butter/ Yachimata City ] **Visit** **SHOKOKU**

Manufactures handmade peanut butter without food additives using 100% Yachimata-produced peanuts of premium variety Chiba Handachi.  
 >> 629-15 Yoshikura, Yachimata City, Chiba Prefecture



Feature

③ ⑤ ⑥



## 74.linuma Honke



[ Sake/ Shisui Town ] **Visit** **Experiences**

Sake brewery with approximately 300 years of history features shops restaurants plus campgrounds and farms. Enjoy your own sake brewery time.  
 >> 106 Mabashi, Shisui Town, Inba District, Chiba Prefecture



Feature

① ③ ④ ⑦



## 75.Haru Farm



[ Vegetables/ Inzai City ] **Visit Ex** **Experiences**

Emphasizes experiences providing diverse experiences including not only farm work but also miso making. Also features campsite and earth oven.  
 >> Iwato, Inzai City, Chiba Prefecture



Feature

② ⑥ ⑦



## 76.Saotome Farm



[ Vegetables/ Inzai City ] **Visit** **Experiences**

Grows vegetables without relying on pesticides or chemical fertilizers selling as prepared dishes and processed products every Wednesday and fourth Saturday.  
 >> Ahead, 5-1 Funao, Inzai City, Chiba Prefecture



Feature

① ⑥



## 77.Arisaka Farm



[ Lotus Root / Narita City ]

Ancient lotus root characterized by substantial taste and texture. Energizes soil with shell fossils called natural minerals cultivating flavorfully along Tone River farms.  
 >> 267 Nomagome, Narita City, Chiba Prefecture



Feature

① ③ ④



## 78.Salmon Brewery



[ Sake / Tako Town ] **Visit Ex** **Experiences**

Aims to establish open brewery where people wanting to make sake can freely brew. Grows sake rice without relying on chemical fertilizers and pesticides.  
 >> 349 Nishi-furuuchi, Tako Town, Katori District, Chiba Prefecture



Feature

① ② ⑥





## 79. Koisuru Buta Kenkyujo

[ Pork, Sausages/ Katori City ] [Visit](#) [Experiences](#)

Thoroughly particular about feed and raising methods processing single-farm pork into meat sausages and ham. Uses no frozen meat and Kujukuri Beach salt.

>> 2459-1 Sawa, Katori City, Chiba Prefecture



Feature

① ⑤ ⑥  
⑦



## 80. Kurimoto Daiichi Shintan Kyokyu-sho

[ Woodwork/ Katori City ]

Produces firewood and woodwork while maintaining forests. Also serves as base providing work opportunities for people with disabilities and former inmates.

>> 2452-1 Sawa, Katori City, Chiba Prefecture



Feature

① ⑤ ⑥  
⑦



## 81. Ippuku-do

[ Dried Sweet Potatoes/ Katori City ] [Visit](#) [SHOKOKU](#)

Cultivates sweet potatoes with reduced pesticides and chemical fertilizers. Creating dried sweet potatoes when sweetness and moist texture increase.

>> 67-3 Motoyahagi, Katori City, Chiba Prefecture



Feature

⑥



## 82. Chiba Shoyu

[ Soy Sauce/ Katori City ] [SHOKOKU](#)

Brewing *Shimousa Shoyu* in 170-year-old wooden barrels — a clear and mellow flavor born from selected domestic ingredients and master craftsmanship.

>> 1208 Kinouchi, Katori City, Chiba Prefecture



Feature

③ ④



## 83. Boso Hariko

[ Boso Papier-mâché/ Katori City ] [Visit Ex](#) [Experiences](#)

Using natural materials like handmade Japanese paper and shell powder. Offers experiences creating original. Advance reservation required for visits.

>> 1324-1-6 Tsunomiya, Katori City, Chiba Prefecture



Feature

④ ⑦



## 84. Bocchi

[ Peanut Paste/ Asahi City ] [Visit](#) [Experiences](#) [SHOKOKU](#)

Quality-focused smooth-textured peanut paste enjoyed with soft cream at Bocchi concept shop. Also hosts events like marché and harvest festivals.

>> 8502-2 Jinguiji, Asahi City, Chiba Prefecture

Feature

① ⑥ ⑦



## 85. Sunrise Salt

[ Salt/ Asahi City ] [SHOKOKU](#)

Uses Kujukuri seawater creating salt through traditional agehama salt field method practiced by only few facilities domestically.

>> 3213 Shinauchi, Asahi City, Chiba Prefecture



Feature

④ ⑥



## 86. Hennery Farm

[ Cabbage/ Choshi City ] [Visit Ex](#) [Experiences](#)

Farm continuing 12 generations since Edo period sells mineral-rich cabbage from Choshi coast as Afro Cabbage named after producer.

>> 7001 Kasagami-cho, Choshi City, Chiba Prefecture



Feature

② ③ ④  
⑦



## 87.Kase Rattan Kogei

[ Choshi Rattan Crafts/ Choshi City ]

Rattan furniture workshop designated as prefectural traditional craft. Challenging designs suited to contemporary living. Also creates baskets and bags.

>> 1-49-2 Myojin-cho, Choshi City, Chiba Prefecture



Feature

① ③ ④  
⑦



## F21. Roadside Station Ichikawa

[ Ichikawa City ]

Roadside station closest to central Tokyo. Sells regional products plus unique items like cold noodles using specialty pears. Cafe with roasting machine also available.

>> 6-10-1 Kokubun, Ichikawa City, Chiba Prefecture



## F22. Roadside Station Shonan

[ Kashiwa City ]

Characterized by large triangular roof, features open direct sales store and bakery. Engaged in solving regional issues including product development.

>> 59-2 Minowa-shinden, Kashiwa City, Chiba Prefecture



## F23. Roadside Station Yachiyo

[ Yachiyo City ]

Direct sales store selling fresh vegetables and processed products, plus gelato made with freshly squeezed milk. Large-scale renovation planned.

>> 4905-1 Yonamoto, Yachiyo City, Chiba Prefecture



## F24. Roadside Station Kurimoto Beni-komachi no Sato



[ Katori City ]

Experiential roadside station named after the rare sweet potato variety Beni-komachi. The direct sales store features a popular dedicated corner where Beni-komachi and various sweet potato varieties are available year-round, with sweet potato digging available at the adjacent farm from September to November annually. Some visitors come specifically for the sweet potato-inspired photo spot Imo Shrine. Also features direct sales store with seasonal vegetables and restaurant focusing on local ingredients. Serves as urban-rural exchange hub providing various experiences including potato, blueberry, and peanut harvesting, rainbow trout fishing.

>> 1372-1 Sawa, Katori City, Chiba Prefecture



## F25. Roadside Station Tako Ajisai-kan

[ Tako Town ]

Well-stocked with Tako rice specialty of rice-producing Tako Town. Restaurant serves rice flour waffles and puddings. Beautiful flowers spread along the river.

>>1069-1 Tako, Tako Town, Katori District, Chiba Prefecture



## F26. Roadside Station Hakko no Sato Kozaki

[ Kozaki Town ]

Japan's first roadside station themed around fermentation. Features Fermentation Market shop collecting fermented products nationwide.

>>855 Matsuzaki, Kozaki Town, Katori District, Chiba Prefecture



## F27. Roadside Station / River Station Mizu no Sato Sawara

[ Katori City ]

Complex facility with Tone River spreading. Features direct sales store plus activities enjoying waterside including sightseeing boats and rental boats.

>>3981-2 Sawara-i, Katori City, Chiba Prefecture



## F28. Roadside Station Kirari Asahi

[ Asahi City ]

Features vegetables from "Shoku no Sato Asahi" boasting top-class national agricultural output, plus popular mushrooms and pork.

>>5238 I, Asahi City, Chiba Prefecture



**Day Trip Drive Satoyama-Satoumi Journey**

**Umihotaru Parking Area**  
Sunset from 360° open sea observation deck is spectacular. In good weather, sun setting beyond Tokyo Bay dyes sea surface and sky golden.

**Toyota Rent a Car Narita Station Shop**  
3-minute walk from Keisei Line Keisei-Narita Station East Exit

**Kamogawa Sea World**  
Attractive as aquarium, plus pleasant coastal walks facing the Pacific Ocean.

**Rental Car Southern Boso Crossing**

**Sato no MUJI Minnami no Sato**  
Popular lunch menu features salad bar and soup curry enjoying satoyama vegetables.

**Naeme**  
Cafe & direct sales store with open, atmospheric design utilizing beams and fittings from renovated traditional house built in Tenpo 7 (1836).

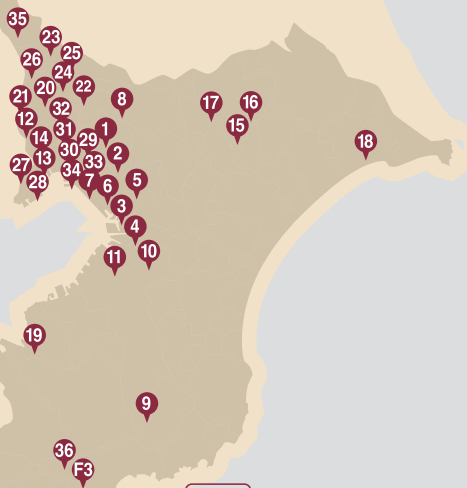
**Oyama Senmaida**  
Terraced rice fields with over 800 years of history using Japan's rare rainwater cultivation method.  
\*NPO Oyama Senmaida Preservation Society

Distances:  
about 80km  
about 114km  
about 12km  
about 53km  
about 4km  
about 5km

>> Website Link



## MUJI Store MAP



(SHOKOKU)

Stores marked with SHOKOKU RYOHIN also sell regional producer products.

>> Store Website Link



- 1 \_MUJI Aeon Mall Yachiyo Midorigaoka (SHOKOKU)
- 2 \_MUJI 500 Your Elm Yachiyodai (SHOKOKU)
- 3 \_MUJI Sogo Chiba (SHOKOKU)
- 4 \_MUJI Ario Soga (SHOKOKU)
- 5 \_MUJI 500 Perie Chiba Ekinaka (SHOKOKU)
- 6 \_MUJI 500 Perie Inage (SHOKOKU)
- 7 \_MUJI Aeon Mall Makuhari Shintoshin (SHOKOKU)
- 8 \_MUJI Aeon Mall Chiba New Town (SHOKOKU)
- 9 \_MUJI BASE OIKAWA (SHOKOKU)
- 10 \_MUJI Unimo Chiharadai (SHOKOKU)
- 11 \_MUJI Ario Ichihara (SHOKOKU)
- 12 \_MUJI 500 Shapo Ichikawa (SHOKOKU)
- 13 \_MUJI Aeon Ichikawa Myoden (SHOKOKU)
- 14 \_MUJI Colton Plaza
- 15 \_MUJI to GO Narita International Airport Terminal 1 (SHOKOKU)
- 16 \_MUJI to GO Narita International Airport Terminal 2 (SHOKOKU)
- 17 \_MUJI Aeon Mall Narita (SHOKOKU)
- 18 \_MUJI Aeon Town Asahi (SHOKOKU)
- 19 \_MUJI Aeon Mall Kisarazu (SHOKOKU)
- 20 \_MUJI Terrace Mall Matsudo (SHOKOKU)
- 21 \_MUJI Plare Matsudo (SHOKOKU)
- 22 \_MUJI Seven Park Ario Kashiwa (SHOKOKU)
- 23 \_MUJI LaLaport Kashiwanoha (SHOKOKU)
- 24 \_MUJI Kashiwa Station Mall (SHOKOKU)
- 25 \_IDEE SHOP VARIÉTÉ Kashiwa
- 26 \_MUJI Nagareyama Otakanomori SC (SHOKOKU)
- 27 \_MUJI Seiyu Urayasu (SHOKOKU)
- 28 \_MUJI MONA
- 29 \_MUJI Aeon Town Higashinarashino (SHOKOKU)
- 30 \_MUJI 500 Shapo Funabashi (SHOKOKU)
- 31 \_MUJI Ito-Yokado Funabashi (SHOKOKU)
- 32 \_MUJI Aeon Mall Funabashi (SHOKOKU)
- 33 \_MUJI Tsudanuma Viit (SHOKOKU)
- 34 \_MUJI ViVit Minami-Funabashi (SHOKOKU)
- 35 \_MUJI Aeon Noa Noda (SHOKOKU)
- 36 \_MUJI BASE KAMOGAWA
- F3 \_Sato no MUJI Minnami no Sato (SHOKOKU)

## MUJI Tokyo Ariake

Store where you can fully experience MUJI lifestyle with rare full-scale model house "Yo no Ie" installed inside. 1F is food floor, 2F is living floor, 3F is clothing and daily goods floor. Features Shokoku Ryohin corner handling ingredients selected from Chiba and nationwide, plus corner introducing MUJI's terraced rice field preservation and renovation efforts in Chiba. Regular events including quarterly "Shiki-Sai" festivals created with regional residents.

>>1-3F Ariake Garden Mall & Spa,  
2-1-7 Ariake, Koto-ku, Tokyo



## Tsunagaru Guide WEB

Publishing current Tsunagaru Guide Chiba plus past back numbers. Campaign and event information also available here.



>> Website Link

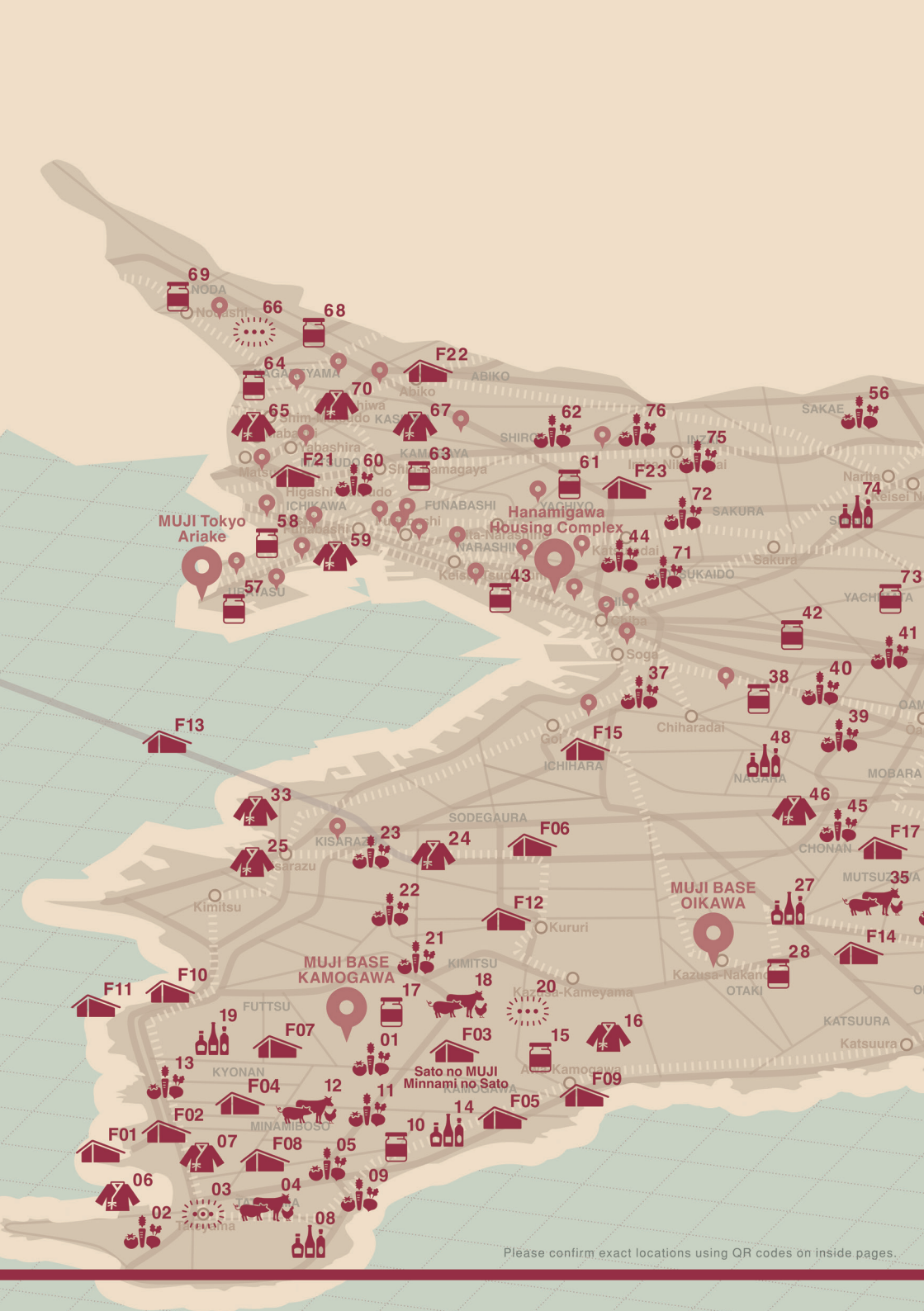
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