

Joetsu Rice Export Promotion Tour

This tour aims to gather insights from international participants and rice industry professionals to help expand overseas demand for rice produced in the Joetsu region.

Farming Experience

Rice planting using a rice tractor
※rain or shine

<venue>
Agricultural Producers' Cooperative Corporation
Ogata National Country
581-1 Katada, Ogata-ku, Joetsu-shi, Niigata, Japan



Onigiri Making Experience

Featuring different rice varieties:
Koshihikari, Mizuho no Kagayaki,
Koshiibuki, California-grown rice

<venue>
Utopia Kubiki kiboukan
716 Hyakukenmachi, Kubiki-ku,
Joetsu-shi, Niigata, Japan



Date and Time

Tuesday, June 16, 2026

Meet at Joetsu-Myoko Station at 8:30 a.m. /
Disband at 1:30 p.m.

Schedule

time	Details
8:30	Meet at JR Joetsu-Myoko Station West Exit Rotary (Microbus Boarding) Orientation during the bus ride
9:00~11:00	【Rice Planting Experience】 at Ogata National Country Farm
11:15~13:00	【Onigiri Tasting and Feedback Session】 at Kubiki kiboukan Closing and Questionnaire (on the bus)
13:30	Disband at JR Joetsu-Myoko Station West Exit (Drop-off by microbus)

※The schedule may vary depending on the situation, but we plan to finish at 1:00 PM as originally scheduled.

Hosted by & Inquiries

Agriculture and Forestry Promotion Department,
Joetsu Regional Promotion Bureau

T E L : 025-526-9408 (Agricultural Production Division)

E-mail : ngt111940@pref.niigata.lg.jp

Co-Supported by : Joetsu City, Myoko City, Itoigawa City,

Echigo Joetsu Agricultural Cooperatives, Myoko Green Tourism Promotion Council

Apply Here▼
(Deadline: June 9)



For details▼

