

“The preservation and inheritance of food culture” and “the promotion of countryside stay (Nohaku) ”: Taking the Expo 2025 Osaka, Kansai, Japan as an opportunity

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Resources of rural villages (agricultural, forestry, and fisheries villages)

◆ Kansai region has a rich historical cultural heritage, with many beautiful scenery formed through diverse food cultures nurtured by history, as well as the agriculture, forestry, and fisheries that support them.

Cuisine

Rural villages have varied local cuisines and culinary cultures of local dishes and wild game meat.



Accommodations

In rural villages, there are accommodation facilities that make use of old private houses, including farmers' houses run by farmers.



Experience

In rural villages, there are facilities for farming activities where visitors can familiarize themselves with farming villages and agriculture.



Scenery

In rural villages, beautiful scenery have been fostered by agricultural crops, farmhouses, waterfronts, and *satoyama* woodlands.



Using local resources to attract inbound tourists

◆ With the Expo 2025, Osaka, Kansai, Japan as the impetus, Kansai Regional Agricultural Administration Office has been working to encourage domestic and international tourists to join tours of rural villages in the Kansai region. During such tours, visitors stay in rural villages where they can enjoy farming activities, scenic landscapes, and local cuisine. Such tours aim to revitalize rural villages by increasing spending on Japanese agricultural, forestry, and fisheries products, including on food, by inbound visitors and by increasing the export of such products.

Schematic

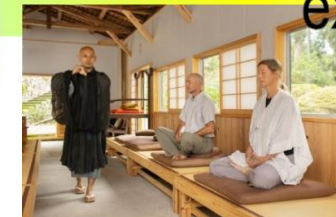
Invite visitors to stay...



Temple Hotel Daitai-ji



Yuzu citron processing



Zazen meditation

Attract visitors to have experiences...

Invite visitors to sightsee...

Terraced rice fields in Irokawa



Tuna auction tour

Attract visitors to dine...



Mehari sushi
(Takana Pickled wrapped sushi)



Registered as an UNESCO Intangible Cultural Heritage

- ◆ “*Washoku*, traditional dietary cultures of the Japanese” was inscribed as an UNESCO Intangible Cultural Heritage in Dec. 2013.
- ◆ *Washoku* has four characteristics.

(1) Diverse, fresh ingredients, and respect for their natural flavors

The Japanese archipelago extends a great distance from north to south. It abounds in diverse natural environments of seas, mountains, and villages. Thus, local ingredients that are unique to each region are available in great variety.

In addition, cooking skills and utensils that make most of the natural flavors of these ingredients have been developed.



(3) Expressions of natural beauty and the turn of the seasons

One characteristic of *washoku* is that it highlights natural beauty and the turn of the four seasons.

For example, seasonal flowers and leaves are used as garnishes and tableware that is associated with the season is used. The aim is to appreciate the seasons.



(2) Nutritional balance that supports a healthy diet

The Japanese diet, which is based on meals consisting of a soup and three side dishes, is said to have an ideal nutritional balance.

In addition, by making good use of *umami* savoriness, a diet low in animal fats has been achieved, which reduces obesity and contributes to the longevity of Japanese.



(4) Close associations with annual events such as New Year's Day

Japanese culinary culture has been fostered in close relation to annual events.

By sharing food, the blessings of nature, and time enjoying meals together, we have deepened ties between members of the family and the local community.

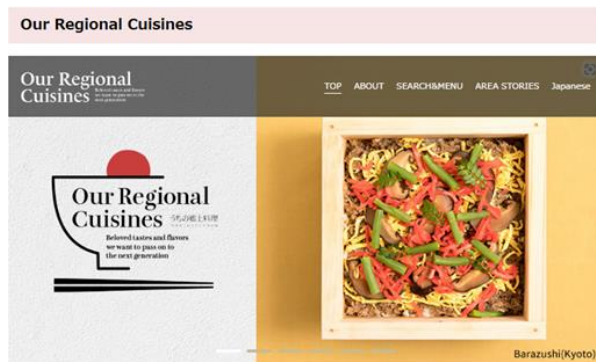


Preservation and inheritance of food culture: ① Disseminating information on *washoku* culture

◆ Toward protecting and inheriting food cultures that are unique to each region, the office has been developing and publishing databases of the history and recipes of local dishes and of the backgrounds of regions that gave birth to such local dishes.

■ *Our Regional Cuisines*

This database introduces 1,365 local dishes from the 47 prefectures of Japan, along with their histories, regional backgrounds, and recipes.



ABOUT

The initiatives of "Our Regional Cuisines - Beloved tastes and flavors we want to pass on to the next generation"



https://www.maff.go.jp/e/policies/market/k_ryouri/index.html

Our Regional Cuisines
English website



■ *Traditional Foods in Japan*

This database introduces 280 traditional processed foods from 14 prefectures, along with their characteristics, histories, and recipes.



Traditional Foods in Japan

In "Traditional Foods in Japan," the recipes, origins, and histories of traditional cuisines and stories of the places they call home have been put together into one resource.

Three prefectures were introduced in 2022 and eleven prefectures in 2023.

Other prefectures will be showcased in the years ahead.

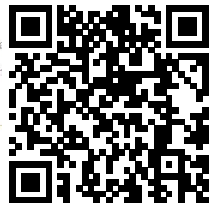
About Traditional Foods

This website will introduce you to the world of traditional Japanese foods.

Traditional Foods in Japan
English website

With prepared foods as a centerpiece, our primary focus is on foods that have historical or regional importance and are processed via traditional methods.

For more details on the conditions that deem a food as traditional, please refer to "Read More" on the bottom-right.



<https://traditional-foods.maff.go.jp/en/>

Preservation and inheritance of food culture: ② The Kansai Shoku no “Wa” Project

◆ Promoting traditional protecting and food cultures and taking the opportunity of the Expo 2025 in Osaka, Kansai, Japan the Kansai Regional Agricultural Administration Office has been awarding undertakings that promote food culture unique both domestically and internationally to the Kansai region under the Kansai Shoku no “Wa” Program. Such undertakings can be carried out by groups, companies, or individuals.

■ Activities...



Providing opportunities to learn about Kansai foods

- Raising awareness and interest in food by hosting seminars and symposiums.
- Providing opportunities to learn about food by developing museums and archives.
- Organizing hands-on farming and cooking activities that allow people to learn about local cuisine.
- Teaching children and young people about culinary culture, such as local cuisine, traditional foods, and table manners. And so on...



Increasing opportunities to eat Kansai foods

- Introducing places where local cuisine is served, via websites, SNS, etc.
- Publishing restaurant maps and the like to facilitate visitors' access to local cuisine.
- Widely disseminating information on local cuisine, including on history, origin and taste. And so on...



Website in Japanese

Promoting undertakings to encourage people to enjoy Kansai foods

- Encouraging people to enjoy a combination of countryside stay (Nohaku), food culture and hands-on experiences that make the most of local resource such as local cuisine, and other hands-on experiences.
- Encouraging people to experience and enjoy local food culture at conventional local festivals and the like.
- Encouraging people to enjoy local foods at culinary events such as those that feature local gourmet food. And so on...



Promoting undertakings to support Kansai foods

- Increasing the consumption of local ingredients by introducing recipes of local cuisine at farmers' markets and *michi-no-eki* roadside rest areas.
- Providing opportunities to purchase local cuisine by holding local product fairs.
- Promoting local cuisine by holding cooking contests.
- Translating information local cuisine about into multiple languages to capture inbound demand. And so on...



https://www.maff.go.jp/kinki/keiei/tiiki_syokuhin/wasyoku/240326.html

Promotion stay-type tourism of countryside stays“Nohaku”

- ◆ Nohaku refer to stay-type tourism where one stays overnight in a rural village (an agricultural, mountain, or fisheries village) and enjoys meals and other hands-on experiences that make the most of the rich local resources.
- ◆ As of March 2024, there are 57 Nohaku stay areas in the Kansai region.
(Shiga Pref. has 7areas, Kyoto Pref. has 13areas, Osaka Pref. has 5areas, Hyogo Pref. has 10areas, Nara Pref. has 13areas, Wakayama Pref. has 9areas)

Diverse content in Nohaku

<SAVOR JAPAN >



Mochi cuisine / Iwate

Cuisine

<Game Meat>



<Farm work experience>



Rice-transplanting exper
/Ohtawara City, Tochig

Experience

<Scenery of the terraced rice fields>



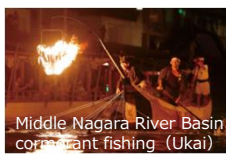
terraced rice fields
/Aridagawa Town Wakay

<Adventure Tourism>



Cycling
/ Onomichi City, Hiro

<Regional Culture>



Middle Nagara River Basin
cornucopia fishing (Ukai)

Accommodations

<Entire traditional house rental>



Miyama, Nantan City, Kyoto

<Farm Guesthouse>



Sabae City, Fukui

<Abandoned School Hotel>



Yazu Town, Tottori

The entire community works together to implement the project under the framework of a regional council that brings together diverse stakeholders in the region.

Supported by local governments, local vitalization cooperators, and specific regional development business cooperatives

Kansai Nohaku Guidebook* (English edition)

*Introducing 41 of the 57 Nohaku areas

Hyogo Pref.



Osaka Pref.



Wakayama Pref.



Kyoto Pref.



Shiga Pref.



Nara Pref.



Cover, Preface, Afterward, Back Cover

<https://www.maff.go.jp/kinki/seisaku/nosonsinko/kyousei/nouhaku/attach/pdf/nouhaku-220.pdf>

Overview of the food culture and of the agricultural, forestry, and fisheries sector's exhibition at the World Expo 2025 in Osaka, Kansai, Japan

◆ During “Necessities of Life: Food, Clothing and Shelter” (June 5 – 16), MAFF will create exhibits that highlight the attractions of Japanese food and of the agricultural, forestry, and fisheries sectors. We aim to promote the attractions of Japanese food and of the agricultural, forestry, and fisheries sectors to Expo visitors. We aim to encourage visitors to experience the culinary culture of each region in Japan and to stay overnight there.

【Exhibit Structure for EXPO Exhibition Center】

Prologue

Introduce the exhibition.

Attract the interest of visitors and raise their expectations for the exhibition.



Concept and logo of the exhibition (as of March 21, 2024)

Inheriting traditions

Introducing the scenery, traditional systems, and foods that have been fostered by Japan's traditional agricultural, forestry, and fisheries sectors and that have been Inherited for generations. The exhibition includes not only video content, but also content that can be enjoyed through hearing, sight and touch, and other experiences that encourage visitors to go to the location.

Japanese culinary culture

Stays at farmers & fishermen's guest houses

Terraced rice fields & irrigation

Agricultural heritage

Industries that utilize local marine resources



Connecting diversity

We will take a fresh look at the diversity and healthiness of Japanese ingredients, which are the basis of Japanese cuisine, and we will reconsider Japanese food from various perspectives. Through tastings and workshops and seminars, students can learn about the products in a systematic way, rather than just looking at them.

Wild game meat

Export

Wagyu (beef)

Tea and *Juncus decipiens*

Japanese sweets (ACA)

Japanese liquor (NTA)



Connecting to the future

We will introduce the strengths, issues, and initiatives of the agricultural, forestry, and fisheries sectors, which support Japanese food, while striving to connect them to the future. We will deepen understanding among visitors by encouraging them to look at and encounter technologies.

Smart agriculture

Smart fisheries

Smart forestry

Food tech

MIDORI Strategy for Sustainable Food Systems

