



# Echizen, the town of Echizen crab — Experience Echizen crab where catches are landed —

## Concept

Learn all about Echizen crab at the Echizen Crab Museum and observe an Echizen crab auction, through a special experience that goes beyond sightseeing

Landed in the town of Echizen, Echizen crab is a specialty product that captures the taste of winter in Fukui Prefecture. The crab's quality and high yield have earned it acclaim as Japan's finest crab, while its flavor and historical background have also made it a key tourist resource and a winter delicacy beloved by many. The Echizen coastline is characterized by rapid changes in water depth and complex ocean currents, offering the Echizen crab a perfect environment for growth. The fishing ground's proximity to port means fresh crabs are quickly transported to market, contributing to their high quality. Gain a deeper appreciation of the Echizen crab through a visit to the Echizen Crab Museum and auction site.

Echizen (Fukui)



## The town of Echizen, blessed by natural beauty, a rich food culture, and history

Facing the Sea of Japan and rich in nature, the Echizen area is characterized by the beautiful Echizen coast. Visitors enjoy nature in every season along the coast, which is lined with fascinating rock formations and beautiful pebble beaches. The area is famed for catches of Echizen crab, with local restaurants serving fresh crab dishes that attract visitors, particularly in winter.

Echizen daffodils are also in full bloom in winter, which features events such as the Echizen Coast Daffodil Festival. Echizen is a compelling town where the beauty of nature fuses with a rich food culture.

## The transmission of food culture tradition and local production for local consumption

Echizen crab is deeply rooted in local food culture. Residents feature the crab in home-cooked cook dishes, keeping regional traditions alive. By serving Echizen crab, local restaurants help to spread the regional food culture. Consumption of the crab supports fisheries while also embodying the philosophy of local production for local consumption and playing a role in reaffirming the importance of regional foodstuffs.





## The Echizen crab brand

Echizen crabs are sorted under strict standards for size, shape, firmness, and more.

The crabs' growth environment also affects quality. The Echizen coast features deep waters, with the cold seawater of winter in particular a factor that promotes firmer meat texture and greater sweetness.

In the interest of protecting resources, efforts are being made to prevent depletion by controlling catches, setting fishing seasons, and restricting crab sizes.

## Crab auction visit

The Echizen crab auction visit offers a special opportunity to visit an auction site normally closed to the general public. Professionals with years of experience in auctions explain to participants how the auctions progress and how crabs are sorted. This experience imparts an understanding of the importance of Echizen crab and of the local food culture, as well as an opportunity to taste fresh local seafood. Going beyond a simple sightseeing experience, the auction visit offers a valuable opportunity for deep learning about regional culture and fisheries. (Auctions are held irregularly in accordance with weather conditions.)





## Echizen Crab Museum

In this facility for learning about Echizen crab fishing and ecology, visitors will find plentiful exhibits and experience zones that offer deep insights into the environment and history surrounding the crab. The museum visit is certain to enhance the later experience of tasting Echizen crab. Facility tours are also available from researchers who have studied the crab in depth.

### A facility that pairs learning with fun

With facilities that simulate an actual fishing experience, this museum visually enables learning about the ecology of the Echizen crab. The tunnel aquarium further allows observation of fish in every season. Hands-on attractions such as touch pools and theater games are especially popular with children. Special exhibits and events: Special exhibits and events are featured every season. Works of art made with the shells of Echizen crab are also on display.

