

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.

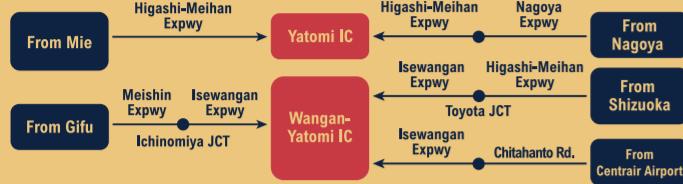


Aichi Gakuin University
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Nagoya Zokei University

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Website

Welcome to YATOMI GOLD FISH and BUNCHO MAP

YATOMI CITY & YATOMI CITY TOURISM ASSOCIATION

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!



白文鳥

Yatomi Goldfish Gallery

Sakura Celestial Eye

In 2020, a special goldfish was developed in Yatomi City by crossing the Sakura Nishiki and the Celestial Eye goldfish. Its biggest feature is its very large, striking eyes! If you're looking for a goldfish that really stands out and brings happiness, this could be the perfect one for you. Why not welcome one into your home?



Bubble-eye

The Bubble Eye goldfish has large, clear sacs under its eyes that look like bubbles. They sway gently as the fish swims, like tiny water balloons. If you love cute and unique fish, this one will surely catch your eye!



Comet

The Comet goldfish usually has a red and white body, but you can also find other colors like solid black or yellowish tones. In the Yatomi Folk History Museum, a "Favorite Goldfish Poll" was held three times, and the "Yellow Comet" won first place all three times, proving its immense popularity.

Butterfly Tail

The Butterfly Tail goldfish is named for its tail, which looks like butterfly wings. Its wide, flowing tail spreads gracefully and really stands out. The black-and-white variety is called "Panda," while the red-and-black one is sometimes known as the "Lesser Panda."



Oranda

The Oranda goldfish originated in China, but long ago people called it "Oranda" (Holland/the Netherlands) because it looked rare and exotic. Its round, fleshy head bump is a remarkable feature. This bump grows and changes over time, so be sure to watch how it develops.

Ryukin

The Ryukin goldfish is a beloved and timeless breed admired by many. Its round, plump body and long, flowing fins give it a graceful and distinctive appearance. With its captivating looks and calm temperament, the Ryukin has become a cherished part of Japanese culture.

The Charm of Buncho

Bun-chan

Chief Hospitality Staff Member

Oh! Look at this cute little bird—pure white and so charming! This is Bun-chan, the friendly buncho (Java sparrow) of the Yatomi Folk History Museum. She loves to perch on your hand, and everyone who meets her falls in love right away!



Sakura

Assistant Hospitality Staff Member

Meet Sakura, Yatomi's gentle buncho! Sakura loves fresh pea shoots and works hard every day. He has a kind heart and a calm, cute look that everyone loves. His soft, beautiful voice sounds like that of a true Japanese songbird. Come to Yatomi and fall in love with Sakura's charm! ❤



Birthday : May 1, 2018
Hobbies : Welcoming and entertaining guests
Special Skills : Drawing *omikuji* (fortune slips); posing like strawberry *daifuku* (rice cake)
Favorite Foods: Pears, unsalted dried sardines, and watermelon

Birthday : November 2020
Hobbies : Bath time
Special Skills : Singing; posing like flamingo,
Favorite Foods : Pea sprouts, Foxtail millet ears Corn

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



8 Komugi Kobo Akira Pan
Artisan Bakery



9 Kazenoko Okashi Kobo
Sweets Shop

10 Asahiken
Japanese Sweets Shop

11 Kogetsudo
Sweets Shop

12 Shogetsudo
Japanese Sweets Shop

13 Manjuuen-ruguruan
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 Sable." Each sweet carries the spirit of Yatomi — be sure to taste them!

10 : 166-1 Kamiroku, Ugujura-cho, Yatomi, Aichi
11 : 585-8 Yakedashinden, Ninoue-cho, Yatomi, Aichi
12 : 530 Minamihonden, Maegusu-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, Ugujura-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, Ugujura-cho, Yatomi, Aichi 498-0021

3 YaToMi AQUA



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, Maegusu-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, Maegusu-cho, Yatomi, Aichi 498-0017



Goldfish Shop

This is a retail shop specializing in ornamental goldfish.

1 Maruyu Fish Farm

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

2 Yatomi Fish

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

3 Maruteru Goldfish Farm

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

4 Marutomi Nishikigoi Center

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

5 Marutoshi Fish Farm

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

6 Suzuki Goldfish Shop

1-203 Takenaga, Tobishima, Aichi 490-1436

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 Ekichi, Maegusu-cho, Yatomi, Aichi

● Nihon Goldfish Wholesale Market

256-1 Higashikansuke, Maegusu-cho, Yatomi, Aichi

10 : 166-1 Kamiroku, Ugujura-cho, Yatomi, Aichi
11 : 585-8 Yakedashinden, Ninoue-cho, Yatomi, Aichi
12 : 530 Minamihonden, Maegusu-cho, Yatomi, Aichi
13 : 1-30 Kanzaki, 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, Midopen, and enjoy a full day of adventure!

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