



Misato Guidebook

Misato Town Emblem

Established on July 29, 2006

Using the “mi(み)” from Misato, the emblem portrays an image of fresh air, lush nature, community, and the harmony between nature and Misato’s residents. While valuing the history and culture inherited from our ancestors, we progress forward.



Town Tree-Dogwood Tree

Established on July 29, 2006

The Dogwood’s flowers bloom in spring time. In fall, red fruits the branches, and the leaves turn into beautiful autumn colors. Misato-machi chose this tree hoping to preserve the beautiful



Town Flower – Rose

Established on July 29, 2006

The rose has always been a symbol of love and prosperity, and it is the most beloved flower of Misato residents. Like the rose’s many layers of petals, Misato’s people are working together to create a beautiful town for the future.



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Shrines じんじゃ 神社

Yamanokamisha やまのかみしゃ 山神社

Yamanokamisha is a shrine known for answering to prayers of safe birth and child care etc. Many people from Tohoku have been visiting this shrine since the old era. In the end of June and July, more than 100 kinds of hydrangea bloom in about 4,500 tsubo [1 tsubo is an area of 3.3 m²] of the precincts of the shrine. There is also Yamanokami Manju [Japanese-style bun stuffed with chunky azuki-bean paste which is light in the sweetness].

Address: 37 Sainodai Ushikai Misato-machi,
Toda-gun, Miyagi-ken, 〒987-0004
TEL 0229-33-2082



Shokeiin かみでら 神寺 しょうけいいん 松景院

In 1591 (Tensho 19th year), this temple for the Shingon sect of Buddhism was established to pray for the Wakuya Date domain by the Priest Jitsue. Since then, this temple has been mastering Buddhism and Shinbutsu Konko [mixture of Buddhism and Shinto]. The main Buddhist image of this temple is Acala while the Buddhism statue normally hidden from public view is the Great Holy Kankiten [god of joy]. As this temple is one of the 36 Tohoku Acala sacred places, people have been visiting this temple to rid bad-luck and to pray for good-luck throughout the year. In August, there is a religious ascetic practice of boys Yamabushi [Japanese Mountain Ascetic] walking on fire. In November, there is a big festival of the Great Holy Kankiten called Daikon-Daki [大根炊き]. There is also a cafe named "Omiki Chaya" you can visit after praying at the temple. Ossan Ramen Noodle is recommended after you have prayed at the temple. "Ossan" means "Buddhist priest" in dialect.

Address: 80 Machi aza Nakazone Misato-machi, Toda-gun, Miyagi-ken 〒987-0024
TEL 0229-34-1010

Parks and An Information Center

公園・総合案内所

Kogota Park [Soyama Park] 小牛田公園 (素山公園)

This park has a variety of sports facilities such as athletic fields, baseball fields, gate ball field. Also, this park exhibits SL that had operated in JR Rikutosen and Ishinomaki lines in the past. You can find Hodozuka tomb. (保土塚古墳) This park is known for one of the best places to have picnics and view cherry blossoms. In April, a cherry blossom festival (桜祭り) is held.

Ushikai Mizube Park 牛飼水辺公園

This park is enjoyed by many people as it has facilities for BBQs and Ground Golf. You can view cherry blossoms in spring and hydrangea in July. In summer, this park bustles with people for fireworks festivals.

Hachiyamori Park 蜂谷森公園

Plants and Trees bloom throughout the year. This park is known for viewing azaleas and cherry blossoms. This park is located 1km away from JR Kogota station. There is an outside stage.

Misato-machi General Information Center 美里町総合案内所

美里町総合案内所 is located on the first floor of JR Kogota station.

This place exhibits and sells signature agricultural products and specialty goods. They also provide event space (picture exhibition). Rental bicycles are available at 200 yen per use. Rental umbrellas are also available for free.

Business Hours: 9 am- 5 pm

Closing: Every Monday [If Monday is national holiday, the next day is closing.]

The end of the year and New Year holidays

Reminder: Temporarily closing hours may be applied TEL 0229-31-1801

Meemo/みーも

Misatomachi Products and
Tourism Association's Mascot



April to June 4月～6月

Kogota Sakura Festival -April-

こごた桜祭り

Many events are held in this park. During a cherry-blossom viewing season, this park is illuminated in evening.

Place: Kogota Park/小ごた公園 [Known as Soyama Park]

Location: 1.5km away from Kogota station

Contact: Kogota Ekimae Shoten-Kai/小ごた駅前商店会

TEL 0229-32-2463



Kogota Morning Market -May to October-

こごた朝市

This morning market has been running since 1973. Fresh vegetables, agricultural products, flowers, and plants are available

Time: 6 am - 8:30 am on Sundays

Place: Kogota Ekimae Park/小ごた駅前公園 [2 minutes from Kogota station on foot]

Parking is available.

Iki-Iki Denen Festival -June-

いきいき田園フェスティバル

This festival holds fun activities with agricultural equipment such as "Boots throwing contest." It also provides lodging and a trip excursion. Participants in this course can harvest vegetables.

Time: The 2nd Saturday and Sunday June

Contact: Iki-Iki Denen Festival Executive Committee

いきいき田園フェスティバル実行委員会

TEL 0229-58-1278

Please find details on the web page <http://www.nangou.com/denen/>



August to January 8月～1月

Eki Fes MISATO -August- えきフェス MISATO

This big event is held by JR Kogota station in the east side of Kogota station. Train exhibition, mini SL trial run, N gage exhibition are must see events for railway enthusiasts. At the stage, dance performance by high school students and Yosakoi dances by residents in Misato are performed. Fireworks festivals are also notable.

Contact: Misato Festival Executive Committee [Office Misato-machi Products and Tourism Association]

/美さと^{みさと}まつり^{じっこういんかい}実行委員会（事務局^{じむきょく} 美里町物産観光協会^{みさとまちぶっさんかんこうきょうかい}） TEL 0229-33-3789

Misato Fireworks -August- みさと^{はなび}花火

Place: Ushikai Mizube Park/^{うしかいみずべこうえん}牛飼水辺公園

Access: 30 minutes away from Kogota station by walking

Parking area is available.

Hitomebore Marathon -November- ひとめぼれマラソン

Participants from Miyagi and other prefectures join this marathon and enjoy the scenery of Autumn's rice fields. It provides 10 km, 5 km, 3 km, and 2 km of running courses. There is also a children and parents paring course where they hold hands and cross the finish line.

Date: November 3rd [National Culture Day]

Contact: Hitomebore Marathon Office/^{ひとめぼれマラソン事務局}事務局
TEL 0229-34-2865

Kogota Donto Festival -January- こごたどんと^{さい}祭

This is the largest Donto festival of the northern part of Miyagi.

This festival bustles with people visiting and praying during the festival. Shops selling food and snacks will be opening in the shrine.

Date: January 14th Place: Yamanokami Shrine/^{やまのかみしゃ}山神社



Fruits and Vegetables くだもの やさい 果物・野菜

Kitaura Japanese Pears きたうらなし 北浦梨

Kitaura Nashi, one of the four leading Japanese pears in Miyagi, is the northern limit of the Pacific side. Chojuro (長十郎), Kosui (幸水), and Hosui (豊水) etc. are the main kinds of Japanese pears produced in Misato. In fall, national route 108 bustles with people from Miyagi and other prefectures as they would like to purchase the juicy Kitaura Nashi at direct sales shops opened along with the route 108. In addition, apple-Japanese pears (リンゴナシ), very rare apple like pears, are limitedly produced.

Contact: JA Shin-Miyagi Kogota farming Center

/JA新みやぎ小牛田営農センター

TEL 0229-32-1106 / FAX 0229-32-3311



Delicious Tomatoes デリシャストマト

"Delicious Tomato" is one of tomato brand produced by the company, Delicious Farm located in Osaki. It is famous for its sweetness like a fruit. "Delicious Tomato" is also grown in Misato. The way to grow is attached with making soil to create fluffy fields using most suitable composition of compost for it. It's still delicious without any cooking. Its tomato juice is also popular and processed foods of fig etc. are produced. This farm becomes more popular during harvesting period as it provides a service for a harvesting experience.

Contact: Delicious Farm/デリシャスファーム TEL 0229-56-3578 / FAX 0229-56-9760

Strawberries in Misato みさと 美里のイチゴ

In Misato, there are three main type of strawberries. The Tochiotome, known for being sweet and juicy, the Sachinoka, known for being especially rich in vitamin C, and the Akihime, known for its light sourness. These are sold in farmers markets and Hanayaka Ichiba in Misato. Strawberries are so popular that they are picked in the morning and typically sold out by early evening in the shops. In addition, a strawberry picking experience is held from January to May.

Contact: Neo Farm Nango/ネオファームなんごう TEL 0229-58-2247

SF Akai/エスエフあかい TEL 0229-58-1328

Nakayashiki Strawberry Products Association/中屋敷いちご生産組合 TEL 0229-58-2310

San Dream Nango Ltd./（有）燦ドリームなんごう TEL 0229-58-0017

JA Shin-Miyagi Kogota Farm Center/JA新みやぎ小牛田営農センター TEL 0229-32-1106

Contact for strawberry picking experience:

Representative of Naoe's Strawberry Mitsuo Nae/なおえの莓代表 直枝光男さん

TEL 0229-32-4242 Reminder: strawberries are sold by per reservation.

Kyo Mizuna きょう 京みずな

Kyo Mizuna, one of the potherb mustards, is produced in rich soils of the biggest vegetable farms with 57 large plastic greenhouses around Misato neighbor towns. Large amounts of the Kyo Mizuna is sent to the Kanto area and it is enjoyed by people in the area.

Contact: Green Wave Nango/グリーンウェーブ南郷 TEL 0229-58-2820 / FAX 0229-58-2821

Japanese Food にほんしょく 日本食

Kamata Soy Sauce かまたしょうゆ 鎌田醤油

Miso from Kamata Soy Sauce is made by soy beans from Japan, good quality water, and Sasanishiki rice from Miyagi. This matured Miso is rich in its soy taste. Since Kamata Soy Sauce was founded, it has been handing down traditional methods for more than 180 years. The variety of products such as additive free authentically-brewed soy sauce is made with innovative skills based on traditions.

Contact: Kamata Soy Sause Co., Ltd./かまたしょうゆ 鎌田醤油 (株)

TEL 0229-34-2021 / FAX 0229-34-2020 / E-mail kamata-co@aqua.ocn.ne.jp

Kogota Pickles こごたづけ 小牛田漬け

Kogota Pickles are made by mothers in the Agricultural Processed Food Groups in Kogota areas. The pickles consist of cucumbers, egg plants, white radishes and etc. These additive free Kogota pickles are regularly packaged in Ofukuro Package (おふくろ便) a package of assorted specialties of Misato.

Contact: JA Shin-Miyagi Kogota blanch Fureai-gakari/JA新みやぎ小牛田支店ふれあい係がかり

TEL 0229-32-2340

Nango Miso なんごう 南郷のみそ

Nango Miso is handmade by Nakayashiki Miso Processing association [中屋敷みそ加工組合]. Using soy beans called "Miyagi Shirome" from Misato, it is made with a traditional method using home grown Koji rice. As this is made with additive free, you can enjoy the original Miso flavor. This miso is sold at famers markets shops and Hanayaka Ichiba in Misato.

Contact: Nakayashiki Miso Processing Cooperative/なかやしき 中屋敷みそ加工組合かこうくみあい

TEL and FAX 0229-58-1060

Rice Cake Products from Usagi-ya うさぎや うさぎ家

Rice Cake from Usagi-ya is made from home-grown rice from Miyakogane. As their rice cakes are made with a professional dropping styled rice pounding machine, it is recognized as Miyagi certified products. In addition, there are delivery type Mochi products (fresh rice cakes are immediately frozen so that you can enjoy the fresh taste via defrosting.) Also, Usagi-ya provides a variety of products with 50 kinds of food such as Daifuku and Dango.

Contact: Midorino Furusato Farm/みどりのふるさとファーム [Known as Usagiya /うさぎ屋]

TEL 0229-35-1222 / FAX 0229-35-1223 / E-mail den@mochibe.co.jp

Japanese Food にほんしょく 日本食

Sakuyahime さくやひめ 咲耶姫

Sakuyahime is a medium raw type of Udon noodles, are made by only selected natural ingredients. Boiling this Udon, you can enjoy the color of shiny and clear noodles, chewy texture, and deep flavor. Sakuyahime is named after the main god of Yamanokamisha called Konohana Sakuyahime (コノハナサクヤヒメ).

Contact: Kitano Sho Ltd./ (有) きた しょう 北の匠

TEL 0229-34-2385 / FAX 0229-34-2307 / E-mail info@kitanosho.com

Shiso and Shiso Products おおば おおばかこうひん 大葉と大葉加工品

Misato is one of the largest Shiso producers in Tohoku. There are Shiso Tofu that are made by Shiso and Tofu from Misato. Also, there are Shiso Sashimi Konnyaku and Shiso dressings are popular. Many of these products are Miyagi certified food.

Contact: JA Shin-Miyagi Kogota Farming Center/JA しん みやぎ こごた えいのう 新みやぎ小牛田営農センター

TEL 0229-32-1106

For Products: Hoshi Food Products Ltd./ (有) しよくひん ほし食品

TEL 0229-32-2069 / FAX 0229-32-3212 / E-mail info@hoshi-food.co.jp

Suppoko Soup じる すっぽこ汁

A vegetarian choice (精進料理), Suppoko Soup has been passed down around the Misato areas since before the Meiji era. This soup consists of Umen Noodles with seasonal vegetables, deep-fried bean curd, Konnyaku and etc. with kudzu sauce. Suppoko Soup was originally provided to supporters after a Buddhism service. During fall and winter, Suppoko Soup is introduced as a limited menu at restaurants in Misato.

Contact: Misato-machi Products and Tourism Association/ (一社) みさとまちぶっさんかんこうきょうかい 美里町物産観光協会

TEL 0229-33-3789 / FAX 0229-33-3781 / E-mail info@misato-bkk.com

Yamanokami Manju やま かみ 山の神まんじゅう

Yamanokami Manju [Japanese-style bun stuffed with chunky azuki-bean paste which is light in the sweetness] is related to Yamanokamisha, a shrine known for answering prayers for safe birth etc. This Manju is popular among people who visit Yamanokamisha. Murakami-ya was founded in 1900 [Meiji 33th year]. Since then, it has been providing Yamanokami Manju.

Contact: Murakamiya Co., Ltd./ (株) むらかみや 村上屋

TEL 0229-33-3333 / FAX 0229-33-3331 / E-mail kogota@murakami-ya.com

Other Food and Sake 他食品・酒 ほかしよくひん さけ

Handmade Hams and Sausages 手作りハム・ソーセージ てづく

Pork is selected mainly from Miyagi prefecture and the other Tohoku prefectures. The pork is aged a home-made marinade, and they are diligently smoked with cherry tree chips. By preserving a natural flavor, each one of these products are sincerely made without adding unnecessary ingredients. Please enjoy the countryside's special flavor and taste. Also, Tontaro (とんたろう) has been holding delivery-cooking classes that offers a tasty and fun-learning experience.

Contact: Tontaro Ltd./ (有) とんたろう

TEL 0229-58-0092 / FAX 0229-58-0592

Organic Rice 有機等栽培米 ゆうきとうさいばいまい

In Misato, there are rice grown with no agricultural chemicals and reduced agricultural chemicals. Organic rice is grown in soils that have not used agricultural fertilizer for more than three years, and it is harvested without agricultural chemicals. In addition, the "organic" mark is a symbol of preserving the environment. Social gatherings of the producers from Misato and consumers from Kanto areas are held in Misato every year.

Contact: Youichi Abe/安部陽一さん あべよういち TEL 0229-58-1895 / FAX 0229-58-2240 / E-mail info@abeyouichi.com

Toshio Ogota/大子田利夫さん おおごたとしお TEL 0229-32-5328 / FAX 0229-33-1799

Local Sake Koganesawa 地酒 黄金澤 じざけ こがねさわ

The top brand of Koganesawa has received Gold awards for several times in a row at the Annual Japan Sake Awards (全国新酒鑑評会). This sake is brewed by traditional ways of brewing sake which is handed down by Kawakei Shoten founded in 1902 (Meiji 35th year). As production for this sake is low, this sake is one of the more precious alcohols. The sister brand of Tachibanaya (橘屋) is also popular as it is a very flavorful sake.

Contact: Kawakei Shoten & Co./ (名) 川敬商店 かわけいしょうてん

TEL 0229-58-0333 / FAX 0229-58-0334

E-mail kawakei@f7.dion/ne.jp



Miyagi Misato
Official Character
Mascot
Misatomachiko-chan

Markers and A Direct Shop いちば ちよくばいじょ 市場・直売所

Direct Sales Market “Genki-kun Ichiba”

げんき いちば
元気くん市場

Genki-kun Ichiba is inside of “A Coop Kogota” which is located 5 minutes away by South from JR Kogota station on foot. It provides a variety of products from JA Shin-Miyagi (JA 新みやぎ) and fresh vegetables that are picked in every morning. This market is an essential place to enjoy specialties of Misato throughout the year.

Contact: Genki-kun Ichiba/げんき いちば元気くん市場

Open Hours: 10 am – 8 pm Closing: January 1st

TEL 0229-31-1077 / FAX 0229-31-1078

Direct Sales Market “Hanayaka Ichiba”

はなやか いちば
花野果市場

Hanayaka Ichiba is located on national route 346. This market provides agricultural processed products such as special rice from Misato, fresh vegetables, and flowers. Because this store sells fresh and cheap products, there are many customers not only from neighbors and also from Sendai area. You can enjoy homemade dishes with local ingredients at the Farmers’ restaurant of “Hanayakatei.”

Contact: Hanayaka Ichiba/はなやか いちば花野果市場

Open Hours: 9 am – 6 pm Closing: the end of year and the New Year

TEL 0229-59-1320 / FAX 0229-59-1319

Direct Sales Store “Yottegain!”

ちよくばいじょ
直売所よってがいん！

Yottegain is a direct sales store by the company, East Farm which is popular with Eishu Rice and rice cake processed food. The home grown rice of Eishu is grown with reduced agricultural chemicals based on the theory of Nutrioperiodism. One of the products used the Eishu Rice is “Usukko” which is a thinly sliced rice cake. This is popular as you can easily cook by boiling it in hot water like shabu shabu. Yottegain is unique as it sells a variety of products such as rice noodles made by rice flour. Also, it provides a Miyagi specialty booth of local sake and products from Tohoku Cotton Projects’ products.

Contact: East Farm Miyagi Ltd./ (有) イーストファームみやぎ

Open Hours: 10 am – 6 pm

TEL 0229-58-2105 / FAX 0229-58-0321 / E-mail: akasaka@eastfarm.co.jp

Other Specialties ほかとくさんひん とくさんぶつ 他特産品と特産物

Rose バラ

Roses in Misato are highly valued in the market and receive gold awards at a variety of flower shows. The amounts of products occupy high percentage and it is regarded as one of the leading specialties of Misato. Rose is also Misato's Town Flower.

Contacts:

Wadatanuma Rose Products Association/わだ たぬま ばら せいさんくみあい和多田沼バラ生産組合

TEL 0229-58-2233

Sunayama Rose Products Association/すなやま ばら せいさんくみあい砂山バラ生産組合

TEL 0229-58-1754

Kimazuka Rose Products Association/き まづか ばら せいさんくみあい木間塚バラ生産組合

TEL 0229-58-0779



Kinoya Ishinomaki Fisheries Inc. Misato Factory

かぶしがいしゃ き や いしのまきすいさん みさとまちこうじょう
株式会社 木の屋 石巻水産 美里町工場

Kinoya Ishinomaki Suisan [木の屋石巻水産] is the only factory that offers an educational tour of the process of making canned foods.

Contact: Kinoya Direct Store/き や ちよくばいじょ木の屋直売所

Open Hours: 10 am – 5 pm

Closing: Tuesday [If Tuesday is holiday, the following Wednesday will be closing.]

TEL 0229-29-9429 / FAX 0229-29-9438 / Call 0120-05-1237 for visiting factory

Steam Locomotive Silver Accessories and Rail Lucky Charm

ぎん きかんしゃ こうふく みちび
銀の機関車と幸福へ導くレール

The strap accessories from Misato's "Railroad Town" are produced by an accessory company using platinum, gold, and silver etc. Their products are made from silver and all processed with rhodium so that their color will not change. Their products' size and texture are comfortable to wear. [Each one of the products is produced by per order.]

Contact: M・K Gold Co., Ltd./ (株) エム・ケイゴールド

TEL 0229-34-3181 / FAX 0229-34-1081 / E-mail mktimaw@tradewind.or.jp

Other Specialties ほかとくさんひん とくさんぶつ 他特産品と特産物

Misato Furusato Package みさと ふるさと びん 美里ふるさと便

Misato Furusato Package is assorted gift sets of specialties of Misato. You can enjoy their motherly cooking. Every year, Misato Furusato Package is delivered during a period of sending mid-year gifts and year-end gifts.

Contact: Misato Products and Tourism Association/ (一社) みさとまちぶつさんかんこうぎょうかい 美里町物産観光協会

TEL 0229-33-3789 / FAX 0229-33-3781

Misato Marugoto Navi みさと 美里まるごとナビ Miyagi-ken Misato-machi Marugoto Guide みやぎけんみさとまち 宮城県美里町まるごとガイド

Misato Marugoto Navi and Miyagi-ken Misato-machi Marugoto Guide are provided by Misato-machi Products and Tourism Association/ みさとまちぶつさんかんこうぎょうかい 美里町物産観光協会 introduce gourmet, sightseeing spots, staying information, souvenir/specialty goods, events, and transportation/access information in Misato.

Misato Marugoto Navi <http://misatobkk.com/traffic.html>

Misato Guidebook

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13 Komagome Kitaura Aza Misato-machi,
Toda-gun, Miyagi-ken, Japan 987-8602
TEL 0229-33-2180

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