



Section I: Promotion of Green Tea Industry and Maintenance of Biodiversity

Action Plan Item	1. Maintain to conserve chagusaba and biodiversity of chagusaba
Status and Issue	<ul style="list-style-type: none"> •Because of the farmers aging and lack of successors, it is difficult that farmers maintain chagusaba farming method and chagusaba on steep sloped semi-mountainous area. •It has been reported that rare animals and plants live in well-conserved chagusaba biodiversity. But research on chagusaba location and animals, plants chagusaba are not enough. •No pesticide is used to conserve chagusaba. Yet pesticide and fertilizers are used for production of green tea in accordance with the prefectural standard.
Goals	<ul style="list-style-type: none"> •Plan to make system to maintain chagusaba biodiversity and maintain chagusaba farming method. •Research continuously on the chagusaba location and animals and plants living there. •Formulate environmental conservation system for tea farmers who operate chagusaba farming method.

Steps to be Taken	Objectives	Groups	Fiscal Year					Work Program
			2013	2014	2015	2016	2017	
Maintain chagusaba and prevent its abandonment	•Formulate chagusaba management system.	1. 2. region, agricultural cooperative, city		→				1. Establish community agreement on chagusaba management. 2. Promote using support project like direct payment.
	•Prevent chagusaba from becoming idle land by sharing information within the region.	1. region, agricultural cooperative, city	←					1. Promote collecting information on chagusaba, its management and joint ownership.
	•Support to maintain chagusaba farming method by expanding support groups to nonfarmers.	1. region, agricultural cooperative, city, NPO 2. region, agricultural cooperative, city						→

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Sustain richness in diversity of animals and plants found in chagusaba	<ul style="list-style-type: none"> • Conserve a variety of inhabitants in chagusaba by continuing research on biodiversity in chagusaba area. 	1. 2. region, research organization, city, promotion council	←						→	<ol style="list-style-type: none"> 1. Research the index plants of biodiversity in the uninvestigated hayfield of the region. 2. Especially, research the existence of rare animals and plants (Euphobia Watanabei, etc.)
	<ul style="list-style-type: none"> • Establish systems to conserve biodiversity and promote agreement. 	1. 2. region, city							→	<ol style="list-style-type: none"> 1. Promote establishing system to conserve biodiversity by chagusaba farming method. 2. Expand the area which is designed to protect specified endangered animals and plants under the agreement between cities and the area.
	<ul style="list-style-type: none"> • Promote environment conscious farming technique throughout the region and conserve more kinds of species. 	1. agricultural cooperative, city	←						→	<ol style="list-style-type: none"> 1. Promote and support the innovating technique to decrease the usage of chemical fertilizer and pesticide with using organic fertilizers like compost.

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Action Plan Item	2. Create new added value
Status and Issue	•It is difficult for farmers in some areas to only depend on green tea production as green tea has become less popular and the price became stagnant.
Goals	•Make the price of local brand tea higher and expand the production and sales by promoting the fact that chagusaba farming method contributes to conserve biodiversity and the green tea contributes good health. •Create new market by developing products besides existing tea products.

Steps to be Taken	Objectives	Groups	Fiscal Year					Work Program
			2013	2014	2015	2016	2017	
Define and certify the green tea produced by chagusaba farming method.	•Create a trademark for green tea produced by chagusaba farming method. And increase added value by using it effectively.	1. 2. 3. promotion council	↔					1. Formulate the organization to define and certify the green tea produced by chagusaba farming method. 2. Establish system to define and certify the green tea produced by chagusaba farming method. 3. Utilize the system to apply appropriate certifications according to the system mentioned in No. 2 above.
Increase incentives of production of green tea by promoting higher sales price.	•Increase added value by effectively using the trademark and other symbols of green tea produced by chagusaba farming method.	1. 2. region, agricultural cooperative, cities, promotion council	↔					1. Promote the fact that chagusaba farming method contributes to conserving biodiversity and make it a brand. 2. Make the green tea produced by chagusaba farming method a brand and sell it with added values. 3. Effectively promote locally produced green tea by using appropriate trademark of chagusaba farming method.
Expand market by promoting new projects	•Create new consumption by developing new fields and products.	1. 2. region, agricultural cooperative						1. Develop not only deep-steamed green tea and regular steamed green tea, but also new tea such as fermented tea. 2. Promote health effects of green tea and entice development of new products and consumptions.

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Action Plan Item	3. Improve productivity of green tea
Status and Issue	<ul style="list-style-type: none"> • Due to aging tea farmers and agricultural processing machineries being wearing out, green tea productivity has become stagnated. • The need of introduction of joint plucking and riding machines is well known among small-scale tea farms. Yet the obstacles are still great and the promotion has not progressed.
Goals	<ul style="list-style-type: none"> • Because of aging tea farmers, there is a need to foster new workforce and revitalize the generation. • Making management of the tea farm and harvesting method efficient by improving infrastructure such as uniting small tea farms and mechanization.

Steps to be Taken	Objectives	Groups	Fiscal Year					Work Program	
			2013	2014	2015	2016	2017		
Foster human resources for production of green tea	<ul style="list-style-type: none"> • Support fostering tea farmer successors by promotion of Shizuoka GIAHS, stipend for youth for agricultural employment, and grant-aided projects. 	1. region, agricultural cooperative, city	←					→	1. Promote future prospects of Shizuoka GIAHS area tea industry along with the chagusaba farming method and use of Shizuoka GIAHS. 2. Promote stipend for youth for agricultural employment and grant-aided projects.
Promote labor saving and efficiency for cultivation and processing technique	<ul style="list-style-type: none"> • Lighten the burden of tea farmers by cooperated works and efficiency. 	1. 2. region, agricultural cooperative, city						→	1. Make use of the project of improvement of infrastructure and unite small tea farms. 2. Promote introduction of riding machines for several passengers and their management.
	<ul style="list-style-type: none"> • Replace old tea processing machineries with new ones and improve productivity of dried tea leaves. 	1. region, agricultural cooperative, city						→	1. Make use of agricultural modernization fund and grant-aided projects and improve the productivity.

II. Traditional usage of land / succession of cultures

Action Plan Item	1. Restore and promote chagusaba farming method
Status and Issue	<ul style="list-style-type: none"> •The local green tea famers had been operating chagusaba farming method, and consequently, sustained environmentally friendly farming method. But they are not necessarily aware that the method had been meaningful nor valuable. •There is a chance of abandonment of chagusaba farming method as the burden of managing the chagusaba is heavy for the tea farmers and they do not realize its meaning and the value.
Goals	<ul style="list-style-type: none"> •Explain the importance and the scarcity of chagusaba farming method. Let the farmers have confidence and be proud of the method in order to revitalize and sustain chagusaba farming method. •Allot the portion of chagusaba management to lighten the burden of the tea farmers.

Steps to be Taken	Objectives	Groups	Fiscal Year					Work Program	
			2013	2014	2015	2016	2017		
Foster human resources for next generation to sustain chagusaba farming method	•Improve tea farmers' awareness of chagusaba farming method and sustain its method.	1. 2. city, promotion council 3. region, agricultural cooperative	←					→	1. Promote the fact that chagusaba farming method contributes to production of high quality green tea to tea farmers, citizens, and companies. 2. Promote the fact that chagusaba farming method contributes to conserve biodiversity. 3. Establish a system for green tea producers who would utilize the harvested grass by the support organization of chagusaba management.(repeated phrase)
Decrease labor force in maintaining chagusaba.	•Restore unused chagusaba by entrusting groups such as NPO organization to manage the land.	1. region, agricultural cooperative, city, NPO						→	1. Establish a system that is easy for general citizens and groups to participate in supporting the management of chagusaba.(repeated phrase)
Investigate to prove superiority of tea production by chagusaba farming method	•Explain the uniqueness of the green tea produced by chagusaba farming method in cooperation with the prefecture and research organizations.	1. 2. prefecture, research organization, city, promotion council	←					→	1. Compare the tea farms by chagusaba farming method to the conventional ones and research the differences. 2. Conduct a sensory test to prove that the taste of green tea produced by chagusaba farming method has a competitive advantage.

II. Traditional usage of land / succession of cultures

Action Plan Item	2. Maintain and promote beautiful local farming environment
Status and Issue	<ul style="list-style-type: none"> • Due to aging tea farmers and stagnant tea price, sloped tea farms and small-scale tea farms are abandoned. The scenery of the tea farm landscape is in danger of destruction. Economic productivity has taken precedence over the effort to conserve the landscape. • The latter requires mowing and so on that does not produce income. • Some residents are not well aware of the value of regional resources such as nature, history, culture and so on. They have little understanding of conserving them.
Goals	<ul style="list-style-type: none"> • Lighten the burden of managing chagusaba and tea farms and keep steady maintenance of them by mechanization, improvement of infrastructure and unification of small-scale tea farms. • Help residents recognize the value of regional resources such as nature, history, and culture. Help them to conserve their community resources. • Increase the number of groups that are concerned with the conservation of tea farms and agricultural communities by involvement of NPO and companies.

Steps to be Taken	Objectives	Groups	Fiscal Year					Work Program
			2013	2014	2015	2016	2017	
Expand beautiful scenery of tea farms	<ul style="list-style-type: none"> • Promote uplifting the beauty of tea farm landscape and popularize the meaning of its conservation into the community. 	1. city, promotion council 2. region, NPO	←	←	←	←	←	1. Post seasonal tea farm sceneries on website and other media. 2. Display photos of tea farms at farm products direct sales stores.
	<ul style="list-style-type: none"> • Prevent tea farms from being abandoned and chagusaba from becoming idle land. Maintain the scenery of tea farms. 	1. 2. 3. region, agricultural cooperative, city,	←	←	←	←	←	1. Promote joint plucking and rezoning of land. 2. Support introducing use of riding machines for tea farmers. 3. Promote collection of information on chagusaba and unification.
Promote good image of farming community by preserving its nature and environment	<ul style="list-style-type: none"> • The whole community engages in environmental conservation to improve agricultural environment. 	1. 3. region, city, NPO, 2. region, city		←	←	←	←	1. Establish rules and slogan for environmental conservation and maintenance of the regions. 2. Thin out bamboos in local forest. 3. Improve water environment of the farming community and conserve animals and plants by the water.
	<ul style="list-style-type: none"> • Maintain agricultural scenery and environment by careful consideration on the color harmony of the road signs and sign boards for tourists with the existing landscape. 	1. region, city		←	←	←	←	1. Use the appropriate signs that would match tea farms in terms of design and color.

II. Traditional usage of land / succession of cultures

Action Plan Item	3. Maintain and keep inheriting tea culture
Status and Issue	<ul style="list-style-type: none"> • Hand-rolled tea technique, old green tea production facilities and cultural facilities still exist in the area. Yet currently, succession of such technique or application of it are difficult. Traditional life culture seems inclined to vanish. • More families even around Shizuoka area are not drinking green tea because of the influence of many other options of beverage.
Goals	<ul style="list-style-type: none"> • Promote conservation and succession of green tea related resources such as hand-rolled tea technique, facilities(traditional production facilities, cultural facilities and so on). • Promote green tea among young generation to increase green tea fans in the future and to inherit green tea culture.

Steps to be Taken	Objectives	Groups	Fiscal Year					Work Program
			2013	2014	2015	2016	2017	
Preserve and uplift tea culture	<ul style="list-style-type: none"> • Inherit traditional culture and technique to next generation and sustain the green tea culture in Shizuoka GIAHS area. 	1. 2. region, NPO						<ul style="list-style-type: none"> 1. Hold hand-rolled tea technique experience-based events by Association of Preservation of Hand-Rolled Tea. 2. Promote traditional techniques and methods such as tea-picking, hand-rolling, mowing grass. 3. Review seasonal events in the area.
	<ul style="list-style-type: none"> • Make use of green tea related asset. Make a close connection between the community and the image of green tea. 	1. 2. region, agricultural cooperative, city, companies, NPO						<ul style="list-style-type: none"> 1. Investigate the way to preserve and make use of traditional green tea production facilities and cultural facilities. 2. Promote green tea culture by using regional character or traditional green tea picking costumes.
Promote tea culture to young generation	<ul style="list-style-type: none"> • Promote green tea culture among young generation by dietary education and making it a custom to drink green tea. 	1. 2. region, agricultural cooperative						<ul style="list-style-type: none"> 1. Hold green tea events at nursery school, kindergarten, elementary school and etc. 2. Provide green tea leaves at meal time of elementary schools and junior high schools.
	<ul style="list-style-type: none"> • Spread the joy of green tea besides just drinking. Increase green tea fans among young generation. 	1. region, city 2. region, NPO						<ul style="list-style-type: none"> 1. Hold green tea competition, T-1 Grand Prix and other green tea events. 2. Arrange opportunities to learn local green tea through comprehensive academic classes.

III. Expansion of domestic and international cultural exchange

Action Plan Item	1. Spread information on chagusaba farming method of Shizuoka through domestic and international exchange activities
Status and Issue	<ul style="list-style-type: none"> • Chagusaba farming method has been inherited from old times as a method of producing high quality green tea. It has been traditionally kept to be operated in this mechanized and modernized agriculture era. Yet the technique has not been recognized well by Japanese citizens. • Green tea production involves many kinds of process of work and many workers. It is difficult for the consumers to know the farmers' production activities and effort on safety.
Goals	<ul style="list-style-type: none"> • Establish a system to introduce and explain the regional green tea and chagusaba farming method. Spread the knowledge continuously. Let people understand the tea culture and increase supporters. • Create cultural exchange between green tea producers and consumers by use of Green Tea Tourism. The producers would learn the needs of consumers and the consumers would learn chagusaba farming method and green tea production.

Steps to be Taken	Objectives	Groups	Fiscal Year					Work Program
			2013	2014	2015	2016	2017	
Spread information on chagusaba farming method by means of GIAHS certification: chagusaba in Shizuoka	<ul style="list-style-type: none"> • Establish a system to appeal chagusaba farming method and regional attraction around Shizuoka GIAHS area in order to attract consumers continuously. 	1. 2. 4. city, promotion council 3. region, city	←→	←→				<ol style="list-style-type: none"> 1. Promote chagusaba farming method for the region. 2. Establish view points and tourist routes linked with five cities. 3. Make roads signs and sign boards in foreign languages. 4. Appeal Shizuoka GIAHS to tourism and transportation corporations and organizations.
	<ul style="list-style-type: none"> • Post information on Shizuoka GIAHS abroad and attract more visitors. 	1. 3. promotion council, city, 2. region, promotion council	←→	←→	←→	←→	←→	<ol style="list-style-type: none"> 1. Create website of information on chagusaba farming method and Shizuoka GIAHS. 2. Post Shizuoka GIAHS programs, seasonal green tea farms, information on chagusaba. 3. Hold forums to post Shizuoka GIAHS programs.
Spread information on chagusaba farming method through cultural exchange between producers and consumers	<ul style="list-style-type: none"> • The producers learn the needs of consumers and the consumers learn the fact about green tea production by promoting cultural exchange between them. 	1. region, companies 2. 3. region, city	←→	←→	←→	←→	←→	<ol style="list-style-type: none"> 1. Promote experience-based events and cultural exchange events in Japan and abroad through Green Tea Tourism and other programs 2. Post information on local direct sales stores. 3. Post information on local chagusaba and green tea facilities.

III. Expansion of domestic and international cultural exchange

Action Plan Item	2. Spread information on chagusaba farming method of Shizuoka by using a logo and a trademark
Status and Issue	<ul style="list-style-type: none"> •When the chagusaba farming method is certified as GIAHS, promotional activities will be expected to increase greatly by using the term, "GIAHS." Yet the accreditation criteria for the chagusaba farming method has not been decided. •If the accreditation criteria is not settled, there is a possibility that other conventional green tea might be sold as a product by chagusaba farming method and jeopardize the quality of GIAHS.
Goals	<ul style="list-style-type: none"> •Create a trademark that is used only by the farmers who produce green tea by chagusaba farming method. Farmers can use the trademark to promote chagusaba farming method and clearly define the difference between the green tea produced by chagusaba farming method and the conventional ones. They can continue to produce high quality green tea suitable to the name of GIAHS.

Steps to be Taken	Objectives	Groups	Fiscal Year					Work Program
			2013	2014	2015	2016	2017	
Thoroughly appropriate usage of the name for chagusaba farming method/GIAHS	<ul style="list-style-type: none"> •Promote chagusaba farming method of Shizuoka by creating a logo and using it. 	1. 2. promotion council 3. region, agricultural cooperative, companies	↔	↔				1. Create a logo and a trademark for the green tea grown by the chagusaba farming method. 2. Decide the usage standard for the logo and the trademark. 3. Use the logo and the trademark and promote the green tea grown by the chagusaba farming method.
	<ul style="list-style-type: none"> •Differentiate the chagusaba that is abundant in biodiversity and the chagusaba that is not. 	1. region, research organization, city, promotion council 2. city, promotion council	↔	↔				1. In the uninvestigated hayfields of the region, research the existence of plants which are the vital indicators of biodiversity. (repeated phrase) 2. Regulate the chagusaba farming method that is not conducted under the accreditation criteria and restrict arbitrary advertisements using the name "GIAHS."