

To an exciting place!

Hirono,
Iwate

Hirono, Iwate

Tourism Guide

Surfing, Sea Urchin, Sea Squirt, Nanku Diver
Seaside Fun in Hirono



Get the tourism guide in multiple languages on your smartphone or tablet!
Install the free *Catalog Pocket* app, and search for "Hirono Tourism Guide!"



URL <http://www.town.hirono.iwate.jp/>





Seaside Fun in Hirono

種市海浜公園

Fun

Taneichi Seaside Park

TEL: 0194-65-5916
(Hirono Fisheries & Commerce Section)

A vast spread of white sand offers one of the best beaches in Kita Sanriku. The area features convenient leisure facilities such as grassy campsites, hot showers, and more, as well as the natural Sanriku Geopark scenery in all its glory, including the beautiful Madoiwa rock formation.

Events

サーフィン体験

Surfing Experience

Sessions held several times a year for beginners who want to try surfing.

Availability: Jul – Aug (yearly, several times), contact for more info
TEL: 0194-65-5916
(Hirono Tourism Association)

Kyah!

Riding the waves feels great!



Experience

カヌー・ヨット体験

Canoeing / Yachting Experiences

Try out canoeing and yachting along the gentle beachside waters.

Availability: Jun – Sept (reservation req. 7 days in advance)
TEL: 0194-65-4290 (Taneichi Gymnasium)



Deep Hirono

Head over to the Hirono Fisheries center "Unique!"

Known for its bright white building, the center is home to restaurants and gift shops, and is considered a local hub for seaside fun in Hirono.
TEL: 0194-65-5161



Fun at the Beach!

ひろのUNIカップビーチバレーフェスタ

Hirono Uni Cup Beach Volleyball Festival



Featuring both 2 and 4 player matches along the white sandy beaches of Taneichi Seaside Park!

Availability: Late Jul, yearly (apply by early Jul)
TEL: 0194-65-5916
(Hirono Events Executive Committee)

ひろのビーチサッカーフェスティバル

Hirono Beach Soccer Festival



Divided into beginner and expert leagues, everyone from kids to adults can come and enjoy some beach soccer at Taneichi Seaside Park.

Availability: Late Jul, yearly (apply by late Jun)
TEL: 0194-65-5916
(Hirono Tourism Association)

Experience Nanbu Diver!

ヘルメット潜水体験

Helmet Diving Experience



Experience the traditional Nanbu helmet diving technique at an event open to the public held during the Taneichi High School Cultural Festival.

Availability: Mid Oct
TEL: 0194-65-2145 (Taneichi High School)

スキューバダイビング体験講座

Scuba Diving Course



Experience handling scuba equipment and diving at the Taneichi High School Marine Development Department's dive training pool.

Availability: Held several times around Aug
TEL: 0194-65-2145 (Taneichi High School)

Culture

岩手県立種市高等学校

Iwate Prefectural Taneichi High School



A prefectural high school featuring a Marine Development Department that strives to pass down Hirono's Nanbu Diver tradition to each younger generation. With a focus on refining diving technology, the school is home to a dedicated training boat and full-scale training pool.

Also used as a setting for the TV show, Amachan!

❶ Hirono's coast comes in direct contact with waves from the Pacific, and is considered to have some of the best waves throughout northern Tohoku. The area is a popular destination for its white sandy beaches, crystal clear waters, and great surfing.

❷ The area is swept by cool winds, known as yamase, in the summer—a feature unique to Sanriku—and covered with a white haze and refreshing air.

❸ The Taneichi Fish Arena offers piers, wharfs, and landing sites for anchoring yachts and boats. To apply for use, contact the Fisheries & Commerce Section of Hirono Town Hall (0194-65-5916).

❹ Surfing experiences for beginners are held several times per year. Surfboard and wetsuit rentals also available during events.



Stories of Hirono

What is Nanbu Diver?

Hirono's proud Nanbu Diver is a traditional diving technique that inherits the use of old-fashioned dive helmets.

In 1898 (Meiji 31), a freighter named Nagoya Maru ran aground off the coast of Taneichi, and four divers from Boshu (Chiba) came to dismantle and salvage the ship. One of them, Mimura Kotaro, took note of the strength of a local laborer named Isozaki Sadakichi, and taught him how to helmet dive. Sadakichi, who was later known as the "Father of Nanbu Diver," went on to become a fully-fledged diver and further established the technique in forming an apprenticeship system. In addition to underwater construction, he also worked as a sea squirt harvester to maintain a stable income.

Diving is still currently taught at Taneichi High School, with many graduates active at marine development sites around the world.

The traditional diving helmet, as seen on the TV show, Amachan

Nanbu Diver



Geo ウニ増殖溝
Sea Urchin Breeding Grounds



As it was originally a flat rock-bed under shallow waters, the coast of Hirono was not an easy place to breed marine life. A number of trenches were dug among the shallow rocks, making for an environment conducive to flowing seawater. This allowed for the propagation of kelp, which serves as a food-source for the sea urchin now bred along the trenches. In the summer, visitors can also see sea urchin harvesting along the breeding grounds. As a harvesting area that began around the 1975 (Showa 50), it has come to be known as a symbol of Hirono's marine products industry, and is also certified as a Sanriku Geopark.

Ranch Fun in Hirono

Fun おおのキャンパス
Ono Campus Tel: 0194-77-3202 (Ono Campus)

Experience the Hitori Ichigei Village along with Ono Roadside Station, and the Industrial Design Center, at this hub for those looking for ranch-related fun. Get the most out of your leisure time with the available accommodations while interacting with nature and enjoying Hirono cuisine and specialty products.



Fun 動物ふれあい館
Animal Experience Center

Cute colors and shapes!

Have some fun interacting with adorable animals, including horses, goats, sheep, ducks, rabbits, and more.

Open: 10:00am – 6:00pm (mon – sun)
*Ponies unavailable Dec – Mar



Fun ポニー馬車
Pony Carriage

At the Animal Experience Center, visitors can enjoy riding ponies and pony-drawn carriages during weekends and events.

Open: 10:00am – 6:00pm (mon – sun)
*Ponies unavailable Dec – Mar



Shopping 農産物直売所 ゆうぎセンター
Farm Direct Yuki Center

Featuring fresh local vegetables and mountain products, as well as locally produced foods.

Open: 9:00am – 6:00pm TEL: 0194-77-4379



Eat そば処 ウッディハウス
Soba restaurant Woody House

A popular soba shop featuring the flavorful Juwari Soba. Try out the country-style set meals and handmade ice cream!

Open: 11:00am – 4:30pm (last order)
TEL: 0194-77-3202



Eat 道の駅おおの 食の館
Shoku no Yakata, Ono Roadside Station

A restaurant featuring the locally sourced Akadori ramen, as well as various other kinds of ramen and set meals.

Open: 11:00am – 5:30pm (last order)
TEL: 0194-77-4379



bathing おおの健康の湯
Ono Kenko no Yu

Enjoy ultrasonic baths and herbal remedies, as well as Finnish saunas, while taking in the surrounding nature.

Open: 10:00am – 10:00pm (9:00pm Nov – Apr)
TEL: 0194-77-2717



Fun 森のカブト虫館
Forest Beetle Museum

A facility open only during summer vacation, where visitors can observe and buy different kinds of beetles.

Open: 9:00am – 4:00pm (mid Jul – Aug, no closures)

A Plateau for All-day Fun Ono Campus



Ranch Workshop Experience

A creative experience led by the artisans of Ichigei Village

Learn the art of craftsmanship from the artisans of Hitori Ichigei Village. For more information, contact Ono Campus (0194-77-3202).

木工体験

Woodworking Experience



Make your own coasters and spoons with guidance by the artisans of Ono Woodworking.
Price: 400 yen+
Req. Time: ~40min

陶芸体験

Pottery Experience



Enjoy freeform pottery sculpting by hand, or try out a potter's wheel.
Price: 1000 yen+
Req. Time: ~20min

裂き織り体験

Saki-Ori Weaving Experience



A traditional Ono craft that makes use of old cloth torn into strips by weaving them through a loom into new products.
Price: 400 yen+
Req. Time: ~20min

From the Experts

Crafting experiences as taught by Ono artisans, including woodworking, saki-ori weaving, and pottery. Kids can easily create their own works as well!



竹とんぼづくり体験

Bamboo-copter Making Experience



Make your own traditional bamboo-copter (or directly translated, "bamboo dragonfly"), and see how well you can get it to fly!
Price: 400 yen+
Req. Time: ~20min

Fly high!



Fun

大野パークゴルフ場

Ono Park Golf Course

Home to national competitions, and known as the largest park golf course throughout Honshu featuring 11 courses with 99 holes. Experience an invigorating sport that's enjoyable regardless of age, among the nature of the plateau. Beginner classes also held daily.

Open: 9:00am - 5:00pm, Apr - Nov (until 6:00pm May - Sept)
TEL: 0194-77-4389



Events

おおの日本一星空レストラン

Ono Japan Starry Sky Restaurant

An event held at Hirono Makiba Observatory where visitors can enjoy a course meal while observing the starry sky. Held every fall.

Open: 10:00am - 6:00pm (mon - sat)
TEL: 0194-53-5756 (Kuji Regional Tourism Council)

Experience

ひろのまきは天文台

Hirono Makiba Observatory

An observatory featuring a 51cm aperture reflecting telescope. Extensive space-related commentary also provided.

Open: 1:00pm - 9:00pm every fri, sat, sun (temp. opening / closures also possible)
TEL: 0194-77-3377, 0194-77-3202



Nice shot!



*360 Degrees of Starry Skies
The Observatory atop the Hill*

The Starry Sky

Stories of Hirono

Where's the best place in Japan to see the starry sky?

Ono Regional Shared Ranch, which is home to the Hirono Makiba Observatory, was chosen as the place with the darkest night sky providing for the best star-viewing conditions during the 2007 Winter General Observation by the Star Watching Network, sponsored by the Ministry of the Environment. The observatory is located at the highest part of the hilly area, overlooking the Sanriku Geopark designated Ono Marine Terrace, and offers visitors the chance to enjoy a far-reaching panoramic night sky view. A dedicated outdoor observation site is also available for those who want to bring their own telescopes.

Apart from the Starry Sky Restaurant, various other events also make use of the surrounding rich natural environment, such as concerts and astronomy workshops, and the area sees many visitors including astronomy enthusiasts. (This page's starlit photo was taken locally!)

Forest Beetle Museum

Animal Experience Center



Drone Videos

Michinoku Coastal Trail, Hirono Area



Stories of Hirono

みちのく潮風トレイル Michinoku Coastal Trail

What is the Michinoku Coastal Trail?

The Michinoku Coastal Trail is Japan's longest path, spanning over 900km across the Pacific coast, all the way from Hachinohe in Aomori to Soma, in Fukushima. The Hirono section of the trail covers the town's entire coastline, and offers a calm and relatively easy route that can be recommended for beginners. A journey awaits, offering great scenery, soothing nature, and experiences of culture and warm local life, along a path towards recovery from the earthquake.

Encounter seaside life along a coastal trail!



角の浜駅

1 Kadonohama Station

An unmanned station along the JR Hachinohe Line. Get off at the 14th station, and enjoy Hachinohe Station's ocean view. The northern gateway to Hirono.



浜の鳥居

2 Hama no Torii

A large torii gate, built facing the sea. In honor of the deity of the sea, it acts as a gateway for visitor's wishes towards seafaring safety and bountiful fish hauls.



岩手県立種市高等学校

4 Iwate Prefectural Taneichi High School

A high school featuring a Marine Development Department, where the Nanbu Diver tradition is passed down among generations. Also used as a setting for the TV show, Amachan.

種市海浜公園

12 Taneichi Seaside Park

One of Kita Sanriku's leading beaches. A recreational area with a large parking lot, making for an easy place to going camping. Restrooms also available.



金山神社

19 Kaneyama Shrine

Get a view of Yagi Port from an elevated location. A place where visitors can take in the landscape and life of a fishing village.



ルートマップ Trail Map

3-Hour Course

1 Kadonohama Station

4-Hour Course

7 Taneichi Station

8 Taneichi Shopping District

18 Rikuchu Yagi Station

3.5-Hour Course

19 Kaneyama Shrine

27 Nakano Shirataki Falls



Trail Guide

Choose a trail that matches your abilities

Think of a plan that takes into account your physical fitness, as well as the weather. Plan ahead where you'll be able to eat and rest, and don't forget to check for any designated dangerous areas, as well as evacuation sites.

Wear clothes similar to if you were going mountain climbing

In addition to needing to walk along naturally mountainous pathways, know that sudden weather changes can be frequent due to the movement of cool winds, even in the summer. To help with such conditions, mountain-climbing attire is recommended.

Bring a trail map

Michinoku Coastal Trail maps are available. See below for how to get one.

<http://tohoku.env.go.jp/mct/route/stock.html>





A trail of smiles, on the way to recovery Michinoku Coastal Trail

▼ 清光館跡

21 Seikokan Site

The site of the Seikokan Inn, a place where Yanagita Kunio, known as the "father of folklore," for his work *Tono Monogatari* (*Tales of Tono*), stayed during his travels on foot along the Sanriku Coast.



▼ 有家駅

23 Uge Station

Uge Station, newly built after its predecessor was washed away by the tsunami. A notebook within collects messages from travelers.

▼ ゴリラ岩

26 Gorilla Rock

A huge rock, reminiscent of the silhouette of a gorilla, sits along a rocky shore with a sprawling rough landscape. Check it out if you're in the area!



▼ 中野白滝

27 Nakano Shirataki Falls

Get a view of Nakano Shirataki Falls, a dynamic mountain stream waterfall, from the suspension bridge right outside Shirataki Shrine.

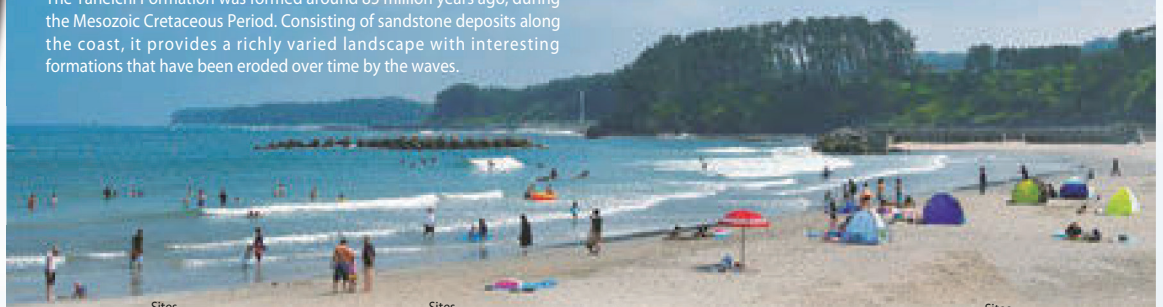


三陸ジオパーク Sanriku Geopark

Sites

Taneichi Seaside Park (Taneichi Formation)

The Taneichi Formation was formed around 85 million years ago, during the Mesozoic Cretaceous Period. Consisting of sandstone deposits along the coast, it provides a richly varied landscape with interesting formations that have been eroded over time by the waves.



Sites

Madoiwa Rock

Taneichi Seaside Park (Taneichi Formation)

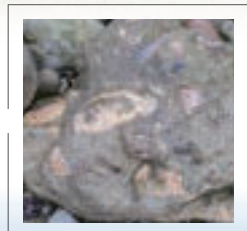


A scenic location along the Taneichi Seaside Park promenade, featuring a rock formation carved by the waves to have a hole like a window as its name suggests (*madoiwa* meaning "window rock" in Japanese).

Sites

Oyster Fossil Site

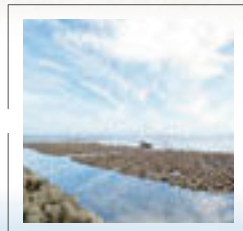
Taneichi Seaside Park (Taneichi Formation)



Many fossilized oysters have been found throughout the rocky areas near Madoiwa Rock, offering a look into the kinds of vegetation that existed around the time that the Taneichi Formation came about.

Sites

Sea Urchin Breeding Grounds



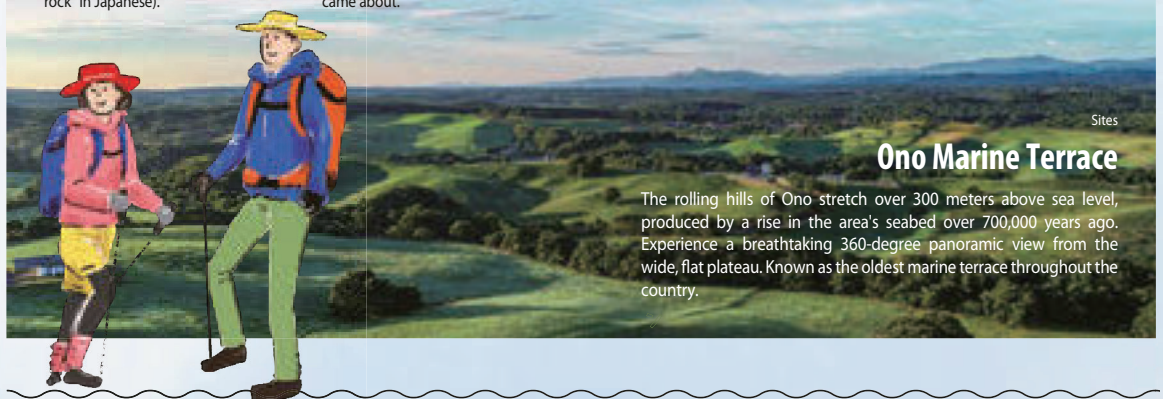
Trenches were dug along the bedrock (visible during low tide) of the Taneichi Formation, to draw in seawater and make for an environment hospitable to sea urchin growth.

Sites

Kawasaki Steel Kanegasawa Mining Site



Long ago, *tatara* ironworking was carried out using the iron sand deposits found here along the seabed. Located in the Ono area.



Sites

Ono Marine Terrace

The rolling hills of Ono stretch over 300 meters above sea level, produced by a rise in the area's seabed over 700,000 years ago. Experience a breathtaking 360-degree panoramic view from the wide, flat plateau. Known as the oldest marine terrace throughout the country.

Deep Hirono

Feel the emotion of Hirono

Experience the emotion of Hirono as its people wave to the Tohoku Emotion Restaurant Train running along the JR Hachinohe Line. This initiative is held as a way to express hospitality, as well as appreciation towards the JR Hachinohe Line, which achieved a speedy recovery after the earthquake. Join in with the locals, and you'll be smiling in no time!





Taneichi Town Stroll

Take a relaxing walk out to the sea from JR Hachinohe Line Taneichi Station. Meet local characters and shopkeepers, and find specialty products and food unique to Hirono. Feel a nice sea breeze while taking a trip around town.

Tons of great seasonal tastes!



Taneichi Farm-Fresh Fureai Square

A farm-direct facility along Route 45, featuring a restaurant that utilizes local ingredients, as well as shops where visitors can find snacks such as tofu-dengaku, and fresh seafood. A great place to stop by during a drive!

Open: 9:00am – 6:00pm, no closures (varies by shop)
TEL: 0194-65-3910



Town Walk
1



In front of Taneichi Station, Hirono's mascot and Nanbu Diver, Dai-chan, welcomes visitors with a sea urchin in-hand. In addition to the station, Dai-chan can be found in three other places throughout town as well!

Town Walk
2



Marineside Spa Taneichi

An inn boasting baths with an amazing view overlooking the Pacific. Day spa facilities and restaurant also available.

Open: 5:00am – 9:00pm (day spa),
restaurant 11:00am – 8:30pm (last order)
TEL: 0194-65-5735

Take a stroll around town, starting at the station, and have a fun look around the shops



Town Walk
3



Taneichi Museum of History and Folklore

Featuring the history of Hirono, with a focus on materials related to Nanbu Diver. Library also available.

Open: 9:00am – 6:00pm (5:00pm sat, sun) (closed wed, holidays)
TEL: 0194-65-3943

Town Walk
5



All kinds of things you might not usually see await down this quaint old-fashioned shopping district. Take a walk, and find your own favorite spot hidden among them!

Go gift shopping, take a break, and have a meal!



Town Walk
4

Hirono Fisheries Center "Unique"

A tourism hub and seafood market, featuring a Product Exhibition Section with products such as Ono woodworks and processed foods, as well as a dining area for visitors to enjoy sea urchin bowls and other meals.

Open: 9:00am – 6:00pm (irregular closures)
TEL: 0194-65-5161

Experience that fun "I did it!" feeling!

Making it your own in Hirono!

Cultivation & Craft Experiences



Agriculture & Forestry Experiences

Dairy, apple harvesting, grain harvesting, grape picking, wild vegetables and mushroom collection, vegetable planting and harvesting, rice farming, charcoal making, timber thinning, etc.

* Prices vary depending on time, number of people, and content. Please contact us for further details.

Enjoy agriculture, forestry, and livestock related experiences throughout the Ono area. Enrich the enjoyment of your trip by creating something you can call your own.

Contact: 0194-77-3202 (Ono Campus)

Ice Cream Making

[Location] Green Hill Ono [Capacity] 3 – 20 people
[Time] 2hr [Price] 980 yen/person (incl. materials)

Tofu Making

[Location] Mame Furin [Capacity] 10 – 20 people
[Time] 2hr [Price] 980 yen/person (incl. materials)

Breadmaking

[Location] Ono Bakery [Capacity] 3 – 20 people
[Time] 2.5hr [Price] 980 yen/person (incl. materials)

Vacation Rental

Private stays accepted

Get your own place to stay, and take it easy as you enjoy Hirono!

Capacity ~120 people

Availability Year-round

(For inquiries, contact Ono Campus)

Soba Noodle Making

[Location] Green Hill Ono [Capacity] 3 – 20 people
[Time] 2hr [Price] 980 yen/person (incl. materials)

Wreath & Woody Doll Making

[Location] Green Hill Ono [Capacity] 3 – 10 people
[Time] 2hr [Price] (per person, incl. materials) 2,500 yen (wreath), 1,000 yen (doll)

Yuba Making

[Location] Minami Foods [Capacity] 3 – 20 people
[Time] 2hr [Price] 980 yen/person (incl. materials)

Experience that fun "I did it!" feeling!

Making it your own in Hirono!

Woodland Experiences

A variety of programs for visitors to experience woodland life, and Hirono's rich nature.

Contact: 0194-66-2662 (Agriculture Osawa)

Fresh Vegetable Picking Experience

[Availability] May – Oct [Time] 10:00am – 4:00pm
[Capacity / Price] Depends on harvest, contact for more details

Soba Noodle Making Experience

[Capacity] 5 people+ [Price] 1,030 yen /person
* reservation req. 1 week in advance

Spring & Fall Climbing at Mt. Kujihira

[Availability] Early Jun, early Sept (2 times/year)
[Capacity] No limit [Time] Free
* apply within application period



Ono Town Stroll

Ono's shopping district is lined with old-fashioned shops and houses. Take a relaxing stroll through the area, experience the history and vintage townscape, grab a snack, and pop in to a local eatery.



Yasaka Shrine

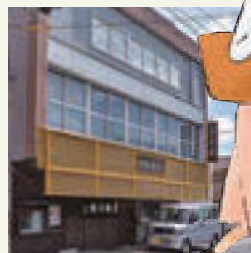
The starting point of the Naruikazuchi Shrine Reitaisai Festival float parade. The accompanying music throughout the Ono area is said to be similar to that of the Hachinohe Sansha Taisai Festival.



Ono Furusato Products Center

A farm-direct facility located in the shopping district that offers local vegetables and fruits, confections, and also has a dining area.

Open: 10:00am – 6:00pm TEL: 0194-77-3888



Hey, what's over here?



Ono Farm Direct Yuki Center

A farm-direct facility featuring fresh local vegetables and mountain products. Part of Ono Roadside Station—convenient for shoppers or those looking to take a rest during a drive. Snacks made with Yamabudo grapes and dairy products, as well as other processed foods available.

Open: 9:00am – 6:00pm TEL: 0194-77-4379



An enjoyable walk through a nostalgic shopping district filled with history and culture



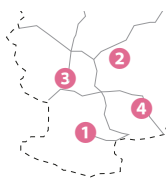
Yume Akari Streetlamp

A warm streetlamp illuminating the shopping district area. This streetlamp is close to the lives of those throughout the Ono area, and lights the way for those on a stroll.



Naruikazuchi Shrine

A shrine known locally as the home of a *raijin*, or deity of thunder. During the August 17th – 19th festival, events such as a magnificent display of mikoshi (portable shrines), children's parade, folk entertainment, and float procession are held. TEL: 0194-77-3528



Workshop Tour

Four workshops where locals make use of local agricultural products can be found at Ono's Hitori Ichigei Village, and what they make is sold at the Ono Farm Direct Yuki Center, among other places.



1 Bread

Ono Bakery

With a focus on confections and breads made with grains and rice flour, this bakery aims to create gentle tastes without the use of any additives. TEL: 0194-77-5101



2 Soba Noodles

Zakkoku Kogane

Back in the day, there was a grain-grinding mill in the Ringo area. Now, they make and sell Ringo Soba here using wheat made from within the prefecture, as well as Hirono wheat flour. TEL: 0194-77-2971



3 Tofu

Mame Furin

Featuring tofu varieties rich in flavor, such as yosedofu and momendofu, made with locally produced Nanbu Shirome soybeans. TEL: 0194-77-4120



4 Pickled Vegetables

Ajisaikan

Featuring pickled vegetables made with local ingredients, as well as product exhibitions (business days only), and more. TEL: 0194-77-5838

A must try! Fresh from the sea!

雲丹

Sea Urchin

Flavorful

Stories of Hirono

Sea urchin that melts in your mouth—
produced in Taneichi, Hirono

Natural and plump Hirono sea urchin, raised on a plentiful diet of high quality Sanriku kelp, with the Kitamurasaki variety making up over 90% of those produced in Taneichi.

Fresh, rich,
and flavorful!



Grilled Sea Urchin

Enjoy the rich sweetness of seasonal summer sea urchin year-round with grilled and salted varieties.



Fresh Sea Urchin Bowl

Enjoy freshness unique to the area—a rich and refreshing taste limited to the summer season.

Ichigoni

Cuisine unique to the Sanriku coast, a place of plentiful sea urchin and abalone. Also known as a sea urchin and abalone *tomoni*, this dish offers an abundant flavor of the sea, and is often served at events such as weddings in Kita Sanriku, and as a way to show hospitality. Canned gifts also available.



Abalone

Fresh

Stories of Hirono

Natural Sanriku Abalone

Rare domestically produced natural abalone—a Hirono specialty. Fishermen dive into the midwinter sea to deliver this catch, showing off a unique feature of Hirono's seafood industry.

Abalone Sashimi

Fresh and plump sashimi—recommended!
Soft yet chewy toshiro is also available.



鮑

Sea Squirt

海鞘



Delicious



Stories of Hirono

Plump natural sea squirts

One of the best features of Hirono's natural sea squirts is that they're gathered directly from the seabed by Nanbu Divers. Enjoy plump sea squirts that have been packed full of nutrients during their tumble around rough waters.



Plump and full of flavor!

Grill Sea Squirt

Fresh from the sea, or vinegared—there are plenty of ways to enjoy sea squirt, but grilled sea squirt brings about that distinct seaside flavor.



Sea Squirt Rice

Exquisite sea squirt flavor mixed in with rice. Gift packs also available at Hamanasutei.



Sea Squirt Ramen

As a Hirono local specialty, this ramen is packed with sea squirts and offers a refreshing salty flavor and scent of the sea.



Butter Grilled Abalone

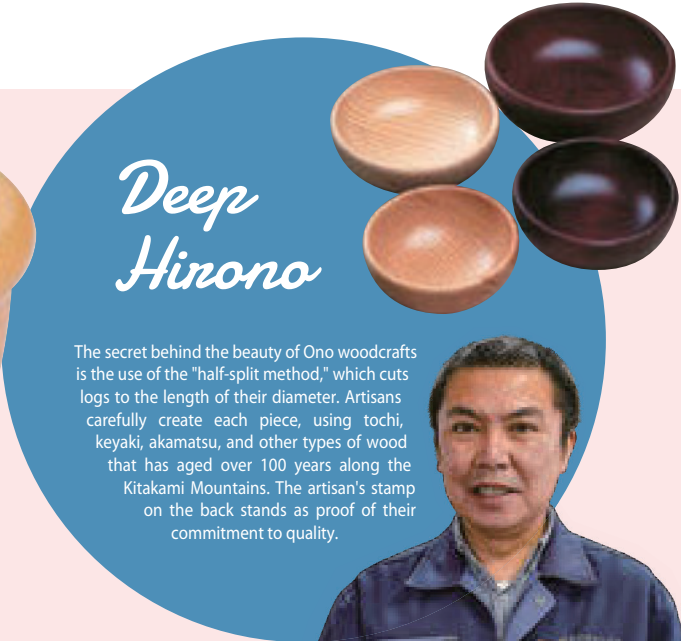
Abalone that gets soft and fluffy when heated. Enjoy the rich flavors of the sea, wrapped in the scent of butter.

Where to Eat

Restaurants Featuring Hirono Specialties

Shoku no Yakata, Ono Roadside Station	8-12-33 Ono, Hirono	TEL: 0194-77-4379
Woody House	58-12-30 Ono, Hirono	TEL: 0194-77-3202
Zakkoku Kogane	50-8-2 Ono, Hirono	TEL: 0194-77-2971
Agripark Osawa	69-16-1 Taneichi, Hirono	TEL: 0194-66-2662
Kiriya	17-47-1 Taneichi, Hirono	TEL: 0194-65-2971
Taneichi Farm-Fresh Shoku no Yakata	32-95-1 Taneichi, Hirono	TEL: 0194-65-5200
Nakano	23-25-109 Taneichi, Hirono	TEL: 0194-65-2003
Hamanasutei	22-131-3 Taneichi, Hirono	TEL: 0194-65-2981
Kinoko no Eki	9-16-1 Nakano, Hirono	TEL: 0194-67-2121
Wadatsumi	32-65 Taneichi, Hirono	TEL: 0194-66-7667
Kamefuku	32-47 Taneichi, Hirono	TEL: 0194-65-5559

* For sea urchin and abalone dishes, please contact in advance.



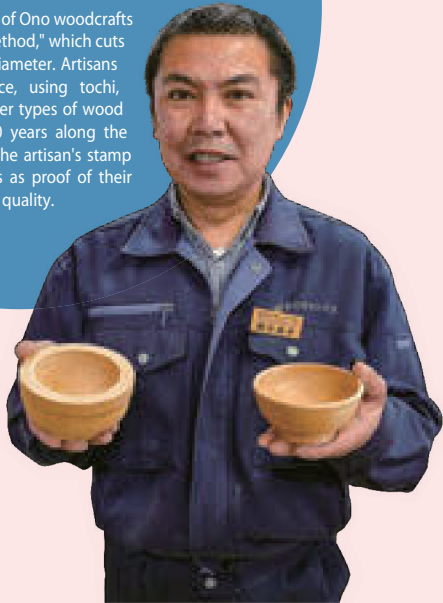
Deep Hirono

The secret behind the beauty of Ono woodcrafts is the use of the "half-split method," which cuts logs to the length of their diameter. Artisans carefully create each piece, using tochi, keyaki, akamatsu, and other types of wood that has aged over 100 years along the Kitakami Mountains. The artisan's stamp on the back stands as proof of their commitment to quality.

大野木工

Ono Woodcrafts

Ono woodcrafts are handmade, one by one, with local materials—by locals and for locals. With a design that utilizes beautiful wood grain, the products are known for their practicality due to their safe and water-resistant resin coating. Products for a variety of uses are available, such as soup bowls, small bowls, trays, and more.



桑の葉

Mulberry Leaves

Mulberry leaves local to Hirono, for healthy everyday use. Have a drink with mulberry leaves, also known as an "herb of Japan."



山ぶどう

Yabudo Grapes

Yabudo Grapes, packed full of polyphenols and iron content. Flavorful wines and juices available.



ほうれんそう

Spinach

Spinach cultivated by the cool climate and summer yamase winds, featuring excellent leaf quality and sweetness.



食用菊

Edible Chrysanthemums

Fresh dried chrysanthemums. Bring beautiful color and flavor to boiled dishes and tempura.

しいたけ

Shiitake Mushrooms

Safe, high-quality Hirono shiitake. Plump mushrooms with a strong flavor.



銘菓

Famous Confections

A variety of unique confections named after famous places, such as the white bean paste filled Nanbu Diver Wafers, the chestnut and bean paste Madoiwa Pie, and more.



Designed to resemble a boat, the symbol of reconstruction throughout Hirono

A facility complex rich in variety



Hirono Fisheries Center “Unique”

A tourism hub and seafood market, featuring a Product Exhibition Section with products such as Ono woodworks and processed foods, as well as a dining area for visitors to enjoy sea urchin bowls and other meals.

Open: 9:00am – 6:00pm (irregular closures)
TEL: 0194-65-5161



Taneichi Farm-Fresh Fureai Square

A farm-direct facility featuring a restaurant that utilizes local ingredients, as well as shops where visitors can find snacks such as tofu-dengaku, and fresh seafood.

Open: 9:00am – 6:00pm, no closures (varies by shop)
TEL: 0194-65-3910

いわて県北三大麺

Iwate Kenhoku Sandaimen Noodles

Roughly translated as the "Three Great Noodles of Northern Iwate," the Iwate Kenhoku Sandaimen are comprised of Hirono spinach noodles, which are made with local specialty spinach; as well as noodles made with wild sesame and kelp produced in northern Iwate.

豆腐

Tofu

Tofu rich in flavor, made with locally produced Nanbu Shirome soybeans. Tofu-dengaku is a popular choice, and can be found at Mame Furin, a tofu producer in Ono.



Soba Noodles

Ringo Soba, made with wheat local to the prefecture, and Hirono wheat flour. The Ringo area, which used to be home to a watermill, is well known for production of soba noodles.

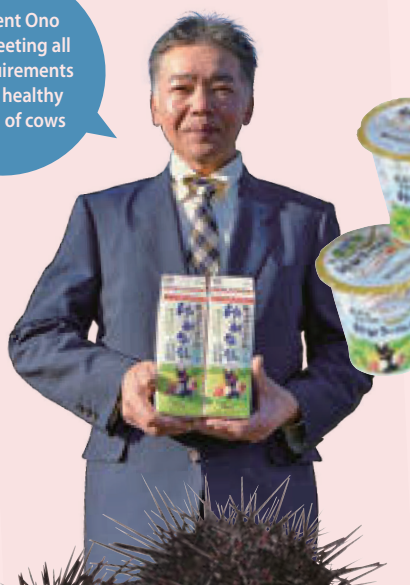


乳製品

Dairy Products

Ono's very own Yume Milk—providing that freshly made flavor that dairy farmers drink at home, with a commitment to sterilization methods. Popular yogurts and pudding also available.

Excellent Ono milk, meeting all the requirements for the healthy growth of cows



Bread

Ono Bakery features confections and breads made with grains and rice flour, and aims to create gentle tastes without the use of any additives.



海産物・加工品

Seafood & Processed Products

Visitors to Hirono can enjoy a rich variety of seafood, such as the seasonal seaside tastes of fresh sea urchins and sea squirts available directly from the Taneichi area, as well as great quality seaweed, and even frozen, processed, and canned foods.



Deep Hirono

Producing marine products is one of the major goals of Hirono—a great example of which is the Sea Urchin Breeding Grounds, an environment created to raise sea urchins. We aim to deliver quality seafood to places all around the country, while protecting the rich resources of the Sanriku sea, as well as unique traditional fishing methods such as Nanbu Diver. We hope visitors can enjoy the seafood we strive to produce, from natural sea squirts in the summer, to abalone in the winter.



A hub for the Yuki ("organic" and "courageous") Village Movement

A place to relax and share the culture and food of Ono



Ono Farm Direct Yuki Center

A farm-direct facility featuring fresh local vegetables and mountain products. Part of Ono Roadside Station—convenient for shoppers or those looking to take a rest during a drive.

Open: 9:00am – 6:00pm
TEL: 0194-77-4379



Ono Furusato Products Center

A farm-direct facility in the shopping district, featuring local vegetables, fruits, and confections, as well as a restaurant serving the ever-popular local specialty, hittsumi.

Open: 10:00am – 6:00pm (no closures)
TEL: 0194-77-3888



Taneichi Sea Urchin Festival

A festival jam-packed with shelled Taneichi sea urchin sales, fresh sea urchin bowl making, shelling experiences, seafood sales include sea squirts, sea urchin mochi throwing w/ prizes, folk entertainment, concerts, and more!

When: Mid Jul
Venue: Taneichi Seaside Park Area





Kita Ou Nanyadoyara Dance Festival

Nanyadoyara, also known as the oldest form of Bon Odori dance, has been passed down from the once Nanbu Clan owned territories throughout Iwate, Aomori and Akita. In addition to Gaito Nagashi, Nanyadoyara performers from all over also meet to participate in the contest.

When: Aug 18 (yearly)
Venue: Downtown Ono / Ono Elementary School






Seaside Fireworks Display

An immersive display of fireworks, launched from Taneichi Seaside Park. See the fantastic lights as they reflect off the surface of the sea.


When: Late Jul Venue: Taneichi Seaside Park Area



Ono Campus Hitori Ichigei Exchange Festival

An event that people of all ages can enjoy, including craft experiences, walkway stalls, performing arts exchanges, mochi throwing, and more.

When: Early May Venue: Ono Campus





Taneichi Summer Festival

With floats, mikoshi (portable shrine) parades, Nanyadoyara dancing, local entertainment, and more—Taneichi is filled with festival spirit.

When: Early Aug Venue: Taneichi Station Square / Downtown



Hirono Events Calendar		
■ May		
Early	Ono Campus Hitori Ichigei Exchange Festival	[Venue] Ono Campus
Early	Agripark Osawa Spring Thanksgiving Festival	[Venue] Agripark Osawa
2 nd Sun, yearly	Okaya Inari Shrine Reitaisai Festival	[Venue] Okaya Inari Shrine
■ June		
1 st Sun, yearly	Mt. Kujihira Opening	[Venue] Mt. Kujihira Summit Square, etc.
Late	Hamanasu Marathon	[Venue] Taneichi Seaside Park Area
■ July		
Mid	Taneichi Sea Urchin Festival	[Venue] Taneichi Seaside Park Area
Late	Seaside Fireworks Display	[Venue] Taneichi Seaside Park
Late	Hirono Beach Soccer Festival	[Venue] Taneichi Seaside Park

■ August		
Early	Taneichi Summer Festival	[Venue] Taneichi Station Square / Downtown
17 th – 19 th , yearly	Naruikazuchi Shrine Reitaisai Festival	[Venue] Downtown Ono
18 th , yearly	Kita Ou Nanyadoyara Dance Festival	[Venue] Downtown Ono / Ono Elementary School
■ September		
Early	Kujihira Fall Festival	[Venue] Mt. Kujihira Summit Square, etc.
Mid	Hirono Tourism Cup Surfing Competition	[Venue] Ugehama Coast
Mid	Livestock Festival	[Venue] Ono Regional Shared Ranch
■ October		
Early	Hirono Ekiden	[Venue] Ono Special Course
Late	Hirono Agricultural Festival	[Venue] Ono Campus
Late	Agripark Osawa Harvest Thanksgiving Festival	[Venue] Agripark Osawa
■ November		
Early	Hirono Cultural Festival	[Venue] Taneichi Area / Town Cultural Center, Ono Area / Ono Gymnasium

Town Intangible Folk Cultural Asset

Local Performing Arts



【和座神楽】 Waza Kagura

Formally known as Hachiryu Gongen Waza Kagura, it's also known as Nimangoku Gongen, and is one of the Yamabushi Kagura dances. The dance is said to be dedicated to the Hachiryu Gongen, when at the beginning of the Edo period, the ancestors of the Taneichi family, who made pilgrimages around the country, achieved their certification as *yamabushi*, or mountain monks, in Kuji, Ibaraki.



【龍澤鷲舞】 Takisawa Keimai

One theory claims that its origins come from the legend of Amaterasu Omikami, while another asserts that it derives from the mourning of the spirits of parents who were abandoned in the mountains. As a kind of Buddhist visualization, the performance is danced during the memorial service portion of the Bon Festival.



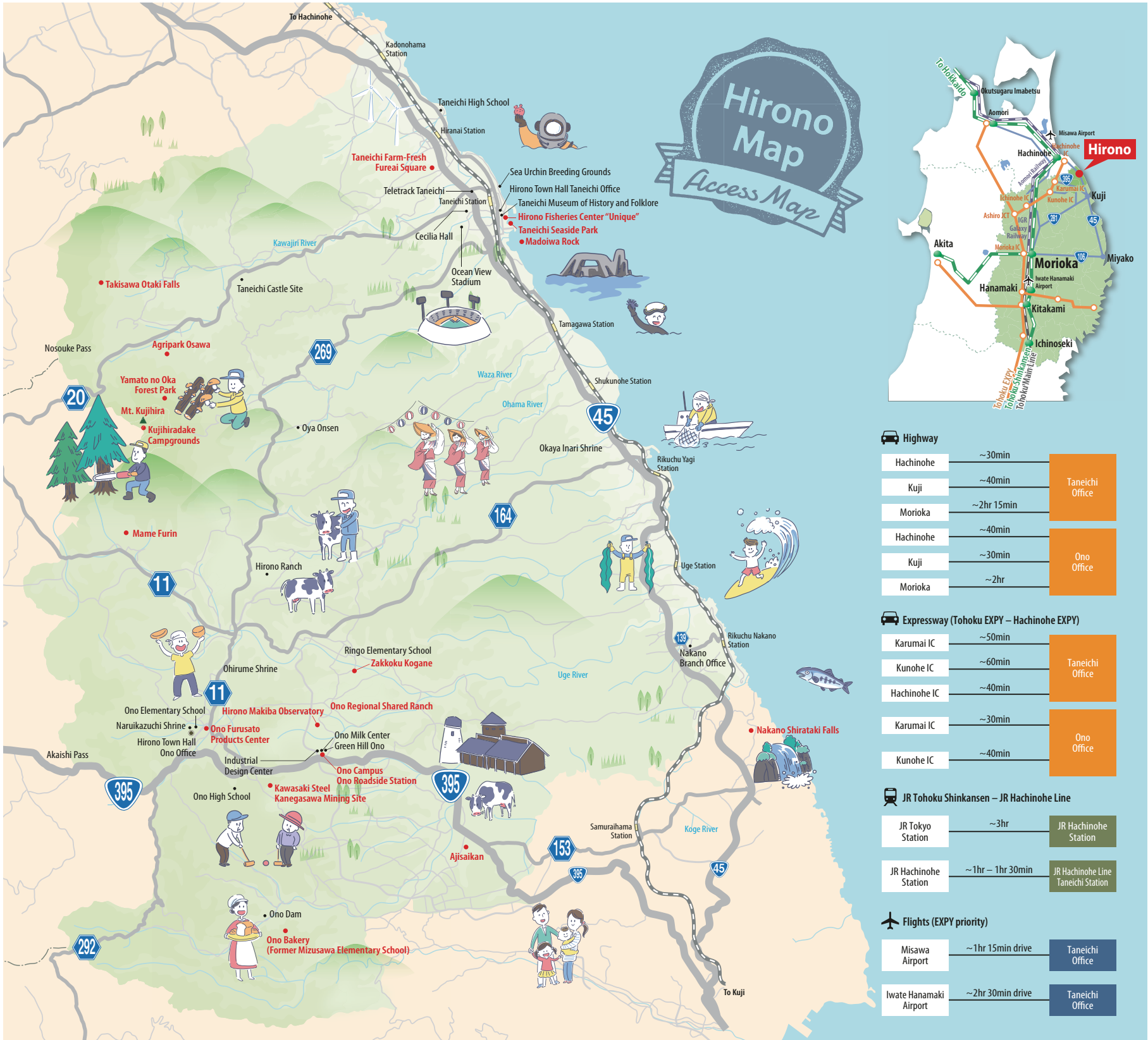
【おおの駒踊り】 Ono Koma Odori

Hobby horses, or sticks with a toy horse head at the end, were popular among children during the Edo period, and it's said that this dance began in Ono with the introduction of this custom. It's also said to be the origin of the Koma Odori dance found throughout parts of Iwate and southern Hokkaido.



【角浜駒踊り】 Kadonohama Koma Odori

This dance is said to have its origins in an event in which participants would gather horses that were kept freely in the wild once they turned two years old. Two types of the dance exist—Koma Odori, featuring twelve boys dancing in the form of a horseback rider; and Bomai, which features stick-wielding dancers.



Accommodations



Agripark Osawa

Peaceful accommodations surrounded by a rural landscape, boasting rooms with a homely atmosphere, and local cuisine.

Open: 9:00am – 10:00pm (no closures)
TEL: 0194-66-2662
Price: 7,710 yen+ (1 night, 2 meals) (main building, 2 – 3 people per room) / Day Spa: 410 yen (adults), 210 yen (elem. students), free (babies)
Access: Take Agripark Bus from JR Hachinohe Line Taneichi Station / ~35min drive from Hachinohe EXPY Karumai IC



Oya Onsen

A spa facility utilizing what has been known as "miracle water," which is even said to taste great, since the early Showa era. Public baths loved by the locals.

Open: 9:00am – 9:00pm (no closures)
TEL: 0194-66-2502
Price: 5,750 yen+ (1 night, 2 meals) / Day Spa: 350 yen (adults), 100 yen (elem. students), 70 yen (babies)
Access: Take Oya Onsen Bus from JR Hachinohe Line Taneichi Station / ~30min drive from Hachinohe EXPY Karumai IC



Marineside Spa Taneichi

An inn overlooking the Pacific, as well as the Sanriku Geopark Sea Urchin Breeding Grounds. Take a dip while watching the sunrise from the outlook bath.

Open: 5:00am – 10:00pm (no closures)
TEL: 0194-65-5735
Price: 5,500 yen+ (1 night, 1 meal) (2+ people per room) / Day Spa: 450 yen (adults), 220 yen (elem. students), free (babies)
Access: ~5min walk from JR Hachinohe Line Taneichi Station / ~55min drive from Hachinohe EXPY Karumai IC



Green Hill Ono

Refresh your mind and body with sprawling green hills and chirping birds. Four accessible Western-style rooms, as well as nine Japanese-style rooms available.

Open: 10:00am – 10:00pm (no closures) **TEL:** 0194-77-2266
Price: 7,620 yen+ (1 night, 2 meals) (3 people per room) / Day Spa: 410 yen (adults), 210 yen (elem. students), free (babies)
Access: Take Ono Campus Northern Iwate Bus from JR Hachinohe Line Kuji Station / ~40min drive from Hachinohe EXPY Karumai IC

Campgrounds



Kujihiradake Campgrounds

Located near the summit of Mt. Kujihira, the area's beautiful azaleas are popular in early summer. See Mt. Iwate, the Hakkoda Mountains, and the Pacific from the observation deck.

Kitchen, restroom, tent site, camper site
Open: May – mid Nov **Price:** Free
Access: ~45min drive from Hachinohe EXPY Karumai IC
Contact: Hirono Regional Promotion Section (0194-77-2111)



Taneichi Seaside Park Campgrounds

Featuring space for over 70 tents, adjacent to the white sprawling sands and gentle waves of the Taneichi Seaside Park.

Kitchen, restroom
Open: May – Oct **Parking lot:** 200 vehicles (free) **Price:** 1,000 yen per 1 tent, hot water shower available (fee charged) **Access:** ~55min drive from Hachinohe EXPY Karumai IC
Contact: Hirono Fisheries & Commerce Section (0194-65-5916)

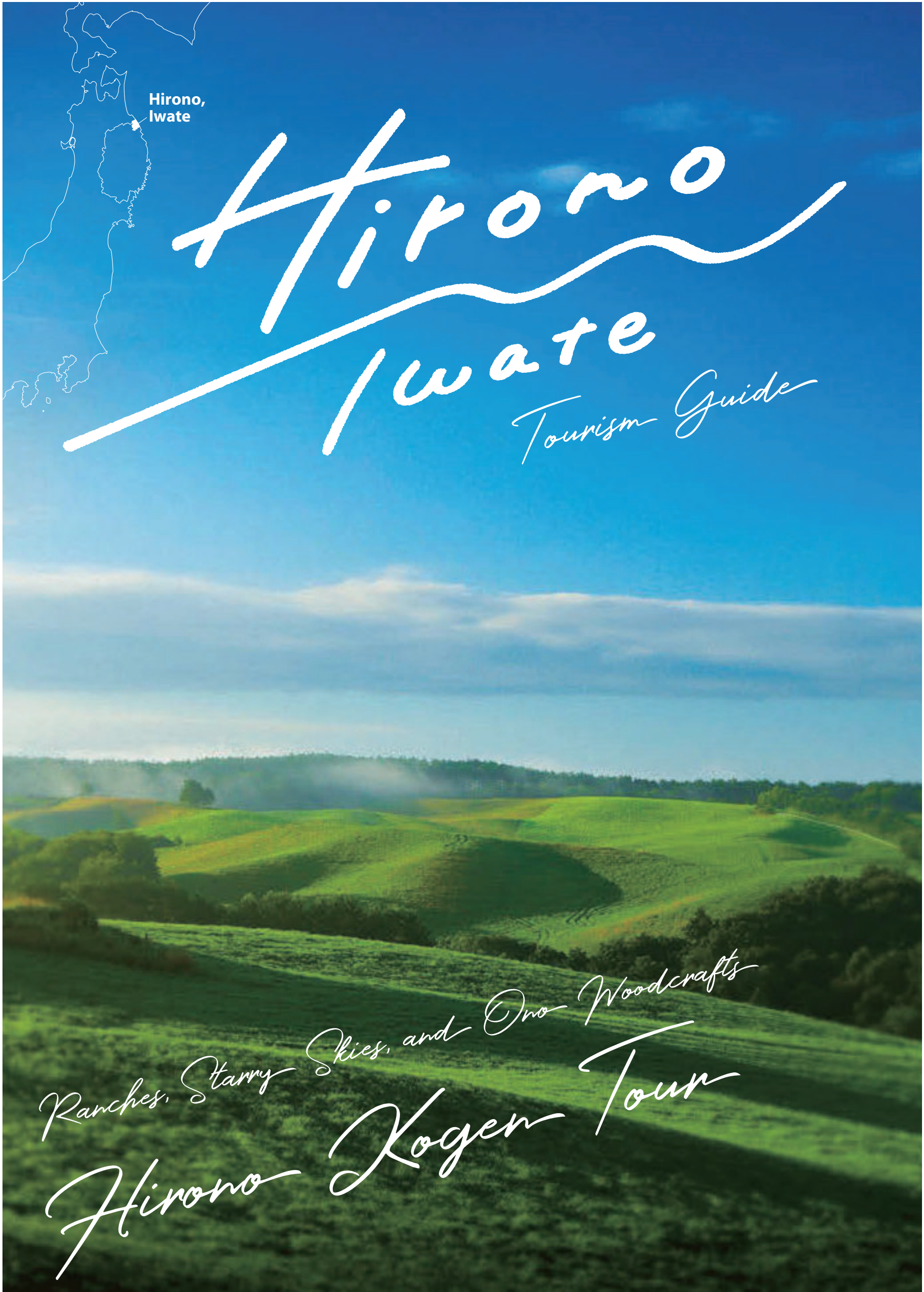


Yamato no Oka Forest Park Campgrounds

Located along Mt. Kujihira, overlooking the Pacific. Enjoy a comfortable stay outdoors at a fully equipped and well-maintained campground.

Admin building, kitchen, hot water shower (free), restroom, kids playground
Open: May – Oct **Price:** (all tax excl.) 700 yen per 1 campsite, 500 yen per 1 open space, 1,500 yen per 1 auto section **Access:** ~45min drive from Hachinohe EXPY Karumai IC **Contact:** Hirono Fisheries & Commerce Section (0194-65-5916)

To a breathtaking place!



Hirono,
Iwate

Hirono Iwate

Tourism Guide

Ranches, Starry Skies, and Ono Woodcrafts
Hirono Kogen Tour

