



瀬戸内
伊吹島
プロジェクト

IBUKIJIMA PROJECT



IBUKIJIMA project
official site →

<https://ibukijima.com>

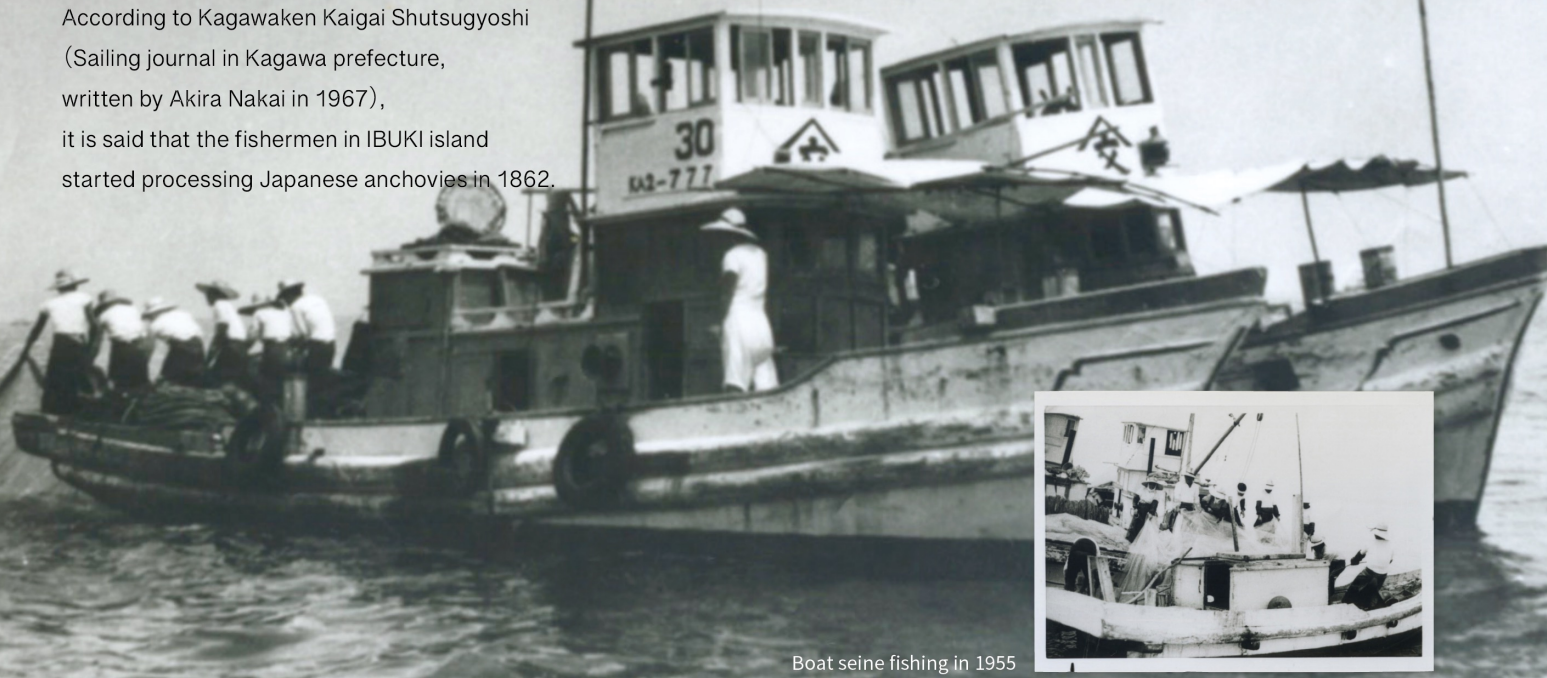


made in Japan

Japanese anchovy fishery in IBUKIJIMA

History of over 150 years

According to Kagawaken Kaigai Shutsugyoshi
(Sailing journal in Kagawa prefecture,
written by Akira Nakai in 1967),
it is said that the fishermen in IBUKI island
started processing Japanese anchovies in 1862.



Boat seine fishing in 1955



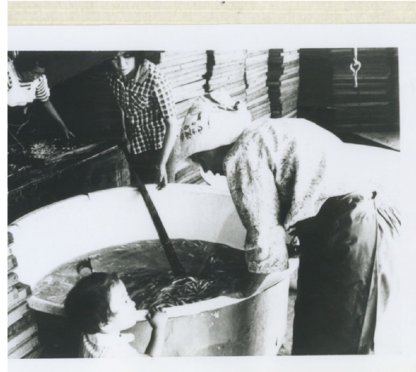
The traditional fishing in IBUKIJIMA has been supporting the local food culture over 150 years.



In IBUKI island where is blessed with rich fishing grounds, most people have been engaging in fishery since old times.

A master of fishermen who owned 10 fishing boats established the first Japanese anchovy processing company in IBUKI island in the first half of Meiji period.

The master's descendants took over the fishery and IBUKI Iriko (Japanese anchovy) processing and still keep the business running now.





Setouchi IBUKIJIMA Project

A Project team formed by 15 masters of fishermen (Amimoto) in IBUKI island, Kagawa.

Recent years, the catch of fatty Japanese anchovies (Abura Iwashi) has been increasing due to ocean environmental changes.

Fatty Japanese anchovies are not suitable for making dried anchovies (IBUKI Iriko) which is the major industry in the island, because the fat is quick to oxidize after processing. Therefore, they have long been eaten only by the residents of the island as a local fishermen's dish.

The Fatty Japanese anchovies in IBUKI are rich in Umami and tasty. So, the local fishermen and seafood processing company launched the IBUKIJIMA project and produced "Kama-age Iriko" as a commercial product for introducing our precious ocean resources to more people at home and abroad. We will strive to inherit our traditional fishing skills and contribute to the sustainability of our local fishery through the sale of "Kama-age Iriko".



IBUKI island



Kagawa in Shikoku



Project
members



For inheriting our Iriko fishing to the next generations.

15 masters of fishermen

※ The followings are the trade name and mark of IBUKIJIMA project members.



ヤマポン



マルイチ



ヤマイチ



デンシ



マルモ



タシリ



マルジン



ジョウイシ



ヒョウカツ



ジンネ



ヒラサン



キダ



ヒョウダ



サンエ



カネショウ

About IBUKI island

Land area : 1.05km²

Outer perimeter : 5.4km²

Climate : Mild climate like the Mediterranean

IBUKI island is located at the westernmost of Kagawa prefecture, and the most of the residents are engaged in fishery. The island is blessed with the natural environment, and high quality Japanese anchovies (called "Shirokuchi") are caught there.

"IBUKI iriko (dried Japanese anchovy)" is famous as the best quality of dried anchovy in Japan and many renowned chefs visit this island to get the precious IBUKI iriko.

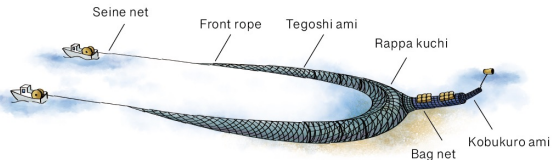
Freshly processed, taking only 30mins from fishing to processing.



“Kama-age Iriko” is boiled fatty Japanese anchovies with salt. They are caught only from the middle of June to the middle of September.

In the island, the Japanese anchovies are caught by the local traditional fishing method with floating trawl net. The live anchovies are transported to the island pier and send to the processing plant which is located in front of the pier through the fish pump.

IBUKI island is surrounded on all four sides by sea and that is why the IBUKI iriko can keep the freshness and pure Umami.



Fishing with a floating trawl net which connects two fishing boats and landing the fish with a net hauler and human power.

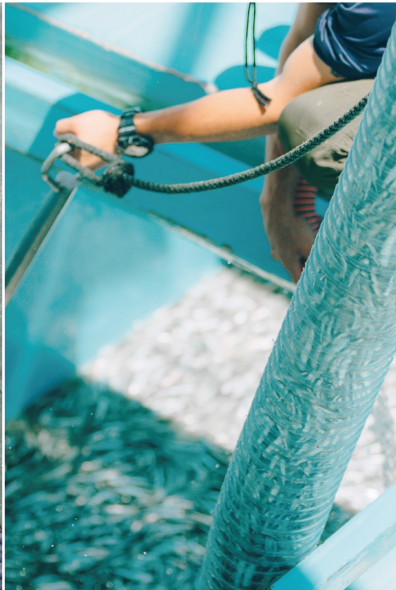
Anchovy with widely opened the mouth shows its freshness.



Original integrated system of production from fishing to processing by fishermen's master in IBUKI.



Japanese anchovies
just caught from ocean.



Send to the processing plant
through fish pump.



Sort anchovies and then
wash them with seawater.



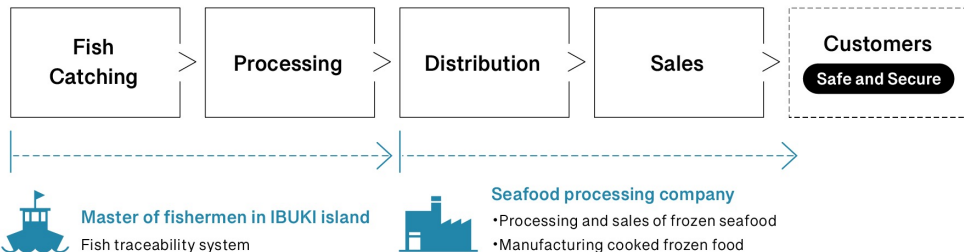
Place them on trays
and boil in a caldron all at once.

Introduce our precious fishermen's dish “Kama-age Iriko” to the world.



Achieved our original traceability system through cooperation with project members.

“Kama-age Iriko” is a rare dish which can eat only at the site in IBUKI island. It is rapidly frozen and strictly controlled the quality by the project members. We will deliver our safe, healthy and delicious “Kama-age Iriko” not only to Japan but also to the world.



Products of IBUKIJIMA project

Utilizing local natural fishery resources in IBUKI island



[Products of “Kama-age Iriko”]

Products of local fatty Japanese anchovies freshly boiled with salt and rapidly frozen.

Wide range of frozen products including soy sauce flavored and deep fried etc.



Frozen “Kama-age Iriko” for OEM



Fried “Kama-age Iriko”



“Kama-age Iriko” for Spanish Ajillo



[IBUKI EBISU]

Symbol of “IBUKI EBISU” (god protects the island). We also disseminate attractive information about IBUKI island’s traditional culture and lifestyle has been passed down since Heian period (the year 794～1185).



IBUKI EBISU is worshiped in this island



IBUKI island folklore museum

IBUKI EBISU beer, using the extract of “Kama-age Iriko”



[Passion IBUKIjima-jin]

We conduct various activities such as ‘Online food education classes’ at school and ‘Recipe contest using locally caught seafood’. We also cooperate with the local restaurants serve dishes using locally caught seafood.



Online food education classes



High school students’ recipe

Serve traditional dishes using “Kama-age Iriko” in local restaurants and hotels.



Serve traditional dishes using “Kama-age Iriko”
in local restaurants and hotels. Our partner restaurants introduce the local
attraction by serving our traditional dishes and their original dishes using
“Kama-age Iriko” which has long been eaten only by the residents of the
island since old times.



“kama-age iriko rice” is a signature food of Ibuki island



“Kama-age Iriko” Ajillo

Even the bones can be eaten! “Kama-age Iriko” has pure and rich Umami.

“Kama-age Iriko” is boiled anchovies caught in IBUKI island. They are
boiled with salt and rapidly frozen, so that its Umami increases and it has
less bitterness and unpleasant flavor compared with other frozen fresh
anchovies.

Calcium : about 1.4 times

Compared with other frozen anchovies

Eatable with the whole bone

Umami without bitterness

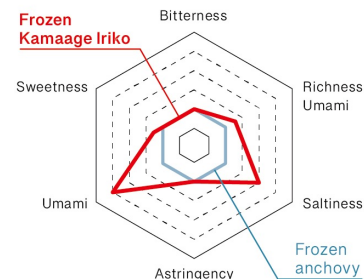
Retention period : 1 year of shelf life

Using rapid frozen technology

Comparison of Nutrition and Calcium content

Per 100g	Frozen Kama-age Iriko	Frozen anchovy
Energy	118	94
Water	71.3	76.1
Ash	4.5	3.9
Protein	19.4	17.2
Fat	4.3	2.6
Carbohydrate	0.5	0.0
Calcium	920	660

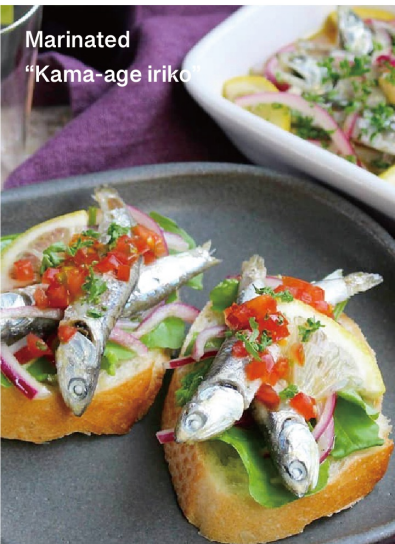
Taste sensing analytical result of frozen “Kama-age Iriko”



※ Study by Kagawa Industrial Technology Center (using the Taste sensing systems)



“Kama-age iriko” recipes by official ambassadors



Marinated
“Kama-age iriko”



“Kama-age iriko” quiche



“Kama-age iriko”
with crispy cheese



“Kama-age iriko” ajillo
with field mustard and asparagus

Check more “Kama-age iriko” recipes

* only available in Japanese



SUSTAINABLE DEVELOPMENT GOALS

We support the Sustainable Development Goals.



IBUKIJIMA project aims to realize sustainable fishery by distributing the island's limited ocean resources effectively. We also practice social work through developing a partnership with local people from children to the elderly.



[ibukikamaage](https://www.instagram.com/ibukikamaage)

Check 'Fsihermen's daily life in IBUKI island' on our Instagram

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