

The Speciality of Soja

Peaches

Shimizu white peaches, known as the "Queen of Peaches" represent Okayama. Peaches are considered a summer fruit but each variety has a different ripening period. Please enjoy the most delicious peaches in season.

Grapes

Symbolic of Okayama prefecture "Muscat of Alexandria" grapes are characterized by its elegant sweetness, strong aroma, and the bright emerald green color. "New Pione" grapes are promoted by the prefecture and Okayama produced New Pione is widely known because of its production volume.

The Taste and Aroma of Home



Sweet corn

Okayama produces the best full cobs of corn named Gold Rush, a variety which has a strong sweet taste. Sweetness accumulates during the night, so we harvest them first thing in the morning and ship them out the same day to preserve their fresh sweetness.



Strawberries

Soja's strawberries are very sweet and the balance with tartness is perfect. It has an excellent aroma and is juicy and moderately soft. Strawberries grown in the greenhouses are shipped from December to May. Strawberries are said to have more vitamin C than lemons.



Celery

Celery cultivation started in 1952 in the Yamate area of Soja. The unique flavor is subtle and it is characterized for its softness and freshness.



Soja Fire Department Curry

The night shift fire fighters have been enjoyed this curry by for about 40 years. Beef tendon meat in the curry increases stamina and guarantees satisfaction!



Soja Elementary school curry

Curry has always been a very popular menu item in school lunches. This curry will take you down memory lane.



Soja red rice porridge

This porridge is made with non-glutinous rice and red rice grown in Soja, which was planted by Tourism Ambassador and Singer Nanase Aikawa in front of Bitchū Kokubun-ji temple, the symbol of Soja.



Minestrone Soup with Soja celery

We made this soup to bring out the best of soft and fresh Soja celery.



Bread World Soja
Officially Recognized by Soja City
Image Character Sakku

So-Ja!pan (Bread World Soja)

Soja city ranks No.1 in Okayama prefecture for bread production and shipments. There are many local original breads in Soja city. They come in a wide variety of shapes and flavors, including Soja dogs, Soja rolls, and Soja donuts, and are sold at bakeries, pastry shops, and tourist attractions throughout the city. Enjoy Soja with a Soja original bread in hand.

Bread World Soja Website



General Incorporated Association
Soja Chi-tabe Public Corporation

🏠 Jitokatayama 17-1



Agricultural Gardening Kibiji Farm | MAP >> F-6 |

As one of the largest comprehensive tourist farms in Chugoku and Shikoku region, this farm is full of excitement and fun throughout all four seasons. Not only you can purchase Okayama produced agricultural products, but also enjoy different activities such as strawberry picking, mud volleyball, rice paddy field experience, mochi pounding and somen nagashi (catch Japanese noodle flowing down a bamboo chute) . Pot gardening workshops and rose pruning workshops are also held. Agricultural Gardening's original delicious cakes, sweets and bento boxes are also sold to make your day more exciting and fun.

- Location: Nishigoori 411-1
- Open: 9:00 to 18:00 (January, February is to 17:00)
- Closed : End of the year and New Year
- Inquiries: +81-866-94-6755



Sun Choku Hiroba Eetoko Soja | MAP >> G-6 |

Located on the premises of Sun Road Kibiji. This center sells not only peaches and grapes but other fruits, vegetables and flowers.

- Location: Misu 825-1
- Open: 9:00 to 16:00
- Closed : End of the year and New Year



Kibiji Motenashi no Yakata (Kibiji Hospitality House) | MAP >> H-6 |

Enjoy dining with the view of the five-storied pagoda and shopping local specialties and carefully selected souvenirs.

- Location: Shuku 418
- Open: 9:00 to 16:30
- Closed every Tuesday, End of the year and New Year



Kiyone Open-Air Market | MAP >> D-8 |

You can purchase fresh locally produced seasonal vegetables. Outdoor grown fruits and vegetables are exceptional.

- Location: Kiyone-karube 785-2
- Open: Every Wednesday and Saturday 6:00 to 11:00



Farmer's Market Taneiya | MAP >> Small-scale Map |

Buffet offering delicious dishes made with abundant fresh ingredients is very popular. Variety of products including fresh local products and rare game meat (boar meat, venison) are sold at the farmer's market.

- Location: Tanei 441-1
- Open: 7:00 to 19:00
(a restrand open 11:00 to 14:00)
- Closed: 1/1 (a restrand closed 12/30 to 1/3)



Kibiji Tourist Information Center | MAP >> G-6 |

Located on the premises of Sun Road Kibiji. In addition to tourist information a variety of souvenirs are available.

- Location: Misu 825-1
- Open: 9:00 to 18:00 (October to March is to 17:00)
- Closed : End of the year and New Year
- Inquiries: +81-866-92-1211



JA Harenokuni Okayama Shunkan Hiroba | MAP >> G-6 |

This is a large facility with JA farmer's market on the 1st floor and a restaurant on the 2nd floor. At the farmer's market, "Hare nochi Hare", seasonal items such as vegetables, fruits, rice, meat, processed products, and cut flowers are offered for sale.

- Location: Okadani 23
- Open: 9:00 to 17:00
- Closed: End of the year and New Year (a restrand closed every Tuesday, End of the year and New Year)



Ikeda Komichi no Eki | MAP >> Small-scale Map |

This roadside station sells various agricultural products brought by local farmers, handmade miscellaneous goods, woodwork, etc.

- Location: Makidani 3333-2
- Closed every Tuesday, End of the year and New Year

Souvenir from
Soja

Souvenir



Red Rice Bun URADON

Simple manju (sweet bun) with homemade smashed read bean paste. The red rice flour and Tsugune yam is kneaded together and made into a thin crust to wrap the filling.



Kofun (Burial Mound) Cookie

Cookie made to look like the key-hole shaped tumulus. Each cookie is handmade and baked using Okayama grown flour called "Dei rei ko" .



Sessyu Monaka

A cute, mouse shaped Monaka (bean-paste filled wafers) using Hokkaido grown red adzuki beans.