

Miyama Milk

The fresh mountain air and unpolluted waters of Miyama are perfect for dairy farming. Miyama milk is prized for its quality although production is not large. It is used in popular local sweets such as gelato and custard pudding.

Although cattle have been kept in the area for centuries to till the fields and provide fertilizer, raising milk cows has a relatively short local history. In the 1950s, the national government proposed a plan to build a dam on the Yura River. The people of Miyama objected to the construction, as it would cause the loss of farmland and require many households to relocate. To overcome this opposition, the government and residents agreed on support measures for local farmers, including promoting new initiatives such as dairy and tea farming.

Milk production in Miyama has dwindled with only two dairy farms still in operation. The farmers aim to provide a stress-free environment for their approximately 100 cows, which produce some 3 tons of milk per day.

The rich and creamy taste of Miyama milk is due in part to the way it is pasteurized. The raw milk is heated to a relatively low temperature of 85°C for 15 minutes, which preserves the milk's original flavor. However, this also results in a short shelf life, and most Miyama milk is consumed locally. It appears in school lunches, is sold in cartons and glass bottles, and is used to make products such as soft serve ice cream, gelato, cheese, and custard pudding all available in the town.