

A basket of *kyo-yasai*, or vegetables unique to Kyoto, Japan.

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COVER STORY

A Taste of Japan



The preference of Japanese consumers for rich, delicate flavors and tireless efforts by Japanese farmers to meet their expectations have resulted in high-quality foodstuffs that have gained a wide following in countries around the world. This month's cover story focuses on the often unrecognized steps being taken to deliver a taste of Japan to overseas consumers.