

Discover Countryside Treasures In Japan

“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.



- Selected regions received commendation and participated in a reception at the Prime Minister's Office.



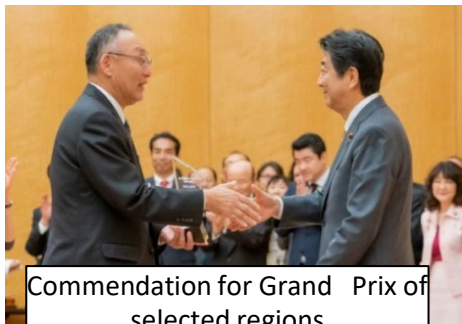
Taking photographs of Prime Minister and related ministers at that time



Speech by then Prime Minister



At the reception



Commendation for Grand Prix of selected regions



Commendation for selected regions

- The Japanese government disseminates information about selected region's by website, Marché and other tools.



Introducing selected regions' profiles and recommended merchandise.



Marché by selected regions.



Disseminating information in Japan and overseas by specialized Instagram.



Brochure about selected region

- Since 2014, 143 regions have been selected through five selections

	Applicant	Selection
1 st (2014)	251	23
2 nd (2015)	683	27
3 rd (2016)	769	30
4 th (2017)	844	31
5 th (2018)	1,015	32

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