What is Sustainable Tsuruga?

In Spring 2024, the Hokuriku Shinkansen is a port town facing the Sea of Japan, and has long been an important gateway to continental Asia. In former times, it had a thriving port and was the first city along the Sea of Japan to build a railway, making it a cultural hub and cornerstone of transportation and commerce.

Sustainable Tsuruga creates sustainable travel experiences that promote Tsuruga's rich culture and nature, and invite people to connect with the locals and experience the unique charm of Tsuruga.

We hope that through these connections we will build a sustainable future for our town together.



Aquaculture is sustainable

Sustainable fish farms take great care in what they feed their fish and provide a sustainable way of cultivating food without relying on natural resources. Tsuruga's Red Sea Bream is so firm and healthy that you wouldn't know it had been farmed, and its bright red color is equal to natural Red Sea Bream.





Shinkansen Limited Express Tokyo-Maibara-Tsuruga *Scheduled to open in spring 2024 Tokvo-Kanazawa*-Tsuruga



Nearest Interchange Tsuruga Interchange



Ports of Departure Ports of Departure
Tomakomai East, Otaru, Akita, Niigata



Komatsu Airport From Komatsu Airport to Tsuruga use the limousine bus And JR limited express train.



Minshuku Tone

14-40Nago, Tsuruga-City, Fukui-Pref. 914-0834 TEL (+81)770-23-0881



Kaivujuku Tone

2-1-3Nago, Tsuruga-City, Fukui-Pref. 914-0834 TEL (+81)80-8995-6500

open all year round (may be temporarily closed due to stormy weather)

Workshop Reservations



Sustainable Tsuruga



(+81)770-24-4500

FAX (+81)770-24-4333

► Map Travel Co., Ltd.

Instagram: @sustainable_tsuruga www.sustainable-tsuruga.ip (Official site scheduled to open in 2023)





Cooperated by Tsuruga Tourism Association Aguatom Ground Floor, 2-2-4 Kagura-cho, Tsuruga-City, Fukui-Pref. 914-0063

TEL (+81)770-22-8167 FAX (+81)770-22-8197







Tsuruga Red Sea Bream

Pole-and-Line Fishing Filleting Experiences

SUSTAINABLE TRAVEL EXPERIENCES IN TSURUGA



Why is Sea Bream so popular in Japan?

Sea Bream "Auspicious fish"



Grilled Sea Bream served whole has long been considered an auspicious dish in Japan. The Japanese word for Sea Bream is "tai", and the word for auspicious is "omede-tai", so the play on these words made Sea Bream a popular dish for banquets and celebratory occasions.



What makes Tsuruga Red Sea Bream so delicious?

Tsuruga is facing the Sea of Japan, which is known for its rough winter seas and heavy snowfall. As the Sea Bream are cultivated in this harsh environment, they grow up healthv and strong with a vitality that can withstand sudden changes in water temperature.







[Sea Bream miso soup]

Also, using natural and highly nutritious feed such as crab shells ensures that the fish grow naturally, with a high quality of meat and vibrant red color.

Tsuruga Red Sea Bream experience plan



Try catching your own sea bream in a specialized sea-fishing pond, then bring it back and learn how to fillet it vourself.

•required time: about 1 hour

target age:

elementary school students and above

ng Experienc

Learn how to fillet a Sea Bream that you caught yourself. The fresh fish can be eaten as sashimi or grilled fish. Even beginners are welcome to join.

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★reservation required see back for details

•required time: about 1 hour

target age: elementary school students and above We are cultivating our future!

We are a young group of members working on the aquaculture of Tsuruga Red Sea Bream in the Nishiura area!



Let's work together to share the charm of Tsuruga Red Sea Bream!









Recommended Point

Eating fish you caught and filleted with your own hands is especially delicious. Please enjoy the taste of our fresh Tsuruga Red Sea Bream!

