

## Soul of Tohoku – 2012 Project Plan

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– Project Plans and Budgets from 2011 –

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We at Soul of Tohoku, as an emergency project by General Incorporated Association Soul of Japan, have sworn with our motto of “Let Us Protect Tohoku Cuisine” to work together with cooks, cultural figures, producers, corporations, and all manner of people related to the food industry throughout Japan, towards our goal over the coming months and years to support the recovery of the Tohoku region’ s fishing industry, agriculture industry, livestock industry, and manufacturing facilities, as well as the advancement of Tohoku’ s culinary culture.

### **Rising up to Recover and Advance in the Wake of One of Japan’ s Largest Earthquakes – Magnitude 9.0 in the Pacific Ocean off Tohoku**

The earthquake and subsequent tsunami have caused tremendous damage centered on the Tohoku region, including human casualties, collapsed homes, destroyed fishing harbors, saltwater inundation of farmland, as well as destruction of manufacturing facilities and their points of production. Damage from the tsunami further triggered an accident at a nuclear power facility located in Fukushima prefecture. Residents in some areas were forced to abandon their homes due to radioactive contamination caused by this accident. Including the effects of harmful rumors, the nuclear power accident has caused no end of worry and economic consequences, reaching throughout the Tohoku region beyond areas directly hit by the tsunami. In order to restore the disaster areas from their tragic states, and make a breakthrough allowing our seemingly hopeless economy to recover from this crisis, all citizens of Japan must rise to the call to support Tohoku, and find the courage to construct Japan’ s future.

### **The Beautiful Soul of Japan Lives on in Tohoku**

In the face of such a terrible disaster, the people of Tohoku have quiet dignity and grace. These people, who cherish endurance and compromise as virtues, indeed have the time-honored beautiful soul of Japan. We believe this is due to the teachings to value one’ s connection to others through considerate acts and thankfulness, which can be found in agriculture, fishing, and all walks of life. Since the disaster, these people have worked together, and silently born their burdens, even those living in cramped and poorly-appointed emergency shelters. When receiving emergency food as well, they have never failed to convey their thanks, and our hearts are touched by their consideration and grace. In Tohoku, like in the old tales cited by folklorist Kunio Yanagita, the origin of the soul of Japan is alive and well, even today. We believe that this soul of Tohoku was created by the original natural scenery nestled among the bountiful oceans and hills of Tohoku. Now, this bountiful landscape lies tragically in ruin. In order to restore the soul of Japan that the people of Tohoku have taught to us, we want to head to Tohoku and give our thanks to them.

### **Practice and Consideration in Action**

The general principle of Soul of Tohoku’ s activities is that they are to be accompanied by practical action. On paper, recovery plans often forget the spirit of the very citizens who reside in these areas, instead focusing on rights and interests or business strategy. In order to know the true future of Tohoku, we must first listen to the voices of the residents, and experience their ideals. With this in mind, we must consider town planning focused around primary industry, based upon the two axes of economy and culture.

Activities beginning with the provision of emergency meals, onward to development of temporary housing communities, and ultimately towards branding for recovery of the food industry, must all be based upon listening to the voices of the residents. We believe the answer for Tohoku’ s future can already be found among the folklore of the people of Tohoku. This folklore has been carried on in an unbroken line to the residents of today. Therefore the answer to Tohoku’ s future can be found among the residents of Tohoku.

### Activity Policies by Target Group

Activity policies shall be divided into three groups: general residents including those in temporary housing; workers of primary industries including fishing, agriculture, and livestock; and workers of service industries such as restaurants (and by association hotels and tourism trade). We wish to undertake activities which will have certainly visible results.

### Projects to Support General Residents in Temporary Housing

The transition from emergency shelters to temporary housing brings forth new problems. The Tohoku tradition of treasuring one's local community has been shattered by the random lottery system used to place residents into temporary housing. This has resulted in secondary adverse effects, such as an increase in solitary deaths and mental stress. And so, **in order to build new communities**, we will carry out activities enjoyable by groups such as cooking classes and other hands-on events. We have formed "Team Omusubi", which will visit temporary housing via mini kitchen car. We have selected about five temporary housing facilities near Kesennuma which have a large elderly population for periodic activities. With an aim of two visits per month, our goal is 100 events. During this period, **we hope to carry out activities so that people will remember our name and look forward to our next visit**. In other words, **the goal of this activity is to restore people's spirits through the medium of cuisine**.

### Support Project for Primary Industry Workers

The present state of workers in agriculture, fishing, and livestock industries, as well as workers at related manufacturing facilities, depends on the individual state of recovery of each. That is, a considerable regional disparity exists. These disparities range from areas which have lost points of production due to the earthquake, to areas which are suffering due to damaged reputations and harmful rumor, and even to some areas which now have stronger sales than before the earthquake due to the restoration economy. To the extent possible, we will carry out our activities in areas most affected by disaster damage. Furthermore, the main necessary condition for our activities will be co-operators in the disaster areas. The reasoning is: firstly, since these are disaster areas, networks of public institutions will be in progress towards recovery; it will be necessary to be on the ground locally to be truly aware of the disaster damage status; and, support through personal networks will be essential. **From November, through coordination with the Iwate Coastal Area Development Bureau, the Iwate Prefecture Sanriku Coast Food Industry Recovery Project will begin**. On this project, famous chefs will use kitchen cars to prepare local ingredients, using their technique and artistic sensitivity to bring out new possibilities towards branding of the local cuisine. **This is the beginning of the "Iwate Sanriku Brand"**. We hope that before long, this brand will become a valuable tourism resource.

Also, the "Soul of Tohoku Food Products" development, which has been in progress since June as a direct support of producers and manufacturers, will further expand production, manufacture, and sales routes.

### Project to Support Restaurant Businesses

Many famous chefs are participating in Soul of Tohoku. These chefs' world-class technique and artistic sensitivity are extremely valuable resources. We will use these abilities to aid restaurant businesses in Tohoku. We believe that the restoration of Tohoku's cuisine is among the quickest realistic activities possible. First, **we will carry out Tohoku cooking contests**. Though cooperation between Tohoku's chefs and local producers, we hope they will establish a new culinary culture for Tohoku. For those who excel, chances to collaborate with Soul of Tohoku chefs will be arranged, and extensive information will be provided to the media. **This will bring nationwide visitors to these restaurants, starting food-based tourism which will also involve hotels and the tourism industry**. In addition to the role of finding excellent chefs, **the contests will also serve a role in opening their doors to the world, while guiding tourism industry to Tohoku and leading to local vitalization**.

(Note: There are also instances where a single excellent chef can increase regional quality through cuisine leading to major national benefits, such as the case of Ferran Adria, main chef of the 3-star restaurant "El Bulli".)

### Charity Symposium Projects to Communicate with the rest of Japan and the World

As part of Soul of Tohoku's activities, we will hold symposiums with the goals of spreading awareness of the state of Tohoku's recovery nationally and seeking further support. Through the support of chefs, cultural figures, and businesses, we will consider the urban recovery of Tohoku from two sides: culinary and folk culture viewpoints, as well as economic and political viewpoints. **We hope to promote urban design which places priority on residents, and the fishing, agriculture, and livestock industries which are intertwined with their lives**.

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#### [Activity Operation Issues]

- Event Operation Teams (Including utilization of chefs who can participate periodically)
- Local Research Teams
- Public Relations, Publicity, and Promotion Teams
- Activity Funding

## ■Activity History

• March 11, 2011: Immediately following the disaster, chefs residing in Tohoku begin providing emergency meals. Chef Ito of L'auréole (Oshu City, Iwate Prefecture), Chef Okuda of Al ché-cciano (Yamagata), Chef Meguro of AL FIORE (Sendai) came to evacuation shelters in Iwate and Miyagi. While accompanying emergency meal provision teams, they obtained knowledge of the local situation, and plan the start of Soul of Tohoku as well as charity symposiums.

• April 15, 2011: Soul of Tohoku Website Launched. ( [HYPERLINK "http://www.souloftohoku.org/"](http://www.souloftohoku.org/) <http://www.souloftohoku.org/>)

Centered on group leader Chef Yoshihiro Murata of Kikunoi, we begin to call out to chefs nationwide.

• April 20, 2011: English website is launched.

• May 31, 2011: Soul of Tohoku Charity Symposium is held.

The first symposium features presentations on "Tohoku's Agriculture and Soil" by Professor Masanori Nonaka of Niigata University Faculty of Agriculture Soil Environmental Science, and Mr. Kenji Yamamoto of Good Tables Co., Ltd., and a panel discussion on the theme of "At a Time like This, What can a Cook Do?" by Mr. Yoshihiro Murata, Mr. Kihachi Kumagai, Mr. Kunio Tokuoka, and Mr. Masayuki Okuda. The second symposium features cuisine by 34 chefs nationwide, going beyond the genres Japanese, Chinese, and Western cuisine. Tohoku ingredient markets were also held at the venue. Profit of 3.5 million yen is sufficient to purchase a mini kitchen car.

• June 2011: Public Interest Incorporated Association Nippon International Cooperation for Community Development (NICCO) begins cooperation.

The Soul of Tohoku Food Product Project begins cooperatively. We visit various producers and manufacturers throughout Iwate Prefecture in search of product development leads. Soon, mail order sales plans through Hearst Fujingaho are decided.

• Throughout June 2011: Emergency meal provision to evacuation shelters.

• July 2011: Gradual transition begins from evacuation shelters to temporary housing. Evacuation shelter populations decrease.

• August 11, 2011: Kesennuma Container Kitchen Grand Opening Event held.

Soul of Tohoku second phase begins. Public Interest Incorporated Association Nippon International Cooperation for Community Development (NICCO) builds container kitchens where Mr. Yoshihiro Murata, Mr. Yoshihiro Takahashi, Mr. Hisato Nakahigashi, Mr. Terumune Ishikawa, Mr. Hideki Shimoguchi, Mr. Takeshi Kuroyanagi, Mr. Koichiro Shimura, and Mr. Kenichi Kogure participate, splitting into groups to provide meals to both temporary housing and evacuation shelters. Hereon, the contract is to be renewed biannually, and we plan to carry out Container Kitchen activities in cooperation with NICCO.

• August 2011: Kesennuma Container Kitchen activities include weekly participation in Kesennuma's summer events.

• September 2011: Begin providing meals to temporary housing.

• October 30, 2011: Team Omusubi holds its first cooking class at Kesennuma Jonan Junior High School.

• November 16, 2011: Takashimaya begins sales of "Soul of Tohoku Food Products".

• November 21, 2011: Sasukenee Fukushima Shrine Dedication Group takes part in Shrine Dedication Ceremony at Ise Jingu.

• November 23, 2011: As part of their second phase activities, Team Omusubi attends Kesennuma City sponsored mental care and diet event.

• November 27, 2011: Team Omusubi holds its third cooking class.

• November 29, 2011: First Sanriku Food Industry Restoration Project held at Otsuchi Town, Iwate Prefecture.

• November 30, 2011: Participate in Iwate Prefecture Minami Beef and Vegetable Consumption Expansion Support Menu Presentation Meeting at Mizusawa City, Iwate Prefecture / collaboration projects through Tohoku's two great Cooking Masters

• December 18, 2011: Second Sanriku Food Industry Restoration Project held at Yamada Town, Iwate Prefecture

• December 19, 2011: Team Omusubi holds its fourth cooking class.

• January 21, 2012: Team Omusubi holds its fourth cooking class.

• January 28, 2012: Team Omusubi holds its fifth cooking class.

## ■Scheduled Activities

• February 21, 2012: Team Omusubi's sixth cooking class scheduled to be held.

• February 26, 2012: Third Sanriku Food Industry Restoration Project held at Miyako Town[Tarou], Iwate Prefecture scheduled to be held.



## Actual Project Results up to October 2011 (May to October 2011)

### Emergency Period Projects (Target: General Citizens Residing in Evacuation Shelters, Industries, and Manufacturing Facilities)

Project Name	Period	Location	Project Details	Results
1. Charity Symposium Indignation Meeting for Tohoku Support	May 2011	Tokyo	Chefs from throughout Japan rallied to discuss rising to the cause of Tohoku cuisine. Tohoku cuisine was introduced through lectures on Tohoku's culture and current cuisine, and preparation of dishes from Tohoku ingredients by famous chefs. Over 400 people attended the symposium, showing their support for Tohoku aid efforts.	Profits of 3.5 million yen are used to purchase a mini kitchen car. Used in Team Omusubi activities.
2. Emergency Meals Emergency Meal Provision	May to October 2011	Kesennuma, Miyagi Iwate Coast	Emergency food provision to evacuation shelters. We worked together with Tohoku chefs from areas such as Ishinomaki, Rikuzen Takata, and Taro. In August, through cooperation with Public Interest Incorporated Association Nippon International Cooperation for Community Development (NICCO), we participated in emergency food provision events centered on Kesennuma. In late August, transition from evacuation shelters to temporary housing was completed, and we moved on to our next phase of activities.	Established lifelines through emergency food provision
3. Soul of Tohoku Food Product Development Vitalize Marketing through Branding of Tohoku Cuisine	June to October 2011	Inland Iwate Iwate Coast	Since June, we have begun development of Tohoku food products centered on inland Iwate Prefecture. Although inland, this area has suffered, including damage to its reputation due to the nuclear power accident, dealing a major blow to the livestock industry. Food product development has started from ingredients such as Tankaku Beef, Sasuke Pork, and guinea fowl. Famous chefs will oversee these food products, which mark the start of Iwate Prefecture cuisine branding, and planning and implementation has been carried out to development, purchasing, and distribution stages. October accomplishments include starting sales through Fujingaho's mail order system. From November, we are scheduled to start sales through Takashimaya.	<ul style="list-style-type: none"> <li>- Direct support of industry members through purchases.</li> <li>- Increased awareness</li> <li>- Recognition of necessity of branding</li> </ul>
4. Information Maintenance Bringing Together Groups of Tohoku Recovery Supporters, and Status	From May 2011	From Tokyo to Nationwide	We have created a website to provide information as quickly as possible and bring our supporters together. Website visitors become aware of the activities of the chefs and members of other professions supporting us, and have joined our cause. This will be extremely active as a method to provide reports of our activities and accomplishments.	<ul style="list-style-type: none"> <li>- Create exchange among supporters</li> <li>- Act as a fundraising system</li> </ul>

## 2011-2012 Project Plans (October 2011 to September 2012)

### [1] Dietary and Mental Care Project (Target: General Residents of Temporary Housing) Green color indicates tentative projects.

Project Name	Period	Location	Project Details	Results
<p>1-1. Team Omusubi – Cooking Classes Community Development Support through Cooking Classes</p> <p>1-2. Team Omusubi – Table of Hope Foster Hope through Events with other Groups</p>	From October 2011	Kesennuma, Miyagi Iwate Coast	<p>Visit meeting halls throughout temporary housing facilities by mini kitchen car, and hold cooking classes with chefs from Tokyo, Kyoto, and Tohoku. Maintain health through instruction of everyday cooking, and promote community development to prevent solitary deaths. Mainly focus on regions with high elderly populations, or regions with insufficient shopping facilities. Hold twice per month, with a goal of 100 sessions.</p> <p>In addition to cooking classes, partner with mental care support groups as well as groups of entertainers such as singers and dancers, maintaining health by bringing joy to residents of temporary housing. Additionally, provide dishes based on themes. Support mental care by adding excitement and energy to the uneventful lifestyle of temporary housing. Target families and children.</p>	Create communities to avoid solitary deaths, stress
<p>2. Summer Vacation – Children' s Culinary Classes Support Creation of Connections between Children and their Home Cuisine</p>	July to August 2012	Iwate Miyagi Fukushima	<p>Children' s dietary education using the summer holidays. A camp-style school covering topics such as how to cook local dishes, the relationship between nature and food, and the future of agriculture and fishing industries. Hands-on classes with chefs, cultural figures, and producers. Reaffirm love for one' s home town, and provide support to educate the generation who will carry on agriculture and fishing industries. Also scheduled to exchange with children from outside of Tohoku.</p>	Educate the children who will carry on future food culture
<p>3. Soul of Tohoku Cuisine Book Support Uniting Children and Local Cuisine</p>	From October 2012	Iwate Miyagi Fukushima	<p>We believe that knowledge of one' s home will provide a foothold towards recovery, and love of one' s home will provide the passion and courage necessary to succeed. This book will spark thought of local development of Iwate, Miyagi, and Fukushima through their cuisine. Easy-to-understand explanations will cover topics from traditional local cuisine, raising and harvesting processes, to the connections between food and nature.</p>	<p>- Create love of one' s hometown</p> <p>- Create interest in primary industries, increasing workers</p>

## [2] Food Industry Restoration Project (Target: Workers of Primary Industries) Green color indicates tentative projects.

Project Name	Period	Location	Project Details	Results
4. Iwate Sanriku Food Industry Restoration Project Creation of Iwate Sanriku Brand (in collaboration with Iwate Coastal Regional Development Bureau)	From November 2011 to April 2012	Iwate Coast	Visit locales throughout Iwate Coast via kitchen car, holding cooking events. Centered on Ofunato, Kamaishi, Otsuchi, Yamada Town, and Taro, chefs from around the nation will work together with producers and restaurant operators, bringing their new techniques and artistic sense to local cuisine, and contributing to creation of the Sanriku Brand. Combined with publicity of local ingredients, they will support restoration of local cuisine. Goal of 5-7 locations.	- Creation of Iwate Sanriku Brand
5. Participation in Tohoku Events Support Tourism from Big Events	From January to November 2012	Iwate Miyagi Fukushima	Through participation in major events, Tohoku's cuisine will be publicized, and many people will become aware. This will connect to tourism, and promote local consumption in Tohoku. News releases both in Japan and overseas will contribute to recovery. E.g.: Tohoku Run (An event touring Tohoku by driving classic cars, running, and cycling)	- Revitalize Tourism through Cuisine
6. Soul of Tohoku Food Product Development Revitalization of Distribution through Branding of Tohoku Cuisine	November 2011 to October 2012	Iwate Miyagi Fukushima	Food product development by famous chefs will increase the level of Tohoku cuisine while contributing to branding efforts. Increasing awareness will stimulate sales, supporting producers and processors. Construct a model case for stable regional recovery through branding of local cuisine.	- Purchases will directly support producers - Economic ripple effect will be enhanced by branding

## [3] Food Industry Restoration Project (Target: Restaurant Operators)

Project Name	Period	Location	Project Details	Results
7. Iwate Prefecture Food Industry Restoration Cooking Contests Raise food culture to a new generation (In collaboration with Iwate Coastal Regional Development Bureau)	January to April 2012	Iwate	Through public appeal of Iwate Prefecture chefs, hold cooking contests using local ingredients. Judges will be elite chefs from Tokyo, Kyoto, etc. In the next step, top contestants will receive a chance to collaborate with the elite chefs. Through further increase in awareness of Tohoku cuisine, interest in high-quality products will increase throughout the prefecture.	Revitalize tourism through cuisine



## [4] Tohoku Future Project (Target: General Citizens, Students, Producers, Restaurant Operators, Businesses)

Project Name	Period	Location	Project Details	Results
8. Phase 2 Soul of Tohoku Charity Symposium Create a Future for Tohoku in Consideration of its Wide-Area Dietary/Culinary Environment	July 2012	Tokyo Iwate Miyagi Fukushima	<p>Symposiums to deliberate the restoration of Tohoku Cuisine. The symposiums will be open to everyone, such as cultural figures, chefs, producers, manufacturers, food-related businesses, other businesses, students, and the general public, and consider the current state of Tohoku' s dietary/culinary environment, and the upcoming future of Tohoku. Themes shall be Tohoku' s dietary and culinary environments in consideration of both conventional structure and new business models for aquaculture co-operatives and agriculture co-operatives, seawalls and the state of Tohoku' s natural landscape, relationships between nuclear power and future lifestyles, thoughts on TPP and Tohoku' s food industries, including aspects such as business/urban development and folkloristics. These symposiums will result in correct understanding of present conditions, leading us to correct policies and allowing us to support the restoration and development of Tohoku' s dietary/culinary environment.</p> <p>One or two symposiums are planned yearly, centered on Tokyo.</p>	<ul style="list-style-type: none"> <li>- Spread awareness of Tohoku worldwide</li> <li>- Fundraising for our activities</li> </ul>

## Soul of Tohoku – Activity Materials 1

### Charity Symposium (2011/05/31)

Our first symposium was held to discuss the ideal state of Tohoku ingredients and dietary/culinary culture, together with all manner of people related to food.



Lecture Topic "Japan's Agriculture and Soil"



Lecture on Effects of Earthquake Damage upon Food Situation



Venue Filled to Capacity



Chef Okuda of Al ché-cciano



Tohoku Chefs Exchange Ideas at Panel Discussion



Reports of Post-Quake Visits to Fishers



Tohoku Ingredients  
Rice-Raised Eggs, Helmet Crab



Chef Murata of Kyoto Kikunoi  
"Box of Tohoku Delights"



Chefs Recommend Dishes to One Another



Chef Abe of Washoku Otafuku



Lecture from Tohoku Chefs and Producers



Chef Murata Leads the Closing Ceremony



## Providing Meals at Temporary Housing in Kesennuma (2011/08/11)

Meals Delivered to Kesennuma Citizen' s Hall Evacuation Shelter, Kesennuma Citizen' s Hall Temporary Housing Facility, Kesennuma Junior High School Temporary Housing, and Matsuiwa Elementary School



Office Adjacent to Container Kitchen



One of the Provided Dishes, Mackerel Sushi



A Look Inside NICCO Container Kitchen



Queues of People Await the Opening of Container Kitchen



Kesennuma Citizen' s Hall Evacuation Shelter



Peripheral Temporary Housing Area



From Left: Chef Takahashi, Chef Nakahigashi, Chef Shimoguchi, Chef Nonaga, Chef Kogure, Chef Ishikawa



A Road Showing Signs of Restoration, and a Building Mired in Seawater due to Sinking Foundation



Chef Kuroyanagi and Chef Kogure



Chef Nonaga and Chef Murata Preparing a Winter Melon for Cooking





## Soul of Tohoku – Activity Materials 3



SOUL OF TOHOKU

東北の食を守ろう

### Soul of Tohoku Original Team Omusubi Cooking Class <First Session> (2011/10/30)

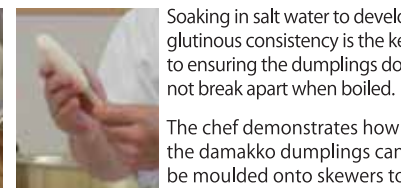
"Damakko Nabe Class" by Chef Taro Abe of Washoku Otafuku (Akita Prefecture) / Jonan Junior High School: 70 households in 70 residences, population approximately 150 people. (Many elderly residents, about 30% of residents live alone)



Chef Abe demonstrates the texture of the mashed rice, the biggest point in this dish.



Chef Abe visits each table, sampling the completed hotpot.



Soaking in salt water to develop glutinous consistency is the key to ensuring the dumplings do not break apart when boiled.

The chef demonstrates how the damakko dumplings can be moulded onto skewers to create kiritampo at home.

### Soul of Tohoku Original Team Omusubi Cooking Class <Third Session> (2011/11/27)

"Imo no Ko Jiru Class" by Chef Norio Tanaka of Kappo Kamesei (Akita Prefecture) / Demolished Site of Former Shinshiro Elementary School: 41 households in 41 residences, population approximately 100 people. (Many multiple households per residence, many people were not home as class day was a Sunday)



Chef Tanaka introduced Akita fare such as "Iburigakko" (pickled radish) and "Imo no Ko Jiru" (taro soup).

Staff also visit tables and engage in conversation with the locals. Bright smiles can be seen at the third session.



## Iwate Sanriku Food Industry Restoration Project (2011/11/29)

Nambu Hanamagari Salmon were originally found in Otsuchi. Despite the earthquake damage, these salmon have returned to their spawning rivers. We provided two dishes using this miraculous fish.



Salmon Miso-zuke Don



Opportunities for Exchange with Local Chefs



Salmon Ara Kasu-jiru

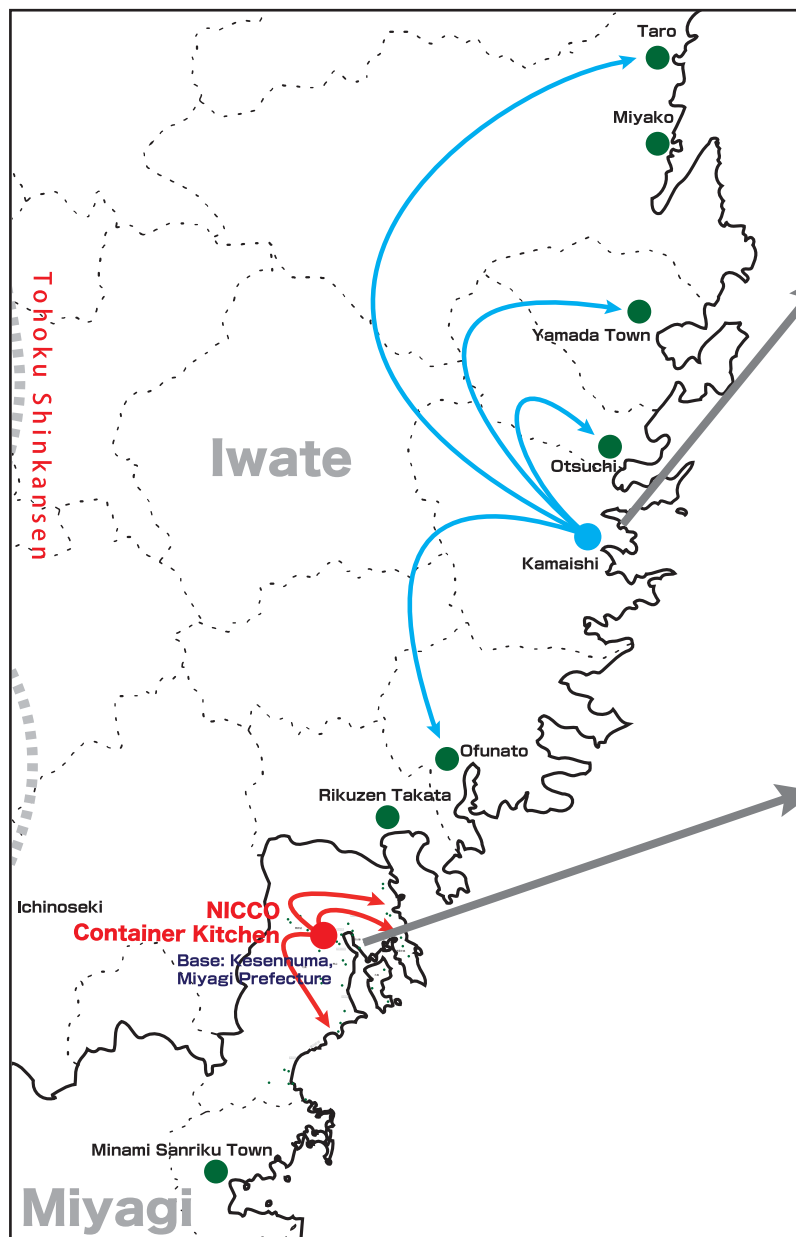


Otsuchi Town's "Akabu Sake Brewery" First Pressing Sake Lees



Leaving Behind a Banner with Messages of Hope for Recovery





### Iwate Sanriku Food Industry Restoration Project Creation of Iwate Sanriku Brand (in collaboration with local support groups)

Visit locales throughout Iwate Coast via kitchen car, holding cooking events. Centered on Ofunato, Kamaishi, Otsuchi, Yamada Town, and Taro, chefs from around the nation will work together with producers and restaurant operators, bringing their new techniques and artistic sense to local cuisine, and contributing to creation of the Sanriku Brand. Combined with publicity of local ingredients, they will support restoration of local cuisine. Goal of 5-7 locations.

Tour the coast of Iwate Prefecture for the activity period of November 2011 through April 2012.

Two more kitchen cars to be added March 2012.



### Team Omusubi – Cooking Classes Community Development Support through Cooking Classes (In cooperation with Public Interest Incorporated Association Nippon International Cooperation for Community Development (NICCO))

Visit meeting halls throughout temporary housing facilities by mini kitchen car, and hold cooking classes with chefs from Tokyo, Kyoto, and Tohoku. Maintain health through instruction of everyday cooking, and promote community development to prevent solitary deaths. Mainly focus on regions with high elderly populations, or regions with insufficient shopping facilities. Hold twice per month, with a goal of 100 sessions

From October 2011, main activity areas to be Kesennuma, Miyagi Prefecture/Iwate Coast.

### Sasukenee Fukushima Shrine Dedication Group Shrine Dedication Ceremony at Ise Jingu (2011/11/21)

With encouragement of “Ise Volunteers in Support of Fukushima Association”, Fukushima products were selected as offerings at the Ise Jingu shrine dedication.



5 AM Visit to Futami Okitama Shrine



An Offering of 15 Fukushima Products



Procession Approaching the Shrine Ceremony Hall





Soul of Tohoku Food Products (From 2011/10/01 on sale through Fujingaho, from 2011/11/16 on sale through Takashimaya Group)



Kesen Cedar Box



Image



Simmered Tohoku Fish  
From Left: Mackerel Simmered in a Miso Sauce, Saury Simmered in a Dried-Bonito Sauce, Saury Simmered in a Grated Japanese White Radish Sauce, Sardines Simmered in a Ginger Sauce, Sardines Simmered in a Ume Plum Sauce



Rice Grown with Natural Agricultural Methods, and Maesawa Beef Rice Topping



Smoked Hachimantai Rainbow Trout  
Salted Rainbow Trout Roe



Smoked Helmeted Guineafowl  
With Special Sauce



Oshu Roast Beef  
With Horseradish Stem Sauce



Tankaku Beef Curry



Mushroom Curry



Tankaku Beef Marinated in Miso and Yuzu





SOUL OF TOHOKU

東北の食を守ろう