# 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

until the 108 National Sports Festival 129 Days

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 lwate. The moisturizer was developed through a collaborative effort between



presenting the company's new brand of moisturizer

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 2<sup>nd</sup> Iwaizumi Yogurt Factory Festival on the 25<sup>th</sup>. It will be available for purchase at local rest stops and hotels after the 25<sup>th</sup> as well. Future plans are progressing for a national release.



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 were also Mukaikawara toramai (tiger dance) performances, а scallop fishing 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.





### **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 Iwate to the 14 cities in which FDA operates.



Hanamaki

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

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.

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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 business.

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.

#### 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 Iwate coast.



Abalone seeds produced in Iwate

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

### 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) Donations for reconstruction projects: Around ¥19.77156 billion (7,766 donations) Iwate Learning Hope Fund donations: 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.

News from Iwate's Reconstruction, Volume 107. June 15, 2016. Published by the General Affairs Division, Bureau of Reconstruction, Iwate Prefecture. TEL: 019-629-6945 For the News from Iwate's Reconstruction archives: http://www.pref.iwate.jp/fukkounougoki/dayori/news/

Editing & Printing: SYNAPSE



FLOWER DRESS

Director

Satoshi Kanesawa

People for

Future

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

time."