

About Yatomi

Yatomi, a coastal city on reclaimed land in western Aichi, began in the Edo period, when people reclaimed land from the sea to grow rice. Surrounded by water, the city suffered from major floods several times over the years until a river diversion in the Meiji era finally brought safety. After World War II, the shopping street around Yatomi Station became so lively that people nicknamed it "Yatomi Ginza," after Tokyo's famous shopping street. Discover how the people of Yatomi turned a history of flooding into a way of life with water.

Aichi Gakuin University
Nagoya Zokei University

YATOMI CITY & YATOMI CITY TOURISM ASSOCIATION

Access by Train

Access by Car

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Yatomi City and Yatomi City Tourism Association

347 Minamihonden, Maegusa-cho,

Yatomi, Aichi 498-0017

Phone: +81-567-65-1106

Fax: +81-567-65-4355

Website: <https://yatomi-kanko.jp/>

In cooperation with

Aichi Gakuin University and Nagoya Zokei University

Website

Yatomi Goldfish

Yatomi is Japan's goldfish capital, known for having one of the largest productions and widest varieties of goldfish in the country. The city's song even celebrates these shimmering fish!

The story began long ago, in the Edo period, when a goldfish trader stopped at a river port in Yatomi and gently released goldfish into a pond so they could rest. This simple act sparked a golden tradition.

Despite many challenges, goldfish farming in Yatomi grew and was successful.

In 1994, Yatomi goldfish even traveled to space to help scientists study the causes of motion sickness!

The amazing journey of goldfish continues today as Yatomi goldfish are cherished around the world.

History of Buncho in Yatomi

Yatomi's love for *buncho* (Java sparrow) began in the late Edo period, when a woman named Yae brought one to the Matahachi area upon getting married.

In the Meiji era, a miracle happened — a pure white buncho was born! Careful breeding made the "Haku-buncho (white buncho)" famous, and Yatomi became Japan's buncho capital, once holding 80% of the national market. Today, fewer people breed buncho, but Yatomi keeps their charm alive. At the City Museum, "Bun-chan," the white buncho, and "Sakura," buncho, warmly welcome visitors... and no, they don't charge an entrance fee — just a smile!

Welcome to YATOMI GOLD FISH and BUNCHO MAP

Discover Yatomi's charm through this colorful guide map!

Learn about the history and varieties of Yatomi's goldfish and buncho (Java sparrows), and explore spots and facilities connected to them.

More than just a guide, it is enjoyable to read, visually appealing, and the perfect companion for your journey.

Step into Yatomi's living traditions and enjoy truly special moments.

Goldfish & Buncho Sweets



7 Ohashiya Japanese Sweets Shop
The "Yatomi Kingyo (goldfish) Monaka" is a charming treat! This cute sweet comes in red bean or matcha flavor. The crisp shell and gentle sweetness make it light and pleasant to eat. The filling is added by hand when you order—watch and enjoy the skillful work, a part of traditional wagashi culture.

13-3 Nakaroku, Uguiura-cho, Yatomi, Aichi 498-0028



8 Komugi Kobo Akira Pan Artisan Bakery

Try the adorable "Buncho Bread"! Created in collaboration with local high school students, this lovely, fluffy treat looks just like a buncho. The head and body have different cream flavors. It's not only tasty, but also perfect for photos—almost too cute to eat!

48-1 Nishimashinden, Uguiura-cho, Yatomi, Aichi 498-0026



9 Kazenoko Okashi Kobo Sweets Shop

Discover the delightful "Kinchan Sablé"! These goldfish-shaped butter cookies come in four flavors: plain, strawberry, cocoa, and matcha. Crunchy and attractive, they're fun to collect and make great souvenirs. Why not try them all and find your favorite?

126-2 Kamakura-cho, Yatomi, Aichi 498-0007



10 Asahiken
Japanese Sweets Shop
11 Kogetsudo
Sweets Shop
12 Shogetsudo
Japanese Sweets Shop
13 Manjuen-ruguran
Sweets Shop

This shop offers a variety of tempting sweets, including red bean and matcha-flavored "Kingyo (goldfish) Monaka," "Kingyo Manju" (a soft bun with sweet filling), the refreshing and creamy "Kingyo Monaka Ice Cream" that's perfect for summer, and the adorable "Yatomi Flower Sablé." Each sweet carries the spirit of Yatomi—be sure to taste them!

10 : 166-1 Kamiraku, Uguiura-cho, Yatomi, Aichi

11 : 585-8 Yakedashinden, Ninoue-cho, Yatomi, Aichi

12 : 530 Minamihonden, Maegasu-cho, Yatomi, Aichi

13 : 1-30 Kanzaki, Yatomi, Aichi

1 Yatomi Tower



Located right in front of Kintetsu Yatomi Station, the Yatomi Tower is an 8.13-meter-tall landmark named after the city. The number "813" comes from the Japanese readings of 8 (ya), 10 (to), and 3 (mi). The tower features goldfish and buncho designs, and is illuminated in winter.

Nishimashinden, Uguiura-cho, Yatomi, Aichi 498-0026

2 White Buncho Phone Booth



Check out this rare phone booth, topped with a giant statue of a buncho. If you love buncho, this is a must-see spot. Step inside and try calling a friend from this truly unique booth!

Higashimashinden, Uguiura-cho, Yatomi, Aichi 498-0021

3 YaToMi AQUA

Yatomi goldfish aquarium



Come and see Yatomi's famous goldfish. There are many different kinds to enjoy. As well as enjoying the displays, you can try traditional Japanese goldfish scooping game. Find your favorite among these cute little swimmers!

347 Minamihonden, Maegasu-cho, Yatomi, Aichi 498-0017

Yatomi Folk History Museum



Come interact with our Buncho! Bun-chan, the white one, will gently perch on your hand. This special spot lets you see Yatomi's unique charm, where both goldfish and these beloved birds are raised with great care.

347 Minamihonden, Maegasu-cho, Yatomi, Aichi 498-0017



Goldfish Shop

This is a retail shop specializing in ornamental goldfish.

1 Maruyu Fish Farm

90 Higashimashinden, Uguiura-cho, Yatomi, Aichi 498-0021

2 Yatomi Fish

148 Kurumashinden, Uguiura-cho, Yatomi, Aichi 498-0021

3 Maruteru Goldfish Farm

22-1 Kurumashinden, Uguiura-cho, Yatomi, Aichi 498-0021

4 Marutomi Nishikigoi Center

10-2 Junikami, Zentashinden-cho, Aisai, Aichi 496-0924

5 Marutoshi Fish Farm

1-52-5 Kitsuneji, Yatomi, Aichi 498-0051

6 Suzuki Goldfish Shop

1-203 Takenogo, Tobishima, Aichi 490-1436

7 Marubun Ornamental Fish Farm

4-4-184 Takenogo, Tobishima, Aichi 490-1436



Yatomi Goldfish Retail Shop

4 Goldfish Auction



Yatomi has two goldfish markets, where you can watch live auctions of a variety of goldfish breeds. The highlight is the fast-paced bidding: buyers toss numbered tags into a "kanko," a box with a net holding the fish, and the fish are sold in an instant. It's a unique and exciting scene—why not come and experience it up close?

Venues

- Yatomi Goldfish Wholesale Market
697-103 Ekiichi, Maegasu-cho, Yatomi, Aichi
- Nihon Goldfish Wholesale Market
256-1 Higashikansuke, Maegasu-cho, Yatomi, Aichi

Visitor Guidelines

- Advance booking required (by phone, 2 weeks prior). Yatomi Folk History Museum
Phone : +81-567-65-4355
- Talking is strictly prohibited during the auction.
- Parking is limited and prioritized for dealers.

5 White Buncho Birthplace Monument



Come visit the monument marking the birthplace of the white buncho! It's just a 5-minute walk from Sakogi Station. Hidden in a quiet corner of a local shrine, it's a peaceful spot many locals don't even know about. While you're there, why not take a moment to pay your respects?

2-115-3 Matahachi, Yatomi, Aichi 498-0004

6 Kainan Kodomonokuni

A park for children and families



This exciting park is full of family-friendly fun! Let's ride go-karts and water bikes. There are big playgrounds and lots of fun things to do. Come meet our mascot, Midopon, and enjoy a full day of adventure!

1238 Nitanda, Toriganji-cho, Yatomi, Aichi 490-1403