

Ideyu Morning Market

Every morning from March to November, local merchants host the Ideyu Morning Market, where they sell produce, souvenirs, and many other items. The items sold at the market are either made in Gero or in nearby towns in Gifu Prefecture, and are usually cheaper than can be found elsewhere.

Local specialties include items made from fresh *hinoki* cypress wood, and *hoba miso*, a culinary delicacy wrapped in leaves of the bigleaf magnolia tree (*Magnolia obovata*). The miso cooked on top of the dried leaves acquires a nutty taste. Bottles of local sake and tomato juice are also sold at the market. The vendors are friendly, and are happy to give visitors any information about their products as well as samples of their delicacies. Most of the market's stalls are open from 8 a.m. until noon.