

## 7. Tokamachi & Tsuman

(Niigata Prefecture) 2016 Selection

### Echigo-Tsumari Art Festival

#### Executive Committee

The committee held The Echigo-Tsumari Art Triennale which is contributes to revitalizing rural areas by discovering regional attractiveness. More than 500,000 people visited those areas as visitors of the Triennale in 2018.



## 8. Itoigawa (Niigata Prefecture)

2016 Selection

### Nousui-Shoten Co.,Ltd (Niigata Prefectural Kaiyo High School)

The students of Niigata Prefectural Kaiyo High School are committed to developing and selling products using local marine resources. Their efforts also contribute to regional revitalization.

## 9. Minami-Uonuma (Niigata Prefecture) 2017 Selection

### NPO Minami-Uonuma Omotenashi-no-Sato

In the heart of Uonuma Koshihikari, you can enjoy the whole of rice culture by watching a demonstration of rice selection and learning about the efforts of farmers.



If you need more information, please access the specialized website  
→<http://www.maff.go.jp/j/nousin/kouryu/discover.html>



English



## Discover Countryside Treasures In Japan





# Discover Countryside Treasures In Japan (outstanding examples of rural sustainable development)

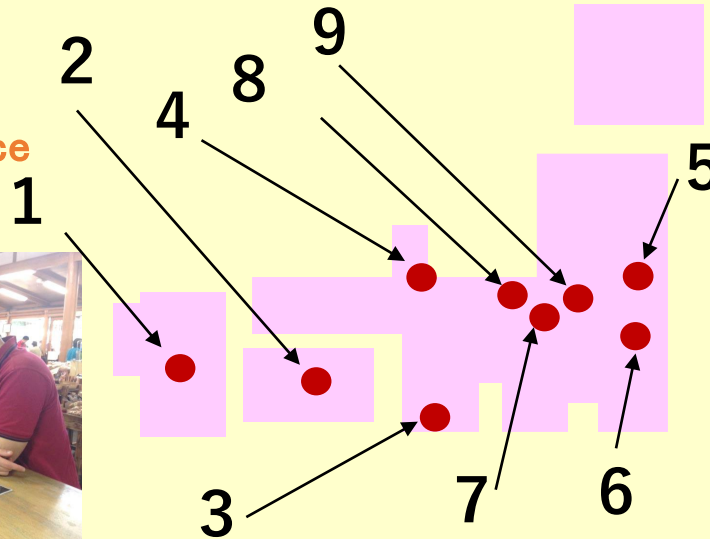
“Discover Countryside Treasures In Japan” is an effort to select regions working to become strong in agriculture forestry and fisheries and beautiful rural areas full of vitality and to disseminate information about their attractiveness.

## 1. Aso (Kumamoto Prefecture)

2017 Selection 🏆

### Aso Den'en Kukan Eco Museum Office

The organization spreads information about the appeal of Aso's natural beauty, created by one of the world's largest calderas. At the Michi-no-Eki “Aso” run by the organization, special regional products are on sale.



## 6. Motegi (Tochigi Prefecture)

2018 Selection 🏆

### Motegi Plaza Corporation

The corporation has been contribute to revitalize of the town, increasing the



amount of sales and number of employees by producing and selling baumkuchen using the rice and eggs produced in the town.

## 2. Miyoshi

(Tokushima Prefecture)

2017 Selection 🏆

### Oboke-Iya Ittemirukai



Oboke-Iya Hot Spring Village is surrounded by an abundance of nature. You can enjoy the beautiful scenery from season to season from an outdoor bath at an inn as well as local dishes unique to the area.

## 3. Toba (Mie Prefecture)

2015 Selection 🏆

### Osatsu Ama Culture Council Institute

Many active “Ama(female fishery diver) live in Osatsu. There are many spots with deeps connections to Ama where you can feel their unbroken, living culture.



## 4. Imizu (Toyama Prefecture)

2015 Selection 🏆

### Shinminato Fisheries Cooperative Association



By increasing the number of visitors by conducting “Seri” twice a day and by providing crabs for all local elementary school students in their school lunch, they promote the popularity of seafood dishes.

## 5. Izumizaki

(Fukushima Prefecture)

2017 Selection 🏆

### Social Welfare Organization Cocoron

Cocoron runs a store that sells agricultural products and processed goods in order to promote the social participation of people with disabilities. These efforts help assist people with disabilities to become independent and integrate them into the local community.

