News from Iwate's Reconstruction

Ganbaro, Iwate! Let's stick together, Iwate!



Volume 107 June 15, 2016

The news from Iwate as it moves toward reconstruction

We are deeply grateful for the heartwarming encouragement and support received from both within and outside of Japan in the aftermath of the Great East Japan Earthquake and Tsunami, which struck on March 11, 2011. The precious bonds created during this time will always be cherished.

We will now bring you the news from Iwate's reconstruction.

until the 108 Days National Sports Festival Days



until the **National Sports Festiva** for People with Disabilities

Moisturizing Liquid made with Ryusendo Water: On Sale June 25th

May 26th, 2016 (Thu) saw the announcement of a moisturizing liquid ("keshousui") made using natural mineral water from the famous "Dragon Blue" underground lakes of Ryusendo Cave in Iwaizumi.

The idea was launched by the "Iwate Sanriku Bridge to Reconstruction Project", which aims to pave the way toward the future of a rebuilt Iwate. moisturizer was developed through a collaborative effort between

Iwaizumi Industrial & Development, Iwaizumi Milk Products and Nippon Zettoc (Shinjuku, Tokyo).

Development teams consisted of female staff from each company, who worked to pursue a product that improves skin texture and seals in a lot of moisture.

"We want to develop a local product that will be a longtime best seller. It would be really great if people who bought the moisturizer thought of

Iwaizumi and then made a trip over here," said President Kinya Yamashita of Iwaizumi Milk Products.

The moisturizer will officially hit the market at the town's 2nd Iwaizumi Yogurt Factory Festival on the 25th. It will be available for purchase at local rest stops and hotels after the 25th as well. Future plans are progressing for a national release.



presenting the company's new brand of moisturizer



The unique blue bottle portraying Iwaizumi's blue waters



Female staff on the development team

The 3rd Otsuchi Cup – Otsuchi Bay Flounder Fishing Competition

On June 5th, 2016 (Sun), the 3rd Otsuchi Cup - Otsuchi Bay Flounder Fishing Competition (sponsored by Fukkou Machidsukuri Otsuchi) was held.

The competition was held in support of the reconstruction, as well as to get people to enjoy the Sanriku coast, which is known as one of Japan's best fishing grounds. The aim was to catch the largest gross weight of flounders larger than 25 centimeters.

A total of 139 participants gathered at 5:30 A.M. and separated onto 19 fishing boats. They sailed through

Otsuchi Bay, Funakoshi Bay, and Ryoishi Bay. Mr. Hayato Tanaka placed first with 24 fish weighing a grand total of 9,890 grams.

At the awards ceremony held at Otsuchi Fishing Market, the Regional Women's Committee provided piping hot bowls of fish ball soup made with pacific saury. There Mukaikawara toramai (tiger dance) performances, а scallop competition, and much more. The locals and participants were able to enjoy a great day full of laughter and smiles.

"I hope more and more people visit Otsuchi, especially with the great seasonal sights that it has to offer," said Kozo Hirano, the mayor of Otsuchi.



The award recipients (front row and left: Mr. Tanaka, the winner of the competition)

Spreading the joy. Giving thanks. The Land of Hope Iwate National Sports Festival and National Sports Festival for People with Disabilities



Event ► Rubber Baseball Dates ► October 2nd (Sun), 3rd (Mon), and 5th (Wed) Venue ► Rising Sun Stadium (Noda Sports Park)

Demonstration sport ► Walk rally

Contact 2 0194-78-2936 (Noda Town Hall Board of Education)

Noda INFORMATION

Noda is a village located on the northern coast Iwate, with a population of approximately 4,400 people. With a total land area of 80.80 square km, it's a small town, but it takes full advantage of its geographical location. Utilizing locally produced salt, which holds a long history, and the wild grapes that grow on its highlands, the town manufactures various products for sale. Held in high regard are the scallops, oysters, wakame seaweed, and other local specialties that are caught in the wild seawaters running alongside the town. Make a trip over to Noda sometime, and try them for yourselves!





FDA Plane Named "Iwate, the Golden Land"



Fuji Dream Airlines (FDA) has named one of their aeroplanes "Iwate, the Golden Land". The glittering, golden plane was unveiled on May 21st, 2016 (Sat), at a ceremony marking the 5th anniversary of the route between Hanamaki and Nagoya (Komaki Airport).

The phrase sums up all of Iwate's marketing activities into a single brand, in order to further promote the prefecture's varied appeal.

The words are emblazoned on the side of the plane alongside Sobacchi, one of Iwate's mascots. Sobacchi and the rest of the mascots, the Wanko Brothers, appear on the

plane's headrests, helping to promote lwate to the 14 cities in which FDA operates.



"Iwate, the Land of Gold" goes into service (Photo: FDA)

Abalone Seed Shipment Begins

Ofunato

On May 27th, 2016 (Fri), the Iwate Aquaculture Fishery Cooperative (Massaki, Ofunato) began shipment on abalone seeds.

The seeds provided this year have an average shell length of 25mm. They were obtained from Iwate's 2014 abalone stock hatcheries, which had spawned eggs in May 2015. The seeds will be distributed and cultivated throughout the prefecture, then harvested in 3-4 years.

The Iwate Aquaculture Fishery Cooperative's abalone seed facilities were completely destroyed by the Great East Japan Earthquake and Tsunami, but repair work was completed in September 2013. The volume of shipped seeds was 150,000 in 2013, 1.5m in 2014 and 5m in 2015. The predicted volume of seeds to be shipped before the end of October this year is 3.5m.

The cooperative is also breeding seeds for next year's shipment, helping to support the vital fishing industry on the lwate coast.



Abalone seeds produced in Iwate

Many young people are diligently helping the affected area of Sanriku move toward a full reconstruction. The section "People for Sanriku's Future" introduces these young people and their powerful feelings.

Part 57 introduces Mr. Satoshi Kanesawa's efforts.

Mr. Kanesawa is originally from Otsuchi. He lived in Otsuchi until middle school, then moved to

Morioka for high school.

Baseball led him to Ishikawa Prefecture for university.

After graduating, he became a clothing company's regional manager in Sapporo and Tohoku.

In 2012, he returned to Otsuchi to take over the family

He still works at that business, which grows shiitake mushrooms and cut flower varieties such as turquoise bellflowers.

Giving the youth a sense of purpose

Mr. Kanesawa is very happy with his job. "The fact that I worked at a clothing company means I look at the flower business in a different way. Even in Otsuchi, I think I can make a business that shines as brightly as the apparel industry. I've discovered the appeal of being the director, rather than the employee, of a business," he said.

People for







Satoshi Kanesawa



"I want to run an event that crosses fashion with flowers!"

He also gave us his thoughts on the reconstruction. "We have to encourage young people to work in their hometowns, by creating appealing work settings where they can fulfill their dreams. Here in Otsuchi, where building work is still going on, that's going to take some time."

As good as anywhere else

Mr. Kanesawa spoke a little more about his hometown. "I want the next generation of young people to see us enjoying our work. We need to show them that Otsuchi and its jobs are as appealing as anywhere else. I'd like to see more people and businesses supporting that," he said.

One of Mr. Kanesawa's ambitions is to organize a fashion show using flowers he's grown, in order to surprise the next generation with what's possible in Otsuchi.

Casualties & Damage in Iwate As of May 31, 2016

- ▶Human casualties/deaths: 4,672; Missing: 1,123
- ▶Buildings destroyed (residences only, total/partial): 26,168

To make a donation to aid in Iwate's reconstruction: www.pref.iwate.jp/fukkounougoki/dayori/news/011100.html

Thank you for all your support!

As of May 31, 2016

Donations for survivors: Around ¥18.49702 billion (93,427 donations)

<u>Donations for reconstruction projects:</u> Around ¥19.77156 billion (7,766 donations)

<u>Iwate Learning Hope Fund donations:</u> Around ¥8.42247 billion (17,864 donations)

X This fund is to assist in the study and daily life of affected children by encouraging sport and study activities.

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