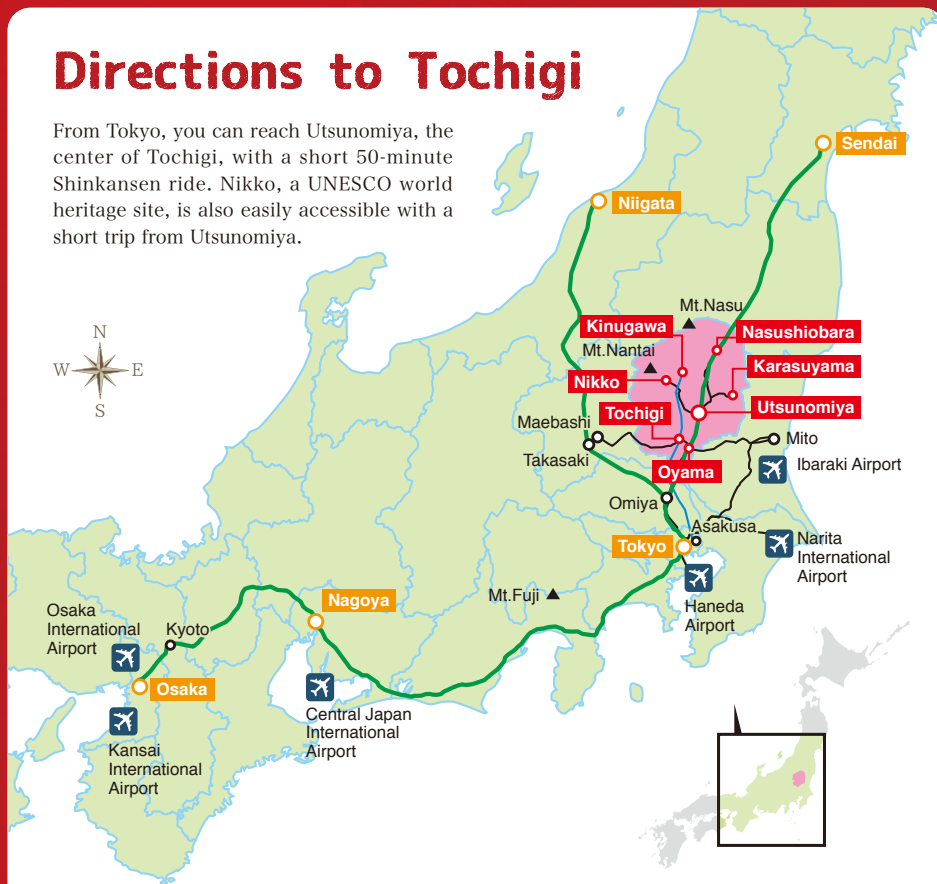


Directions to Tochigi

From Tokyo, you can reach Utsunomiya, the center of Tochigi, with a short 50-minute Shinkansen ride. Nikko, a UNESCO world heritage site, is also easily accessible with a short trip from Utsunomiya.



| From Tokyo

Shinjuku	120 minutes by JR or Tobu Railway (Limited Express 'Spacia')	Nikko
Asakusa	120 minutes by JR or Tobu Railway (Limited Express 'Spacia')	Kinugawa Onsen
Tokyo	50 minutes by JR Tohoku Shinkansen / 45 minutes by JR Nikko Line	Utsunomiya
Tokyo	75 minutes by Tohoku Shinkansen	Nasushiobara
Shinjuku	210 minutes by Express Bus 'Nasushiobara Resort Express'	Nasu Onsen Shiobara Onsen

| From Airport

Narita Airport	225 minutes by JR or Express Bus 'Marronnier'	Nikko
Narita Airport	160-170 minutes by Express Bus 'Marronnier' or 'Salvia'	Utsunomiya
Haneda Airport	170 minutes by Express Bus 'Marronnier'	
Ibaraki Airport	90 minutes by Car	

栃木県

Strawberry picking sites in Tochigi



The Strawberry Kingdom Tochigi





The Strawberry Kingdom Tochigi

Why strawberries grown in Tochigi are delicious

～ The winter sun makes strawberries sweeter ～



Tochigi prefecture has rich nature with much fertile land and streams of clear water from Nikko and Nasu.

The climate features long sunshine hours in winter and a large temperature difference between day

and night, creating the best conditions for growing strawberries.

In greenhouses making the most of the sunlight, the maintained temperature enables slow ripening to grow sweet and delicious strawberries.

Strawberry picking in Tochigi



Tochigi strawberries are well known throughout Japan



Tochiotome holds the top share among strawberries grown in Japan. The most beloved strawberry in Japan is Tochiotome, which originated in Tochigi.

Largest strawberry yield in Japan

Tochigi prefecture has had the number one strawberry yield in Japan since 1968 and is worthy of being called the Strawberry Kingdom.

Originally, the best season for strawberries in Japan was spring (May - June). However, Tochigi prefecture effectively used technology to go beyond the traditional shipping schedule. Stable shipment of high-quality strawberries, mainly for the Tokyo metropolitan area, now runs from November to May.

These fruitful results come from growers, agricul-

tural organizations and administrative organizations banding together to improve production, distribution and sales.

In recent years, strawberries can be picked between June and October, enabling enjoying strawberries throughout the year.



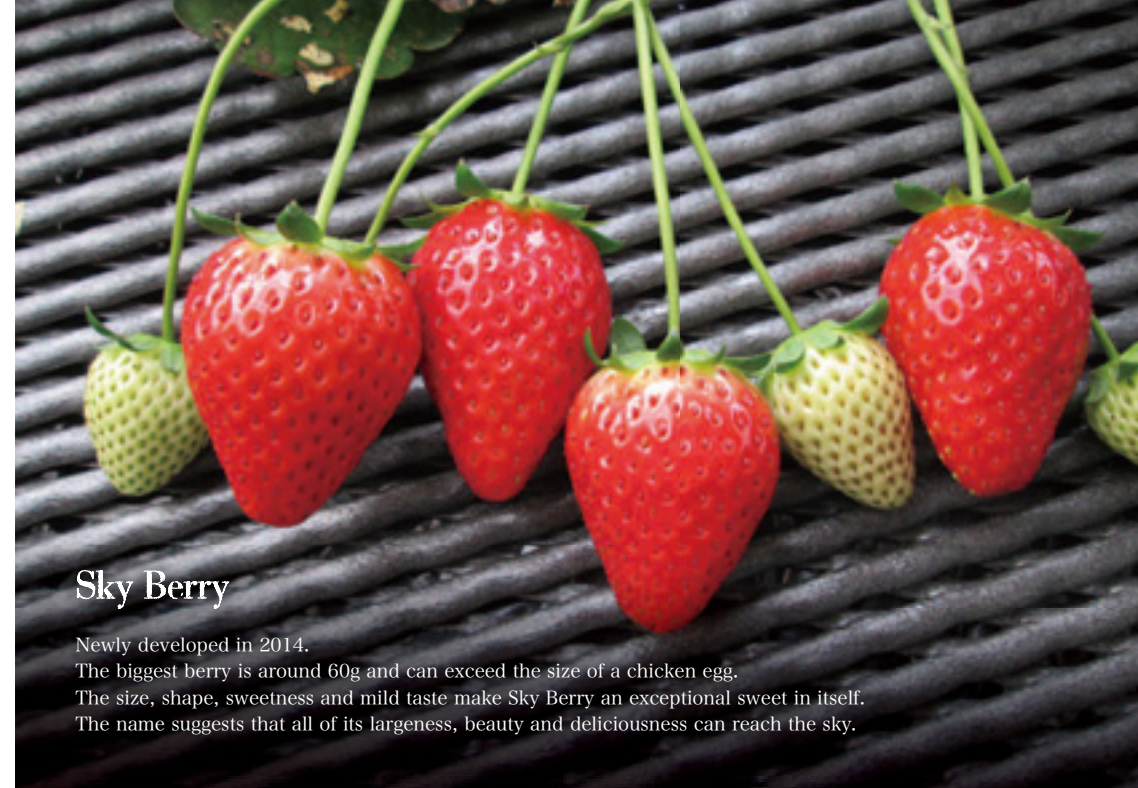


Strawberry varieties

Tochigi, the Strawberry Kingdom, is dedicated to strawberry research with Japan's one and only laboratory devoted to researching strawberries.

The Strawberry Research Center develops many strawberry varieties and studies cultivation techniques to improve yields and quality.

The following are the primary strawberry varieties:



Sky Berry

Newly developed in 2014.

The biggest berry is around 60g and can exceed the size of a chicken egg.

The size, shape, sweetness and mild taste make Sky Berry an exceptional sweet in itself.

The name suggests that all of its largeness, beauty and deliciousness can reach the sky.



Tochiotome

Rich taste and well-balanced sweetness and sourness.

Top share among strawberries grown in Japan and the most popular strawberry.



Tochihime

Tochihime is an exclusive variety for strawberry farms where you can visit and pick the strawberries.

Very sweet and juicy, its skin is soft and easy to eat, making it popular.

Since the skin is softer than other strawberries, this strawberry is not suited for shipping and is unavailable in markets. Thus this strawberry is called the phantom strawberry.



FOR YOUR ENJOYMENT

1

美味しいいちごの食べ方

How to savor strawberries.

美味草莓的吃法 / 美味草莓的吃法

วิธีรับประทานสตอร์เบอร์รี่แสนอร่อย

1

へたのところまで赤くなっているものを選ぶ。

Choose berries that have turned red almost up to the calyces (the green leafy part on the top of the berries).

采摘时选择果实已经红到果蒂的草莓。 / 採摘時選擇果實已經紅到果蒂的草莓。

เลือกลูกที่เป็นสีแดงจนถึงขั้ว

2

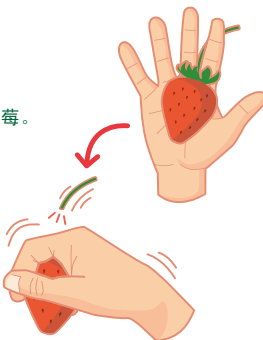
果実の付け根を指ではさんで、手首を手前に曲げるようにとる。

Hold the top end of a berry near its stem and flip it toward you.

用手抓住果实将其反转使茎朝下，之后再轻柔地将草莓摘下。 /

用手抓住果實將其反轉使莖朝下，之後再輕柔地將草莓摘下。

ใช้นิ้วจับที่ก้านขั้ว แล้วหักข้อมือเข้าหาตัว



3

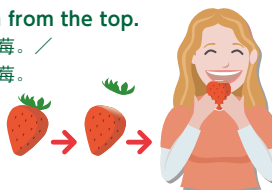
へたを先にとって、へたの付いていた方から食べる。

Berries taste even better if you remove the calyces and eat them from the top.

食用时抓住草莓的尖端部，从果蒂的一侧开始品尝，这样才能吃到最美味的草莓。 /

食用時抓住草莓的尖端部，從果蒂的一側開始品嚐，這樣才能吃到最美味的草莓。

ดึงขั้วออกก่อน แล้วเริ่มรับประทานจากด้านที่มีขั้ว



4

注意! いちごの果汁は衣服につくと落ちにくいので気をつける。

Caution: Be careful not to drip juice from the strawberries.

Removing juice from clothes can be difficult.

注意! 草莓的果汁沾在衣服上很不容易洗干净，食用时要小心! /

注意! 草莓的果汁沾在衣服上很不容易洗乾淨，食用時要小心!

ระวัง! หากนำภายในผลสตอร์เบอร์รี่ติดเสื้อผ้าจะล้างออกได้ยาก จึงควรรับประทานด้วยความระมัดระวัง



箱をさわったり、箱の近くであばれたりしない。

Do not touch beehives or make large noises near them.

請勿觸摸蜂箱，請勿在蜂箱附近吵鬧。 / 請勿觸摸蜂箱，請勿在蜂箱附近吵鬧。

ห้ามจับกล่อง หรือวิ่งเล่นใกล้กล่อง



ハチが体に止まっても自然にはなれるまで、静かにしている。

If bees land on you, stay calm until they fly away.

蜜蜂停留在身上时，切勿乱动直到蜜蜂自行飞走为止。 / 蜜蜂停留在身上时，切勿乱动直到蜜蜂自行飞走为止。

หากมีบินมาเกาะตัวท่าน ให้อยู่นิ่ง ๆ จนกว่ามันจะบินจากไปเองตามธรรมชาติ



2

いちご狩りのルール

STRAWBERRY PICKING PARK RULES

草莓的采摘规则 / 草莓的採摘規則

กฎในการเก็บสตอร์เบอร์รี่

1

入り口で立ち止まらない! うしろの人が入れません。

Do not stand in front of the entrance; let the people in line after you enter.

请勿在门口驻留! 会影响他人通行。 / 請勿在門口駐留! 會影響他人通行。

ไม่มีนกคขวางทางเข้าออก! คนที่อยู่ด้านหลังจะเข้าไม่ได้

2

ハウス内は走らない!

No running in the greenhouse!

请勿在园内跑动! / 請勿在園內跑動!

ไม่วิ่งภายในเรือนเพาะชำ

3

いちごの上を足でまたがない!

No walking over strawberry plants!

请勿跨越草莓! / 請勿跨越草莓!

ไม่ใช่เท้าเหยียบลงบนสตอร์เบอร์รี่



4

ハウス内は禁煙です。
(喫煙場所をご利用ください)

No smoking in the greenhouse.

(Use the designated smoking area.)

园内禁烟! (吸烟请前往吸烟区) /

園內禁煙! (吸煙請前往吸煙區)

ห้ามสูบบุหรี่ภายในเรือนเพาะชำ

(กรุณาสูดบุหรี่ที่จัดไว้ให้)



5

ゴミは、ゴミ箱にする!

Place all litter in dustbins!

垃圾请投入垃圾箱内! /

垃圾請投入垃圾箱內!

กรุณาทิ้งขยะลงในถัง!



6

ペットの入園禁止です。(介助犬等は除く)

No pets allowed in the park. (Service dogs are admitted.)

禁止宠物入园! (服务犬等除外) /

禁止寵物入園! (服務犬等除外)

ห้ามนำสัตว์เลี้ยงเข้า

(ยกเว้นสุนัขช่วยเหลือคนพิการ)



7

いちごの持ち出しは禁止です。(各いちご園のルールを守ってください)

All harvested strawberries must be eaten before leaving the park.

(No strawberries can be taken out.)

禁止将草莓带出园外。(请遵守各个草莓园的规则) /

禁止將草莓帶出園外。(請遵守各個草莓園的規則)

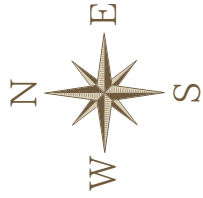
ห้ามนำสตอร์เบอร์รี่ออกนอกเรือนเพาะชำ

(กรุณาปฏิบัติตามกฎระเบียบของแต่ละสวนสตอร์เบอร์รี่)





Strawberry picking spot



EDO WONDERLAND Nikko Edomura



Nikko Toshogu Shrine



Utsunomiya Gyoza



Sano Ramen



Ashikaga Flower Park



Steam locomotive



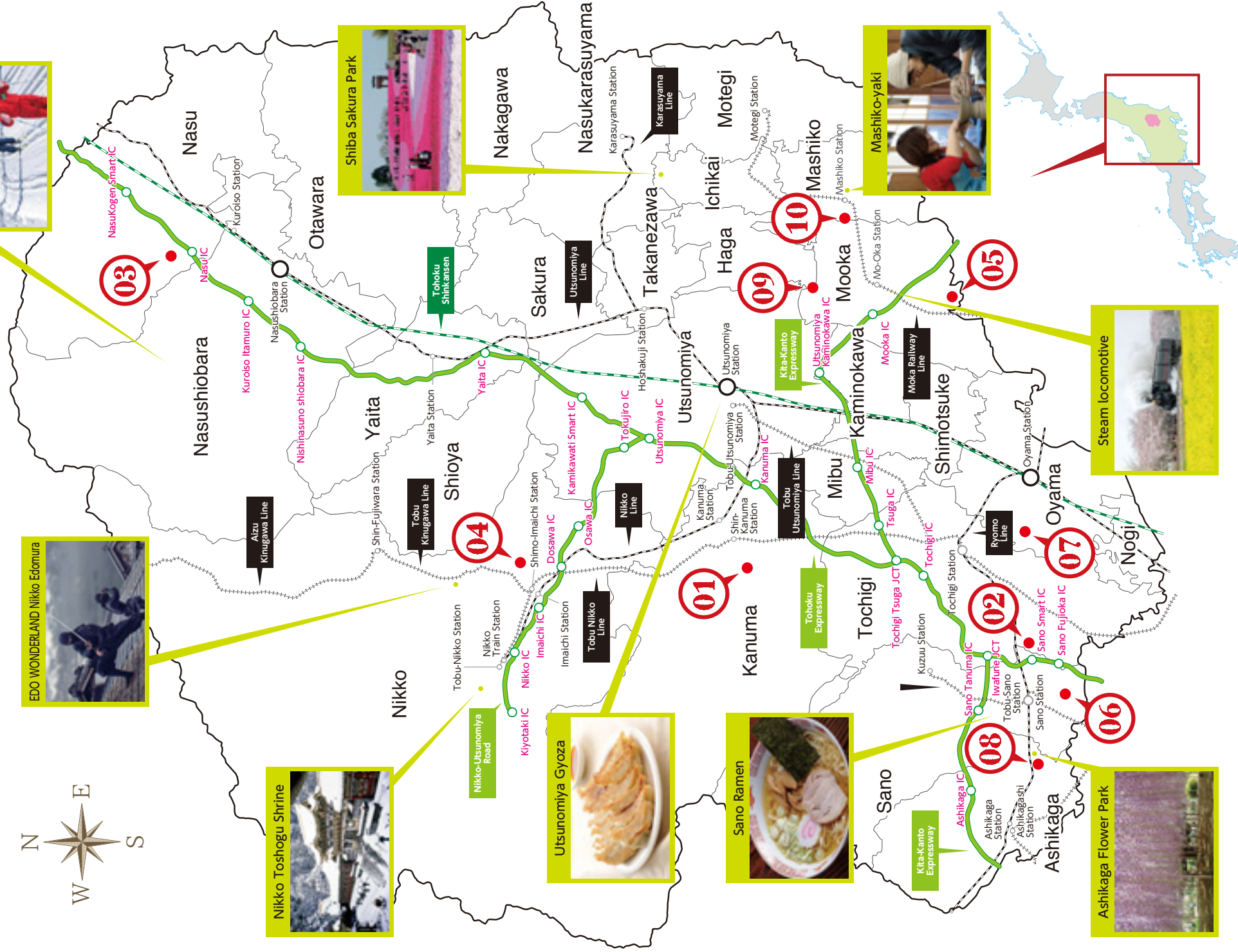
Cross country



Mashiko-yaki



Shiba Sakura Park



01 Strawberry farm name Deainomori Strawberry Farm



Open periods / Regular closed day

January 3 - Mid - May / None

Wi-Fi

Available

Services other than strawberry picking

—

Credit cards

Not accepted

Parking

Normal vehicles: 30 Large buses: 3

Features/Promotions

Deainomori Strawberry Farm is barrier-free and has restrooms; everybody can enjoy strawberry picking without worrying about anything.

Address

29-1, Sakenoya, Kanuma-shi, Tochigi

Phone number / Fax number

0289-60-0175 / 0289-60-0176

Homepage address / E-mail

<http://www.kanuma.or.jp> / 15@kanuma.or.jp

Cultivated varieties

Tochiotome, Tochihome, Skyberry

Reservations (Individuals)

Required

Reservations (Groups)

Required

Wheelchairs available

Yes

Reservations for wheelchair users

Required

02 Strawberry farm name Iwafune Fruit Park



Open periods / Regular closed day

Late December - Early May / Monday (Open if a national holiday is on a Monday)

Wi-Fi

Not available

Services other than strawberry picking

—

Credit cards

Not available

Parking

Normal vehicles: 300 Large buses: 9 Minibuses: 9

Features/Promotions

Skyberry picking is available. Strawberries picked in the morning, fresh vegetables, side dishes, homemade breads and gelatos using our fruits are available at the direct-sales shop.

Address

1585, Shimotsubara, Iwafunemachi, Tochigi

Phone number / Fax number

0282-55-5008 / 0282-55-7786

Homepage address / E-mail

<http://www.iwafune-ichigo.jp> / fruit@ccp.ne.jp

Cultivated varieties

Tochiotome, Tochihome, Skyberry

Reservations (Individuals)

Required

Reservations (Groups)

Required (Only if 15 customers or more)

Wheelchairs available

Yes

Reservations for wheelchair users

Required

03 Strawberry farm name Nasu Kogen Strawberry Forest Farm



Open periods / Regular closed day

Mid - December - Early June / None

Wi-Fi

Not available

Services other than strawberry picking

—

Credit cards

Not accepted

Parking

Normal vehicles: 500 Large buses: 12 Minibuses: 10

Features/Promotions

At the Nasu Kogen Strawberry Forest Farm, you can enjoy picking two kinds of fully ripened strawberries: Tochiotome and Skyberry. You can pack the strawberries picked in a hothouse in a dedicated container and take them home. Strawberry picking is offer

Address

4588-10, Takakukou, Nasumachi, Tochigi

Phone number / Fax number

0287-62-1800 / 0287-62-1805

Homepage address / E-mail

<http://www.okashinoshiro.co.jp> / —

Cultivated varieties

Tochiotome, Tochihome, Skyberry

Reservations (Individuals)

Required

Reservations (Groups)

Required

Wheelchairs available

Yes

Reservations for wheelchair users

Required

04 Strawberry farm name Nikko Strawberry Park



Open periods / Regular closed day

Mid - December Mid - June / Tuesday (Open if a national holiday is on a Tuesday)

Wi-Fi

Not available

Services other than strawberry picking

Souvenirs for sale

Credit cards

Not available

Parking

Normal vehicles: 50 Large buses: 7 Minibuses: 5

Features/Promotions

Close to Nikko and the Kinugawa river, offering good accessibility and convenience. Condensed milk is free of charge. We also have a hothouse with elevated cultivation, so you can pick strawberries while standing up.

Address

3581, Serinuma, Nikko-shi, Tochigi

Phone number / Fax number

0288-22-0615 / 0288-23-8215

Homepage address / E-mail

<http://www.nikkoichigo.com> / nfo@nikkoichigo.com

Cultivated varieties

Tochiotome, Tochihome, Skyberry, Benihoppe, Yayoihome

Reservations (Individuals)

Not required but customers with reservations are helped first

Reservations (Groups)

Required (Only if 20 customers or more)

Wheelchairs available

Yes

Reservations for wheelchair users

Required

05 Strawberry farm name Ojima Farm



Address |
240, Abeshina, Moka-shi, Tochigi
Phone number / Fax number |
0285-74-2055 / 0285-81-5789
Homepage address / E-mail |
<http://www.rubyonthefield.com/> / rubyonthefield@gmail.com
Cultivated varieties |
Tochiotome, Tochihime

Open periods / Regular closed day |
January 2 - Early May / —

Wi-Fi |
—

Services other than strawberry picking |
—

Credit cards |
Not accepted

Parking |
Normal vehicles:15

Features/Promotions |
We cultivate strawberries, committing to good soil and a good environment for strawberries.
Fully enjoy Tochiotome and Tochihime.

Reservations (Individuals) | **Reservations (Groups)** |
Required Required

Wheelchairs available | **Reservations for wheelchair users** |
No —



07 Strawberry farm name Ichigonosato



Address |
408, Okawashima, Oyama-shi, Tochigi
Phone number / Fax number |
0285-33-1070 / —
Homepage address / E-mail |
— / —
Cultivated varieties |
Tochiotome, Skyberry

Open periods / Regular closed day |
Mid - December - May 30 / None

Wi-Fi |
Available

Services other than strawberry picking |
Jam making, restaurant

Credit cards |
Accepted (Visa, MasterCard, etc.)

Parking |
Normal vehicles: 250 Large buses: 30

Features/Promotions |
We are one of the largest strawberry picking farms in Japan. We also have a restaurant in addition to strawberry picking.
You can enjoy picking throughout the year since peaches and cherries are also available.

Reservations (Individuals) | **Reservations (Groups)** |
Required Required

Wheelchairs available | **Reservations for wheelchair users** |
Yes Required



06 Strawberry farm name Sano Tourist Farm Strawberry Field



Address |
802-4, Ueshimocho, Sano-shi, Tochigi
Phone number / Fax number |
0283-20-5215 / 0283-21-5225
Homepage address / E-mail |
<http://www.itigogari.com/> / info@agritown.jp
Cultivated varieties |
Tochiotome, Skyberry (Period limited)

Open periods / Regular closed day |
Early December - Mid - May / None. Open all year (except for temporary closures)

Wi-Fi |
Not available

Services other than strawberry picking |
Jam making

Credit cards |
Not available (Visa, JCB are accepted only at the direct-sales shop)

Parking |
Normal vehicles: 80 Large buses: 5

Features/Promotions |
We cultivate Tochiotome in a large farm including about 80 hothouses and you can enjoy fully ripened strawberries. To offer strawberries at the best time to eat, we give priority to our regular customers.
We also have a direct-sales shop and offer home

Reservations (Individuals) | **Reservations (Groups)** |
Required Required

Wheelchairs available | **Reservations for wheelchair users** |
Yes Required



08 Strawberry farm name JA Ashikaga Agriland



Address |
362, Okubocho, Ashikaga-shi, Tochigi
Phone number / Fax number |
0284-91-0005 / 0284-91-0005
Homepage address / E-mail |
<http://www.jaashikaga.or.jp/> / t-akikusa@jaashikaga.or.jp
Cultivated varieties |
Tochiotome, Skyberry (Only at the direct-sales shop)

Open periods / Regular closed day |
Mid - December - Mid - May / Mondays

Wi-Fi |
Not available

Services other than strawberry picking |
Direct-sales of strawberries

Credit cards |
Not available

Parking |
Normal vehicles: 25 Large buses: 1 Minibuses: 1

Features/Promotions |
—

Reservations (Individuals) | **Reservations (Groups)** |
Not required Required (Only if 10 customers or more)

Wheelchairs available | **Reservations for wheelchair users** |
No —



09 Strawberry farm name JA Hagano Strawberry Farm in Igashira Park



Address |
3006, Kamiodawa, Moka-shi, Tochigi

Phone number / Fax number |
0285-81-1141 / 0285-84-1143

Homepage address / E-mail |
<http://www.ja-hagano.or.jp/> / —

Cultivated varieties |
Tochiotome

Open periods / Regular closed day |
January 2 - Mid - May / None

Wi-Fi |
Not available

Services other than strawberry picking |
—

Credit cards |
Not accepted

Parking |
Normal-sized vehicle: 50 Large buses: 10

No time limits! All-you-can-eat! You can enjoy strawberry picking as your time allows.
We have hothouses with both soil cultivation and elevated cultivation, so everyone from children to adults can enjoy strawberry picking. Please visit us by all means.

Reservations (Individuals) |
Not required

Reservations (Groups) |
Required (Only if 15 customers or more)

Wheelchairs available |
Yes

Reservations for wheelchair users |
Not required



The Strawberry Kingdom Tochigi

Villages in Tochigi and sightseeing spots

Tochigi prefecture is within 100 km of Tokyo and has many attractive rural areas where you can enjoy the rich nature of Japan, sightseeing spots including Nikko and Nasu and many hot springs. The many delicious agricultural products include many fresh vegetables and fruits. In farming villages in Tochigi where these agricultural products are cultivated, you can enjoy the beautiful and unspoiled landscape of Japan in all four seasons.

When you visit Japan, please come and enjoy the beauty of Tochigi villages.



10 Strawberry farm name JA Hagano Mashiko Tourism Strawberry Complex



Address |
527-6, Hanawa, Mashikomachi, Hagagun, Tochigi

Phone number / Fax number |
0285-72-8768 / 0285-72-6582

Homepage address / E-mail |
<http://www.15dannchi.sakura.ne.jp/> / —

Cultivated varieties |
Tochiotome

Open periods / Regular closed day |
Late December - Mid - May / 1-Jan

Wi-Fi |
Not available

Services other than strawberry picking |
—

Credit cards |
Accepted (NICOS)

Parking |
Normal-sized vehicle: 200 Large-sized bus: 10

Features/Promotions |
Fully ripened strawberries No time limits All-you-can-eat

Reservations (Individuals) |
Not required

Reservations (Groups) |
Required (Only if 20 customers or more)

Wheelchairs available |
Yes

Reservations for wheelchair users |
—