

Ishikawa's Dynamic Conservation of GIAHS "Noto's Satoyama and Satoumi"

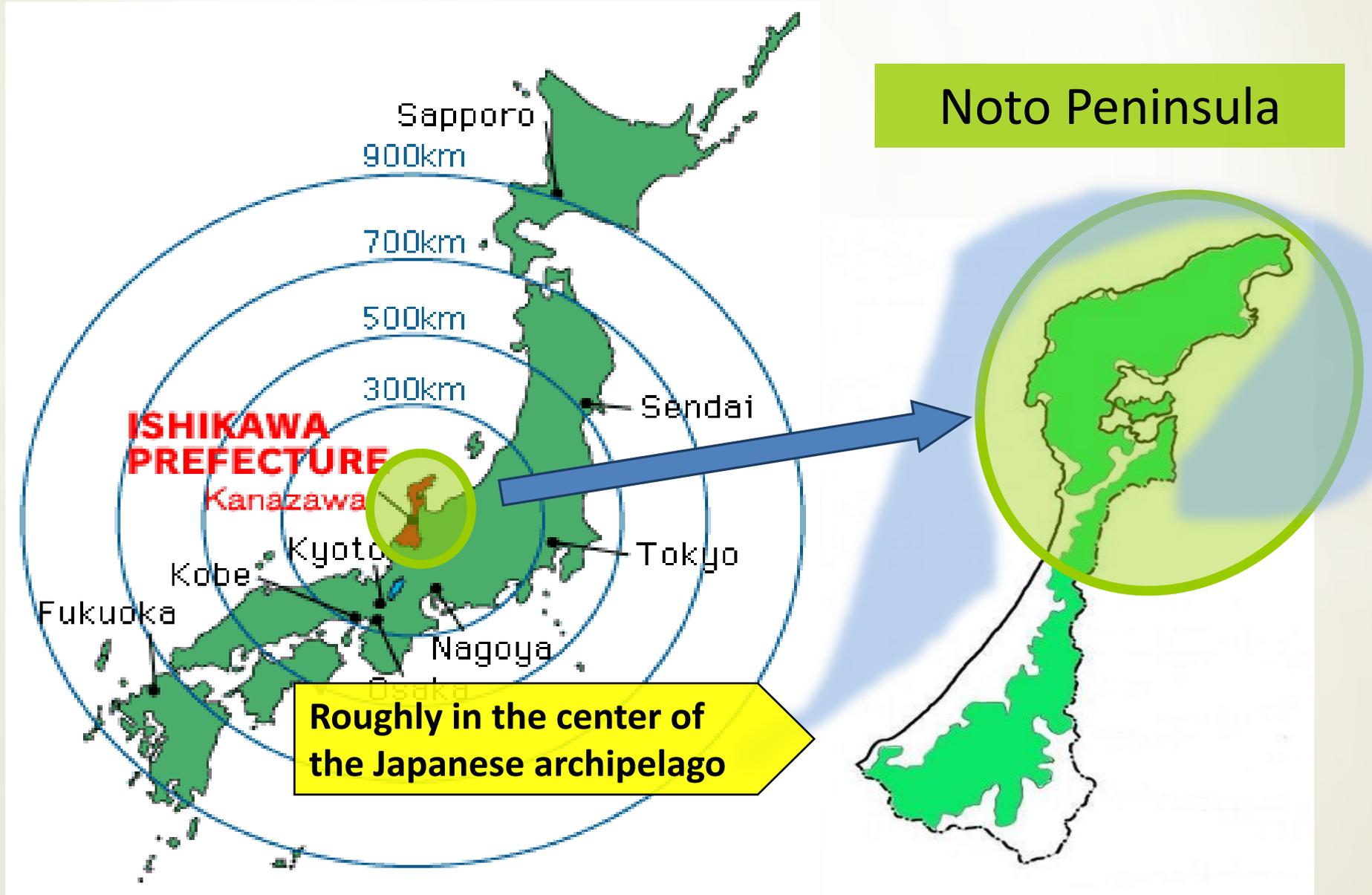


Masazumi HORIHATA

Environment Department, Ishikawa Prefecture

12 November, 2013

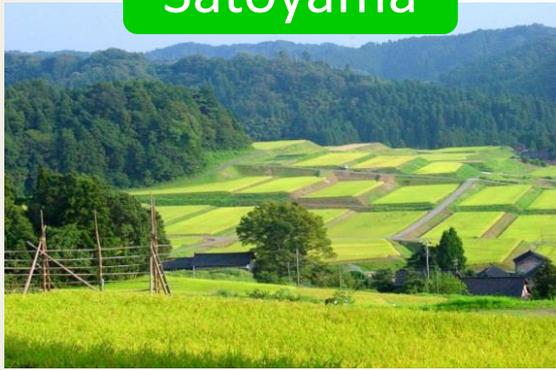
Location of “Noto’s Satoyama and Satoumi”



What are Satoyama and Satoumi ?



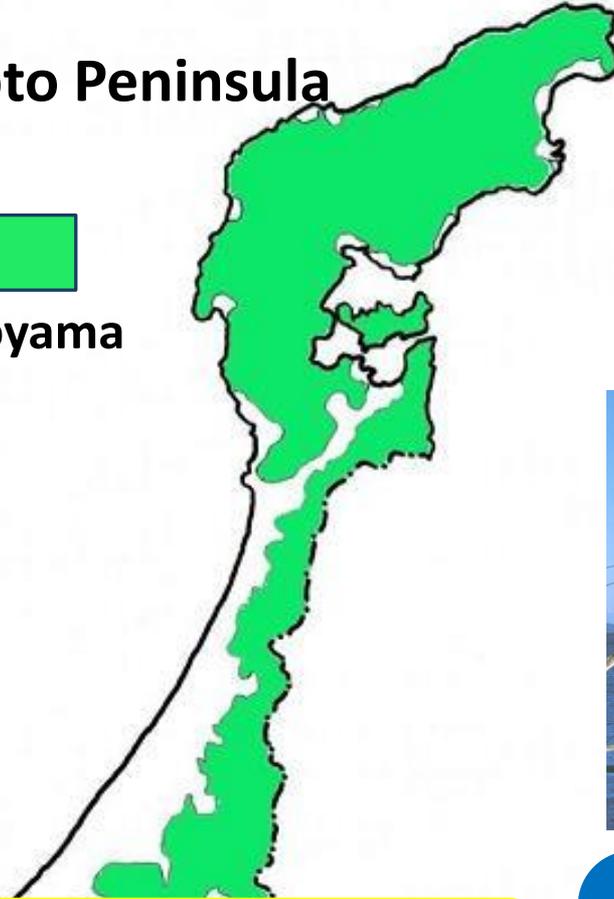
Satoyama



Satoyama refers to regions developed over many years by the agriculture and forestry industries of local inhabitants.

Noto Peninsula


Satoyama



Satoyama makes up about 60 percent of Ishikawa Prefecture.



Satoumi



Satoumi refers to coastal and marine regions that are connected with the lives and livelihoods of the local inhabitants.

Agriculture, Forestry and Fishery

Rice paddies making use of mountain slopes



Forests in the hills behind the fields



Charcoal

Shiitake mushrooms



Irrigation ponds



Mountain vegetables

Women skin divers - "Ama"



Traditional Festivals and Techniques

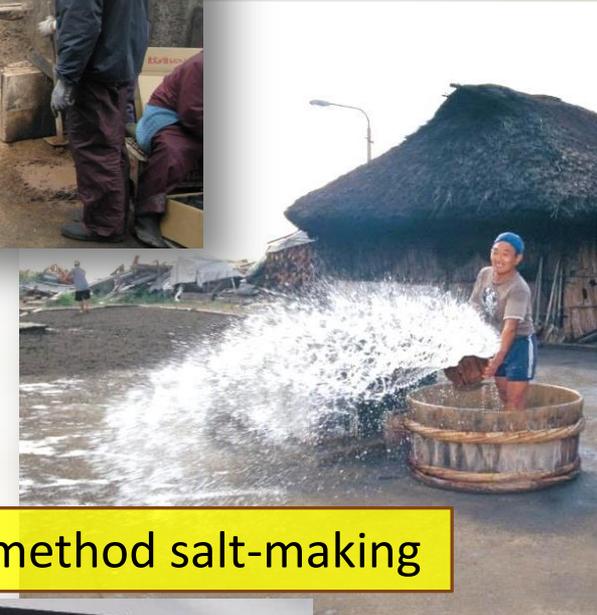
Kiriko lantern float festivals



Charcoal making



Aenokoto ritual



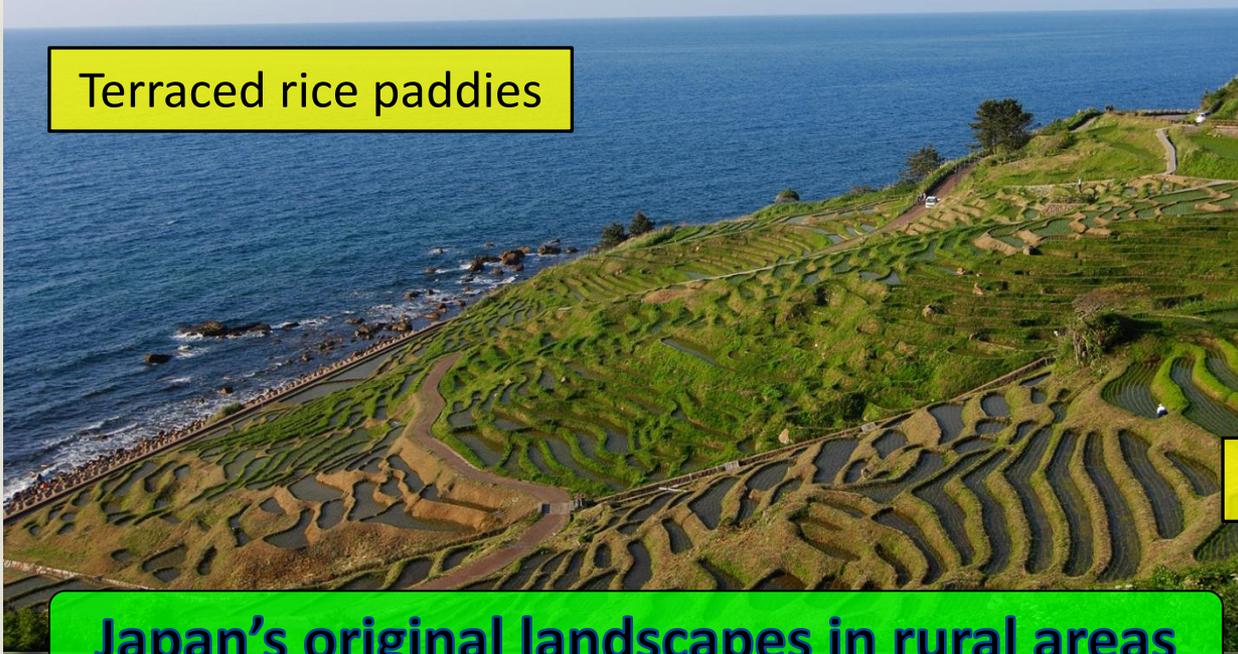
Agehama method salt-making



Wajima lacquerware

Landscape

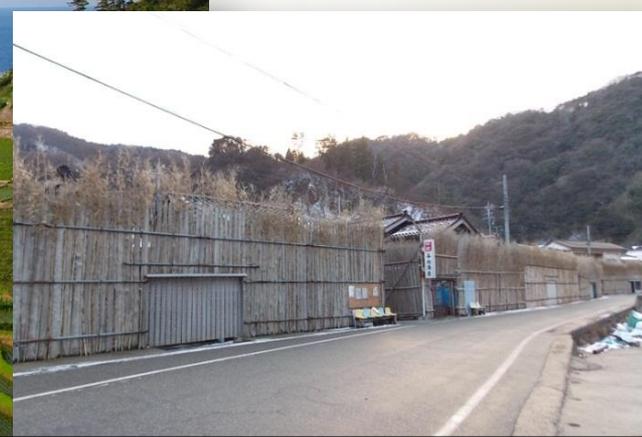
Terraced rice paddies



Japan's original landscapes in rural areas



Traditional houses built with white walls and black roof tiles



Bamboo fences - "Magaki"



Biodiversity

The irrigation canals that connect the rice field, reservoirs and forests create a unique eco-system



Many living organisms including rare and endangered flora and fauna

Crises “Noto’s Satoyama and Satoumi” are facing

The average age of farmers continues to rise.

The next generation of youths are flocking to the big cities.



Abandoned farm land

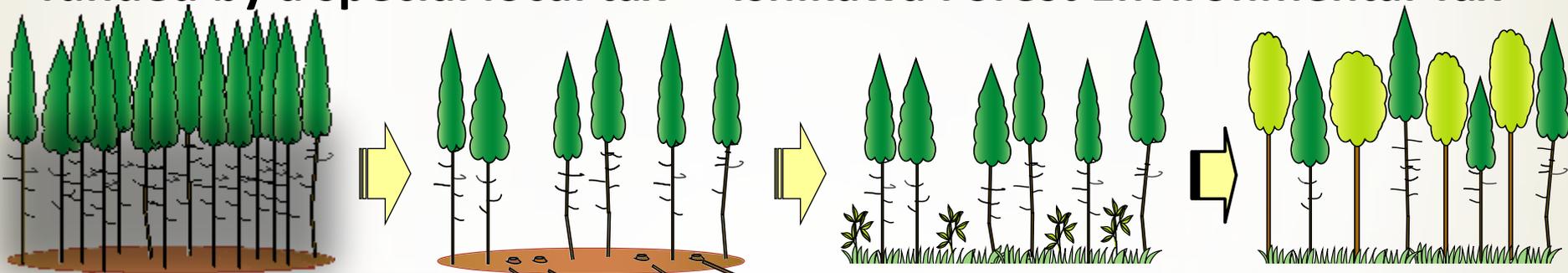


Abandoned artificial forests

Deterioration of Satoyama

Use and Conservation of Satoyama-Satoumi 1

The maintenance of artificial forests through thinning and culling funded by a special local tax - “Ishikawa Forest Environmental Tax”



Use and Conservation of Satoyama-Satoumi 2



Rice paddies ownership system



Human resource development



Farmers' inns



“Creation of a vibrant Satoyama-Satoumi”

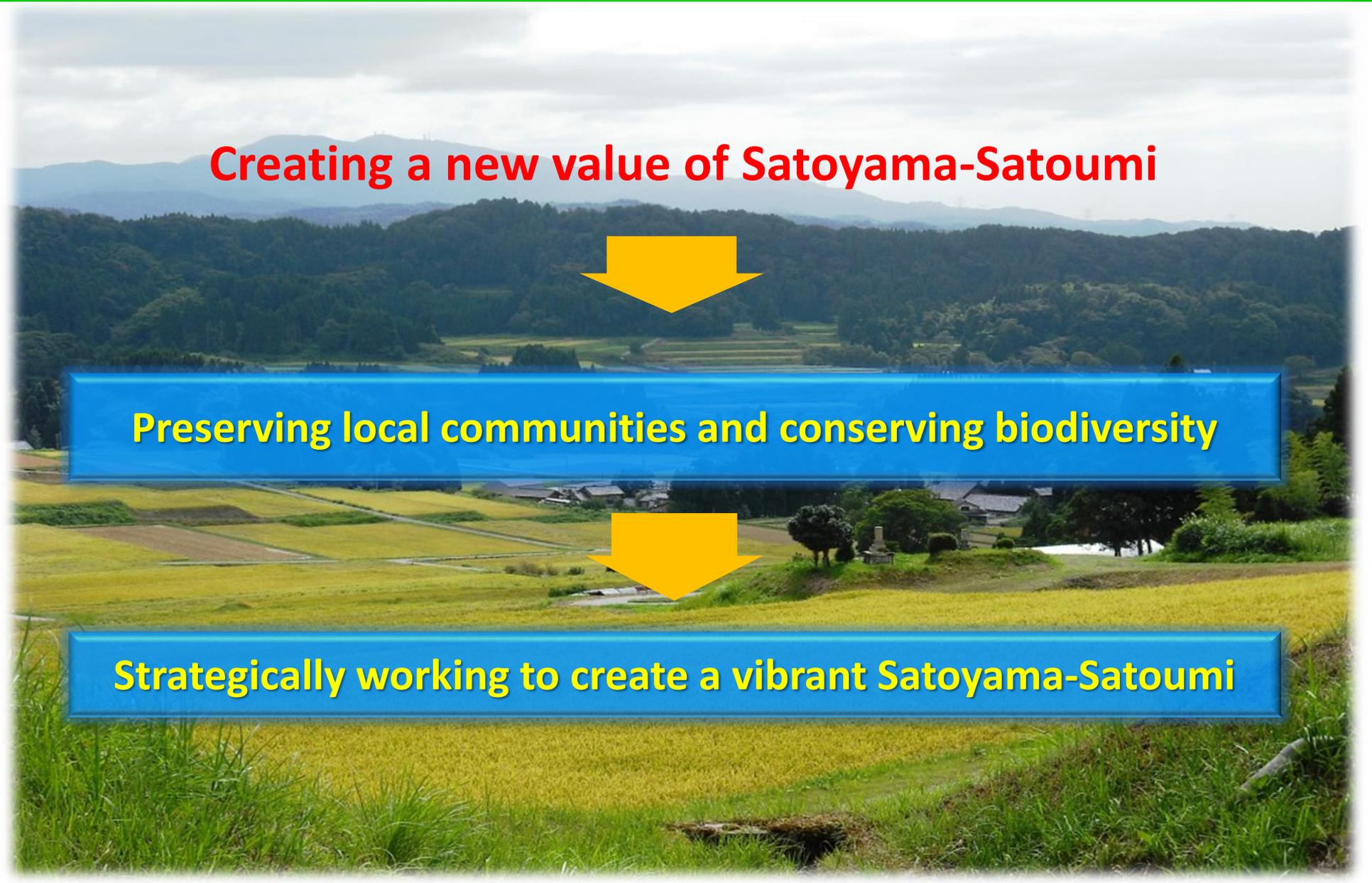
Creating a new value of Satoyama-Satoumi



Preserving local communities and conserving biodiversity



Strategically working to create a vibrant Satoyama-Satoumi



Measures to create a vibrant Satoyama-Satoumi are in line with the GIAHS initiative

Creation of a vibrant Satoyama-Satoumi in Noto

In line with the GIAHS initiative



GIAHS initiative

Aiming to conserve biodiversity, life, culture and landscapes based on agriculture, forestry and fisheries in local Communities

Noto Regional GIAHS Executive Committee

Established in June, 2011

Purpose

Promotion of the Dynamic Conservation of “Noto’s Satoyama and Satoumi” by all constituencies in the GIAHS site

Members

Ishikawa Prefecture

4 Cities and 5 Towns

Local organizations of agriculture, forestry, fisheries, business and tourism

Financial support system

Ishikawa Satoyama Creation Fund

Seven financial institutions in Ishikawa

Ishikawa Pref.

Fund

Total capital
53 million
US dollars

Established in
May, 2011

Donations from private sector

Operator

Committee of Ishikawa
Satoyama Creation Fund

Providing assistance to private business owners who try to create new jobs in the Satoyama-Satoumi region through the investment profits

Human resource support system



Forest conservation



Living organisms survey



Farmland conservation

Formulation of the Ishikawa Satoyama ISO System to certify Satoyama conservation activities made by businesses, NPOs and urban residents

Formulation of the Ishikawa Satoyama Point System whereby participants can get locally-produced food



Creation of the vibrant community

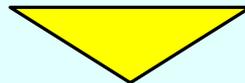
Traditional rural landscape



Farmer's inn



Designating the pioneer areas of Satoyama conservation



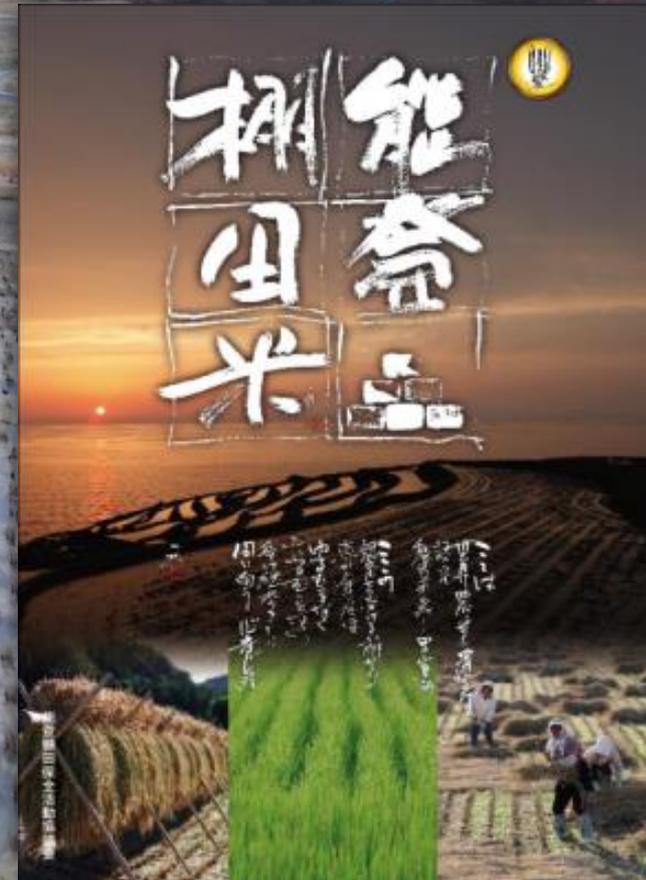
Giving the comprehensive support

Measures by regional bodies 1 - “Noto Tanada Mai”

An example of promoting the revitalization of agriculture and the conservation of Satoyama by regional bodies in Noto

Brand-name rice “Noto Tanada Mai” by 4 Agricultural Corporative Associations in the Okunoto region

Producing the added-value rice on local rice terraces, cutting down on the use of pesticides and chemical fertilizers, and conserving its fields



Measures by regional bodies 2 - “Noto Mai”

能登米生産者大会

～世界農業遺産を地域農業に活かす～

Creating safe, reliable, eco-friendly and high added-value rice, called “Noto Mai,” in the entire Noto region

“Noto Mai” Initiative
by 7 Agricultural
Corporative Associations
in the Noto region

Cutting down on pesticides
and chemical fertilizers by 30%



Measures by regional bodies 3 - Biodiversity conservation

Submerging rice paddy fields in the winter season

Providing habitats for migrating birds and aquatic life



Measures by regional bodies 4 - Dissemination in capital area

Sales and advertisements of characteristic agricultural products including “Noto Tanada Mai” in a famous department store in Tokyo



Dissemination on the GIAHS initiative in Japan's largest environmental exhibition held in Tokyo

Measures by new organizations both within and outside

Japan's leading organic farming corporation from Kanazawa City has revived fallow farms to produce and develop regional brand-name agricultural products.



New young farmers from outside the region have made efforts to cultivate various organic vegetables and sell these directly to high-class restaurants in Tokyo.



A local food product company has forayed into the agricultural market and made efforts in the cultivation and product development of "Noto Vegetables" grown on fallow farms.



Cooperation with Komatsu Co.

Investigation and demonstration of new methods of agricultural production management by using the manufacturing industry's production administrative knowhow



Researching business management practices and farmland reform methods that have the potential to develop a Satoyama-based agricultural business that is highly lucrative



The results will be compiled into a manual.

Spreading knowhow to farmers and laborers for human resource development of Satoyama's agricultural industry

Cooperation with Toyota Co.



NOTO Smart Drive Project



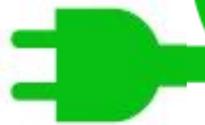
Charging Station



Smartphone



PHEV



Battery Charger

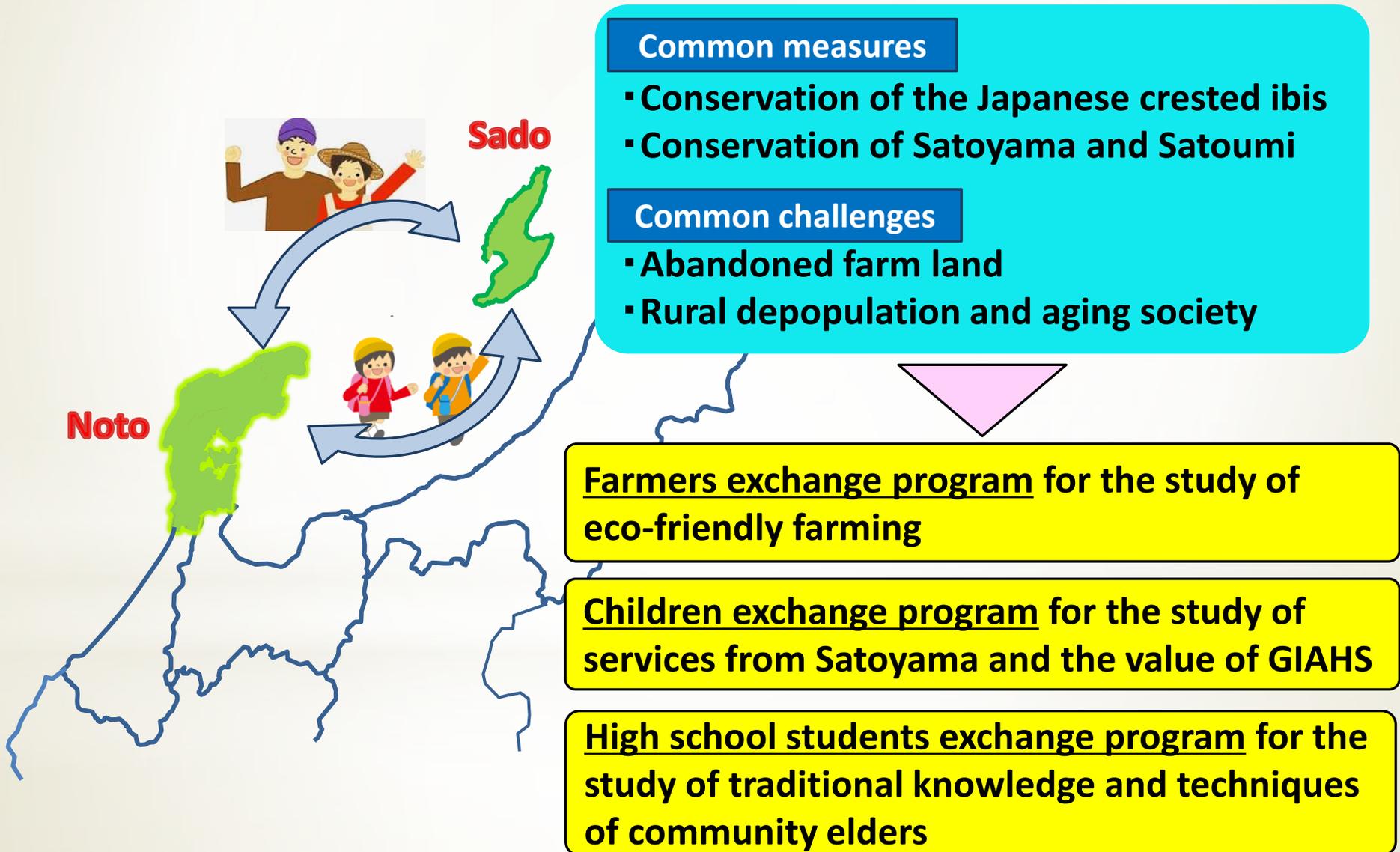


グリーン電力
調達

Green Electricity

27 charging stations are being equipped in service and parking areas in Noto.

Cooperation between Noto site and Sado site 1



Cooperation between Noto site and Sado site 2

Children exchange program in Sado, 12 to 14 October, 2013

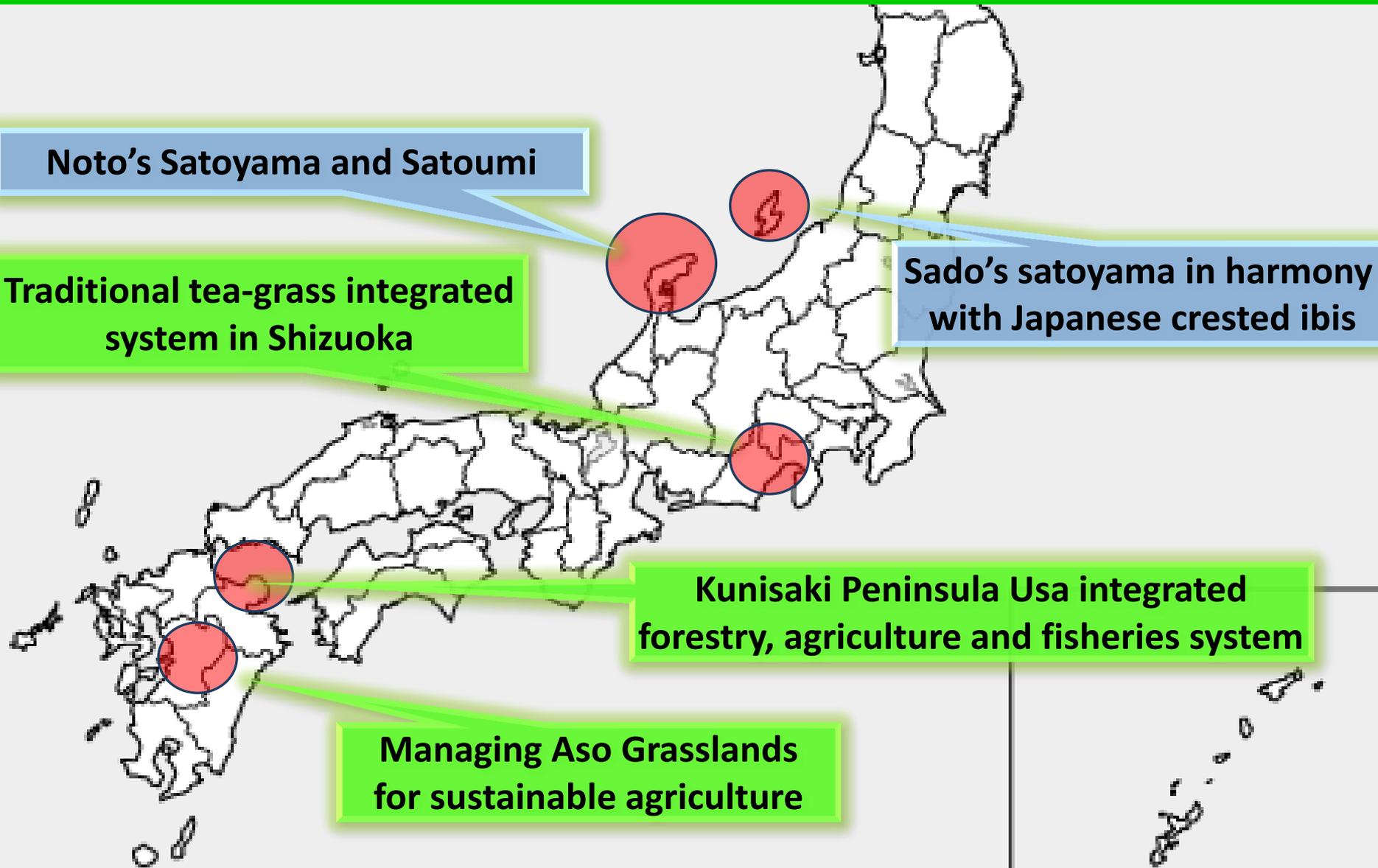


Living organisms survey in rice paddies



Participating in the local festival

Cooperation among 5 GIAHS sites in Japan 1



Cooperation among 5 GIAHS sites in Japan 2

Framework of the cooperation among 5 GIAHS sites

“GIAHS Broader Cooperation Conference”

5 Prefectures and 5 representatives from each site

- ◆ Collaborative events and symposiums to disseminate GIAHS in capital area
- ◆ Collaborative sales of agricultural products in capital area

Sharing the information on measures in each site

The Conference to be established in 2014

Mutual supplement

“J-GIAHS Network”

28 Cities and Towns

- ◆ Meetings to enhance awareness of members on GIAHS
- ◆ Workshop to disseminate GIAHS to local citizens

The Network was established on 7 November, 2013.

Enhancing the benefits of GIAHS by the synergy of the cooperation

Interaction with overseas GIAHS sites

**Korea-China-Japan International Workshop
on Agricultural Heritages
held in Korea from 25 to 28 August, 2013**

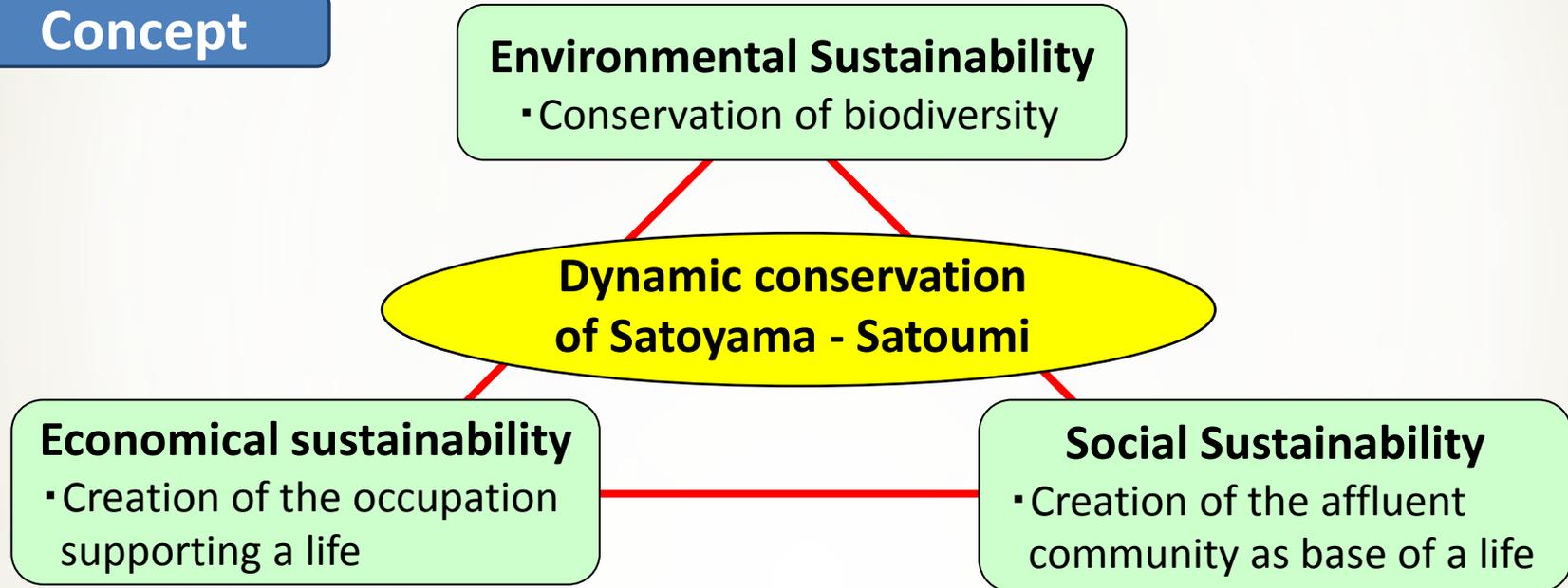
**The program of human resource
development in Ifugao GIAHS site
by Kanazawa University**



**Promotion of the twinning of GIAHS sites between developed
and developing countries recommended in Noto Communique**

Basic concept and achievements of Ishikawa's Dynamic Conservation

Concept



Achievements

- Increase in company branches
- Multilateral participation in Satoyama conservation activities
- Decrease in abandoned farm land ▪ Increase in tourists ,etc.

More importantly,

- Local citizens' confidence and pride in Noto and various activities by themselves

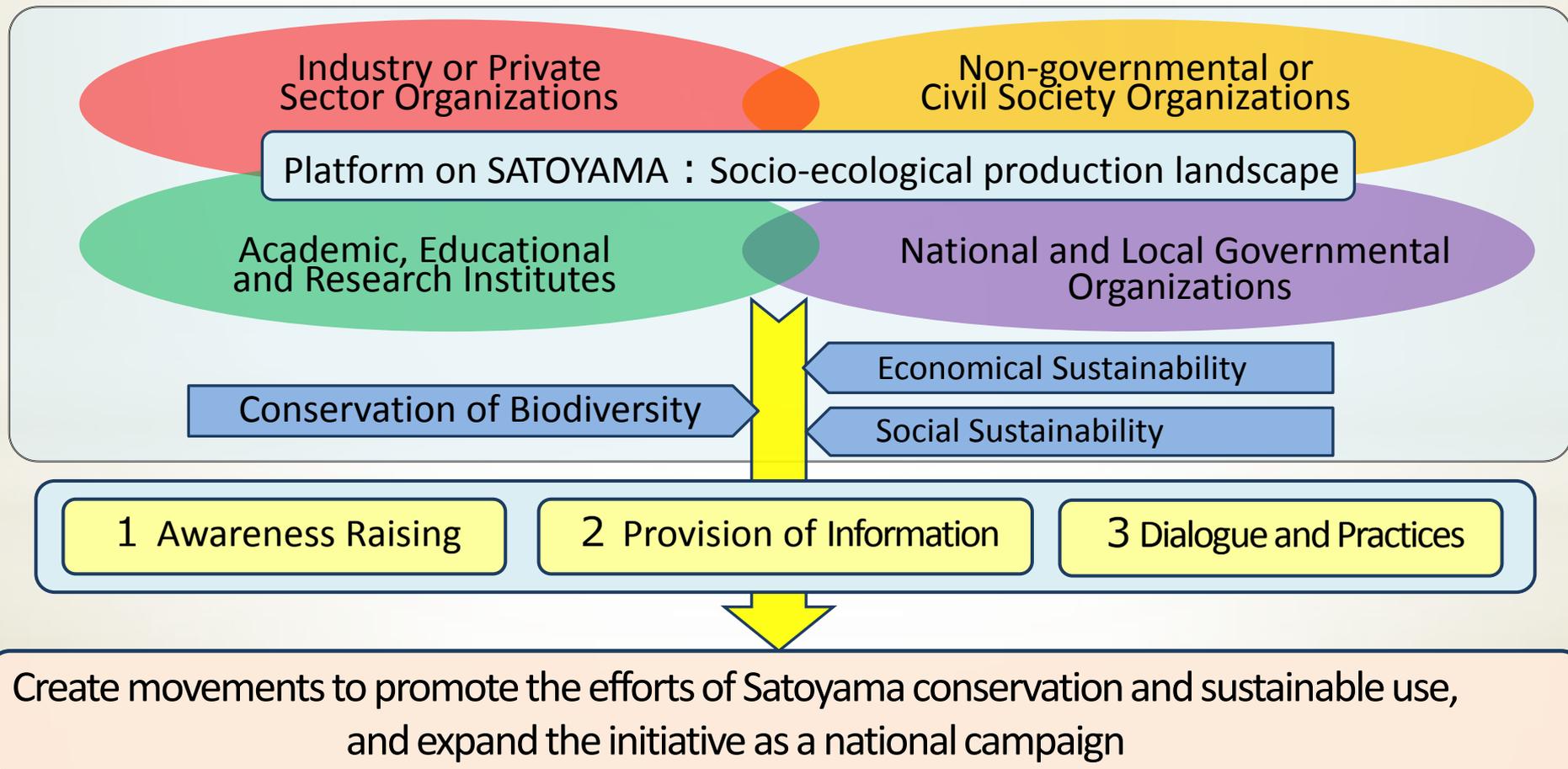
Thank you for your attention



Network to promote the Satoyama initiative in Japan

Objective

The network aims to expand the initiative of Satoyama conservation and its sustainable use as a national campaign, through the establishment of platforms to facilitate information exchange and collaboration between related sectors / stakeholders across boundaries.



Use and Conservation of Satoyama-Satoumi

Branding 13 high-quality vegetables produced in the Noto climate as "Noto Yasai" or "Noto Vegetables."

Establishing direct delivery service as means of delivering agricultural products to populous urban areas.



“Shunran-no-sato”

Rural landscape and green tourism

Traditional Satoyama landscape



Farmer's inn



1 inn in 2003 → 47 inns in 2013
(around 8,000 visitors per year)



Best practice of rural revitalization

