

To the Experience of Uonuma Water Corridor

Why not see, touch, and taste Uonuma City, a hospitable city with super-soft water? You can experience the memorable attractions of the snowy region of Uonuma.



Harvest experience

Why not take the chance to experience the harvest of branded vegetables and fruit that grow in the fertile soil of Uonuma? The taste of agricultural products you harvest with your own hands is priceless.

[Major harvest season]

- Yairo watermelons (mid-July to early August)
- Blueberries (July to early September)
- Rice (late September to early October)

Experiencing local dishes

You can learn about the culinary culture peculiar to the heavy snow region through local dishes that use local agricultural products and processed food. Women from the local community can teach you the secret of how to cook delicious rice.



Factory tour

Uonuma Jozo is one of the world's largest malted rice factories. On the factory tour, you can see the process of making fermented food, such as rice malt amazake (sweet fermented rice drink), and a warehouse named Yukimuro (literally meaning the snow room), which utilizes cool air generated by snow. In the theater room, you can learn the origins of Uonuma City, a hospitable city of water, and the production process of rice malt amazake. Moreover, you can make soap from malted amazake from rice.



Uonuma Water Corridor

— Riverbed Water from the Three Mountains of Echigo —



Welcome to Uonuma City,
a hospitable city with super-soft water

Inquiries about the Uonuma Water Corridor

Uonuma City Tourism Association

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<https://www.iine-uonuma.jp/>



Time required from each airport (if using the Shinkansen train)

Niigata Airport	Niigata Station	Urasa Station About 1 hour and 10 minutes
Haneda Airport	Tokyo Station	 About 2 hours and 10 minutes
Narita Airport		 About 3 hours

To the Stage of Uonuma Water Corridor

The hospitable city with super-soft water is one of the foremost snowfall areas in the world.

Uonuma is surrounded by Uonuma Hill to the west and the Mikuni Mountains (the three mountains of Echigo: Mount Echigo-Komagatake, Mount Nakanodake, and Mount Hakkai) to the east. Since it is hot and humid in summer and the accumulated snow exceeds three meters in winter, it is one of the foremost snowfall areas in the world as a living sphere. The layers of snow on the fields and mountains soak into the earth with time, turning into mineral-rich meltwater and nurturing the fertile alluvial fan of Uonuma City, a hospitable city with super-soft water.

Riverbed water that wells up after so many years is super soft. Quality water without any trace of unusual characteristics is utilized not only for agriculture but also for sake brewing. Moreover, this water is excellent for cooking as it brings out the umami flavor of the ingredients.



To the Delicacies of Uonuma Water Corridor

Uonuma is one of Japan's most famous heavy snowfall areas, characterized by clear water from melting snow and temperature differences between day and night peculiar to this basin. The blessed climate and environment of Uonuma produce unparalleled delicious specialties.



Uonuma-made Koshihikari

Snow accumulated during winter soaks into rice paddies in Uonuma in the form of mineral-rich meltwater. Cold snow meltwater plays an important role in controlling the increase in soil temperature during summer and assisting the growth of rice crops, producing some of the best Koshihikari rice in Japan.



Yairo watermelons

Yairo watermelons are characterized by a high sugar concentration and crisp texture because they are cultivated in the well-drained alluvial fan of the Mizunashi River and have temperature differences between day and night peculiar to the basin. Another reason for their popularity is their uniform quality.



Osaki greens/Yairo greens

Osaki greens are leafy vegetables produced in the Osaki region in Minamiuonuma City, while Yairo greens are produced in the Yairo region in Uonuma City. Both vegetables are appreciated in winter because Niigata is covered with much snow. They have been cultivated using spring water, the temperature of which is constant throughout the year (They are grown in greenhouses nowadays).



Miyuki trout

Miyuki trout were created by crossing rain trout and rainbow trout and came into being after ten years of research. These trout are cultivated in the clear water of Uonuma and are characterized by bright pink meat, a sticky texture, and profound flavor.



Forced mountain vegetables

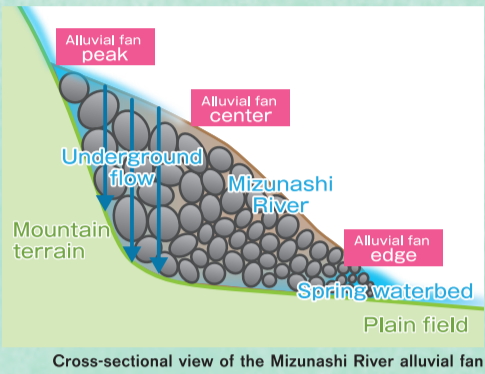
Mountain vegetables that sprout at the time when the snow starts to melt are cultivated by applying knowledge and innovation so that they can be harvested in the middle of winter. The taste of the mountain's blessings that tell of the coming arrival of spring in a heavy snowfall area gives a rich sense of happiness.

Uonuma Water Corridor: A tour around the hospitable city with super-soft water

Riverbed Water from the Three Mountains of Echigo

A cross-sectional view illustrating the Mizunashi River alluvial fan of the hospitable city with super-soft water!

In the Mizunashi River, alluvial fans cultivate branded agricultural products such as Uonuma-made Koshihikari rice and eight-colored watermelons. Moreover, as food factories looking for abundant and quality water are clustered in the Mizunosato Industrial Park, it is also called the Hospitable City of Water Snowy Food Town.



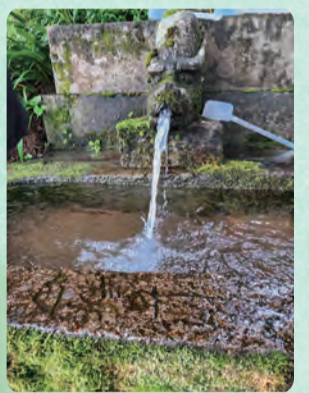
The three mountains of Echigo

[Mount Echigo-Komagatake] 2003m [Mount Nakanodake] 2085m [Mount Hakkai] 1778m

The three mountains of Echigo is a collective term for Mount Echigo-Komagatake, which is one of the 100 famous mountains of Japan, Mount Nakanodake, and Mount Hakkai. The whole area surrounding these three mountains is part of the Echigo Sanzan Tadami Quasi-National Park.

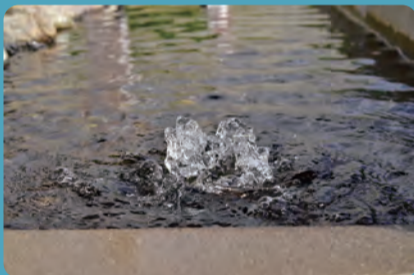
The three mountains of Echigo

Mount Nakanodake 2085m
Mount Echigo-Komagatake 2003m
Mount Hakkai 1778m



Seeking the abundant and quality riverbed water of the Mizunashi River

Hospitable City of Water Snowy Food Town (Mizunosato Industrial Park)



Super soft riverbed water, which has welled up after so many years, is used for the daily life of citizens of Uonuma City in agriculture and sake brewing, and for industrial use by different food manufacturers looking for abundant and quality water.



Convincing evidence of the hospitable city of water's super-soft water based on data!

The hardness of tap water is expressed numerically. Soft water is classified as having 0 to 100 milligrams per liter (mg/L). The average hardness of tap water in Japan is 48.9 mg/L. On the other hand, the average hardness of water in Uonuma is 24.85 mg/L, while that in the Mizunosato Industrial Park is 11 to 20 mg/L. These values clearly show that Uonuma City is a genuinely hospitable city of excellent water.

