

Local Branding Efforts by Japan's Toyooka City through the Oriental White Stork

Daiki YAMAMOTO

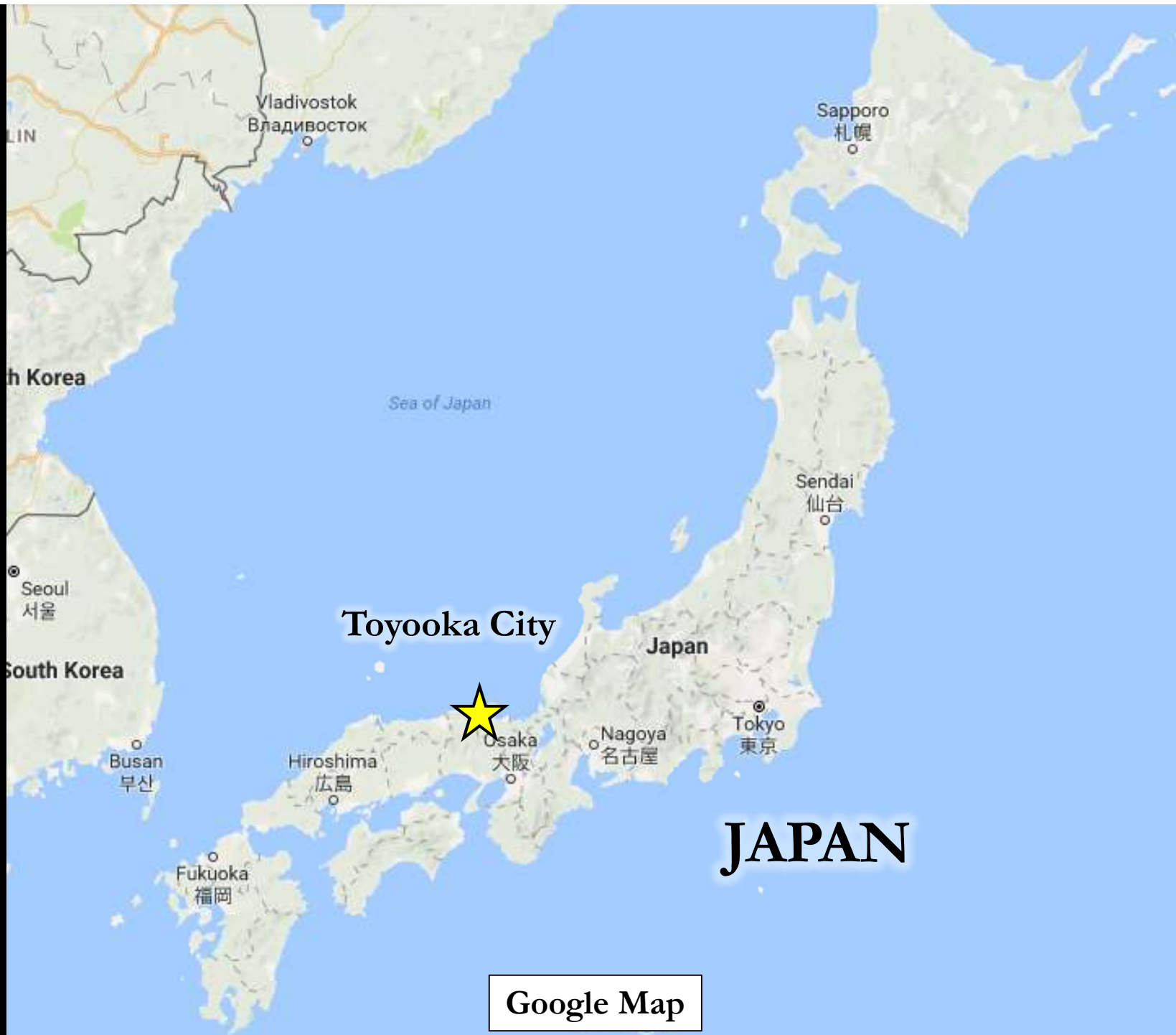
Chief

Section for Eco-Friendly Agriculture

Toyooka City



“Oriental White Stork”
A bird species that was once extinct in Japan



Google Map



Mongolia

China

South Korea

Japan

Japan

Nepal

India

Myanmar
(Burma)

Thailand

Vietnam

Philippines

Malaysia

Indonesia

EQUATOR

Jakarta

Papua New
Guinea

Google

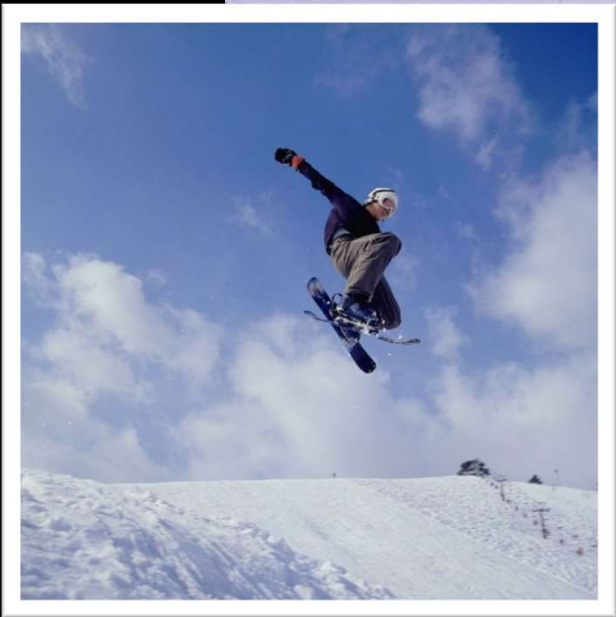
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In the summer, temperatures could reach above 35 degree Celsius



In the winter,
it gets cold enough to snow



On snowy days,
people enjoy skiing in the mountains.



KINOSAKI Onsen
<Hot springs>

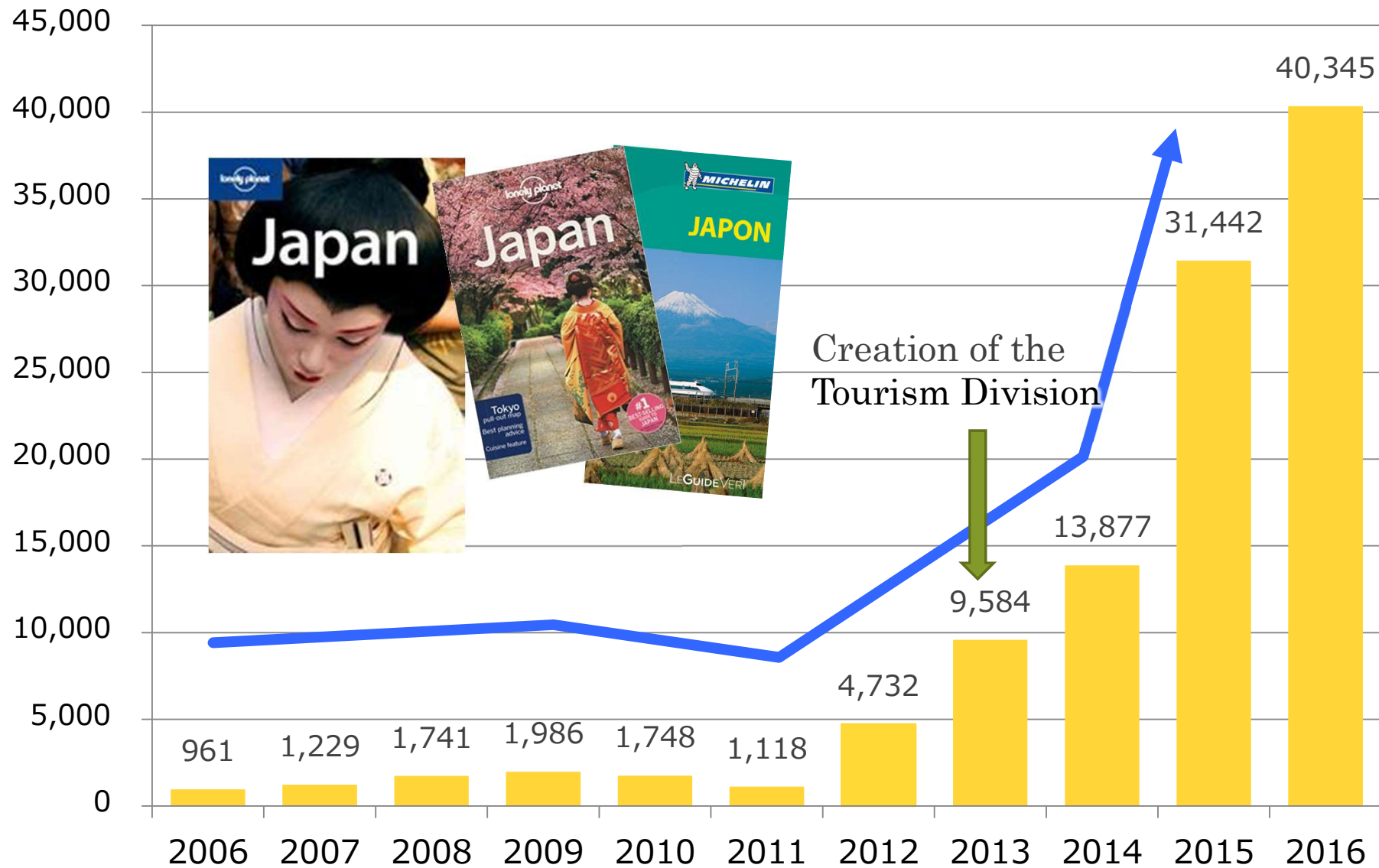


KINOSAKI Onsen
<Hot springs>





Number of international tourists staying at Kinosaki Onsen



Fluctuation in the number of international tourists to Kinosaki Onsen over a 12-month period



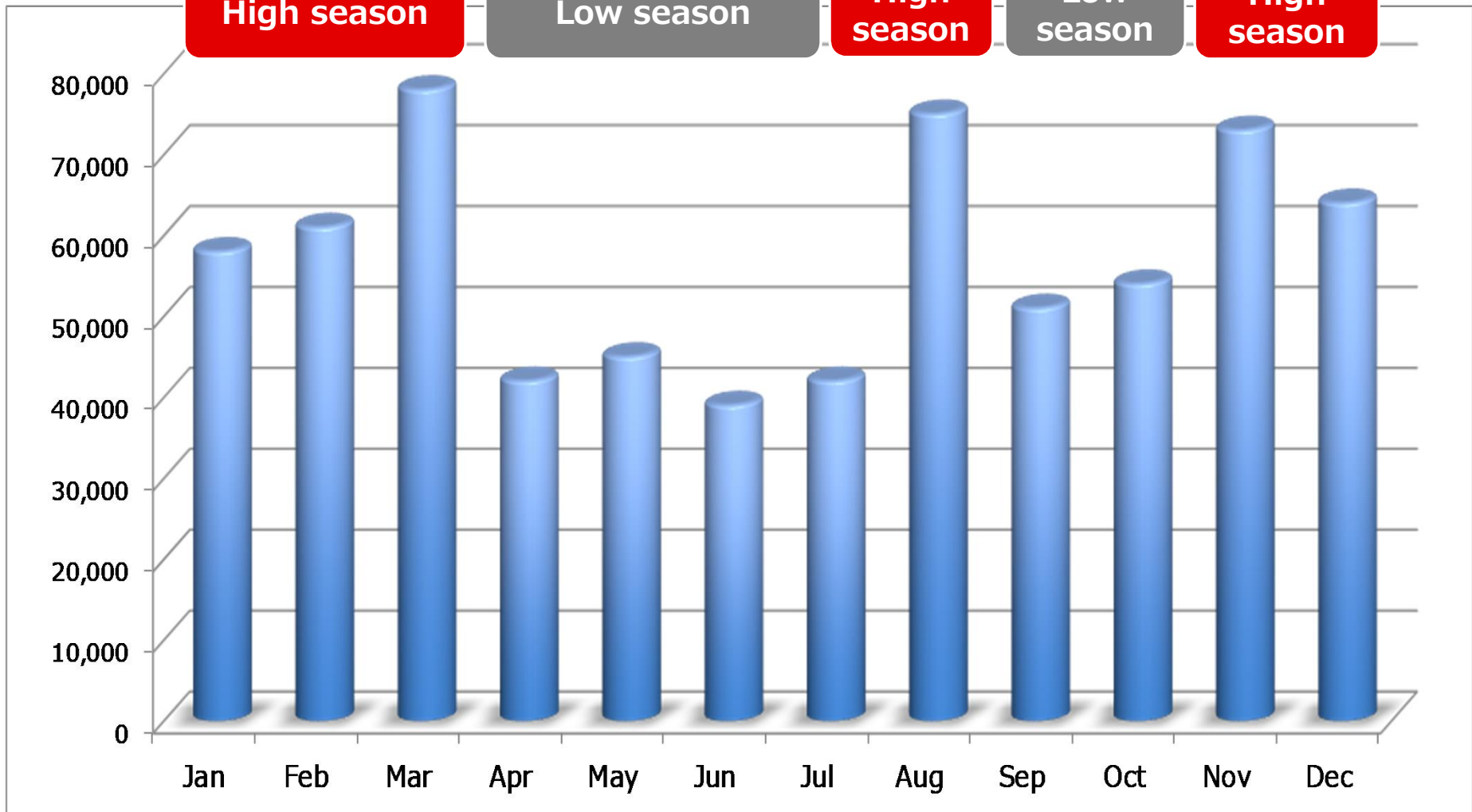
High season

Low season

High season

Low season

High season





Landscape of Toyooka





Damages brought by Typhoon No.23 on October 20, 2004



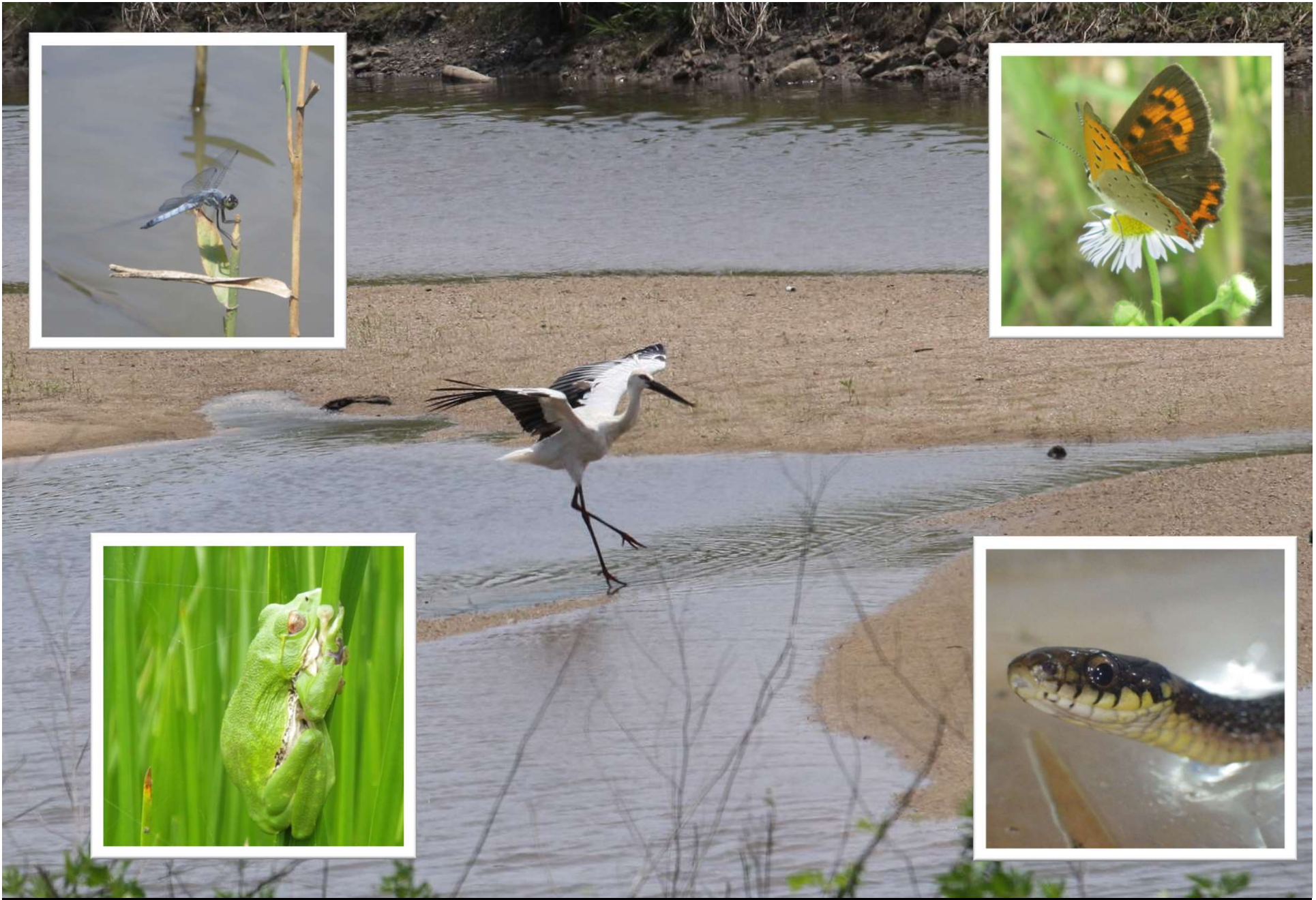








“Oriental White Stork”
A bird species that was once extinct in Japan



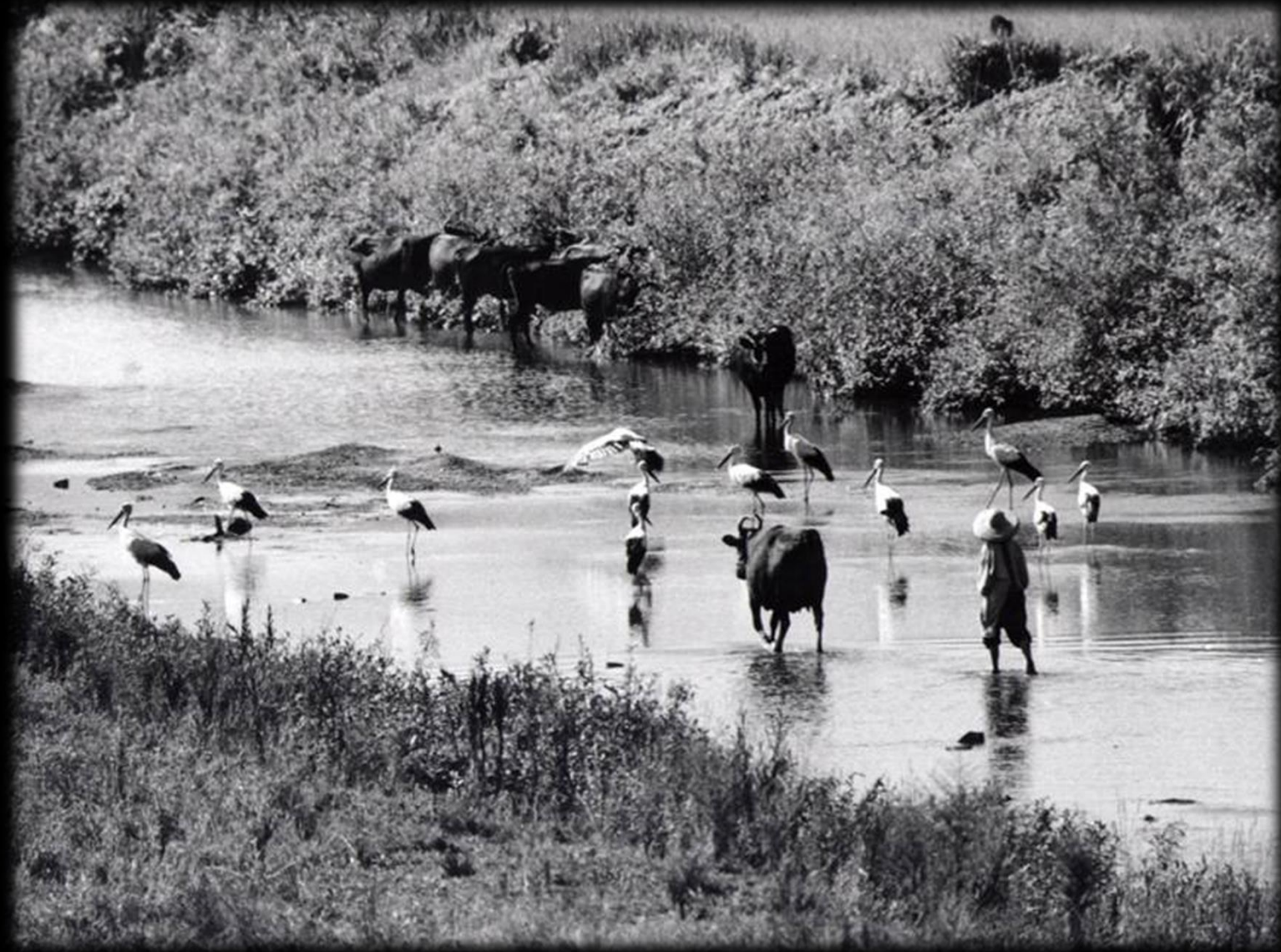
Top of the food chain was the Oriental White Stork



In the past, the Oriental White Stork
could be found throughout Japan



- Carnivorous bird → Eats frogs, fishes, insects and even snakes
- Heavy eater → Eats around 500 grams a day



Maruyama river in 1960 <Photo credit: Fuji Kougeisha>

Plenty of organisms around to support the heavy-eating storks



Nested in large pine trees



Catching preys in nearby rice paddies and shallow parts of rivers

Plenty of organisms around to support the heavy-eating storks



The large pine trees were
deforested



Soil was built up to create higher
mounded rice paddies

Various changes were made to the environment to support
people's new lifestyles that prioritized economy and efficiency



Agricultural chemicals
were introduced



In 1971, the Oriental White Stork
disappeared from Japanese skies



In 1965, artificial breeding of the Oriental White Stork has begun



25 years later, the first chick was finally born



In 2005, the artificially-bred storks were released into the wild

Objectives of reintroducing the storks back into the wild

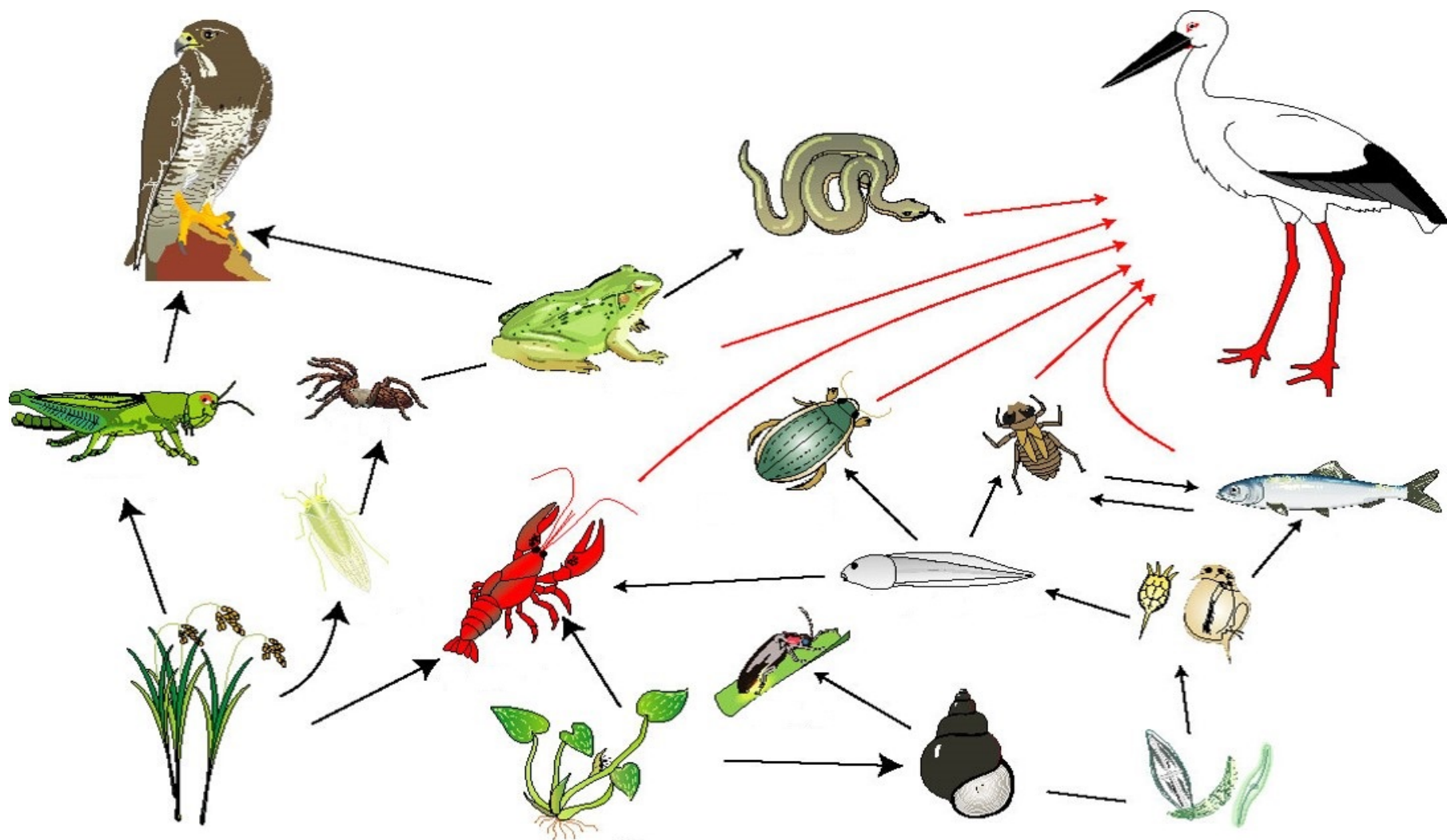
1) Keeping a promise to storks

2) Contribution to the preservation of wildlife

3) Creation of a rich environment in which storks can live



Now, there are over 100 storks living freely in Toyooka



Hyogo Park of the Oriental White Stork

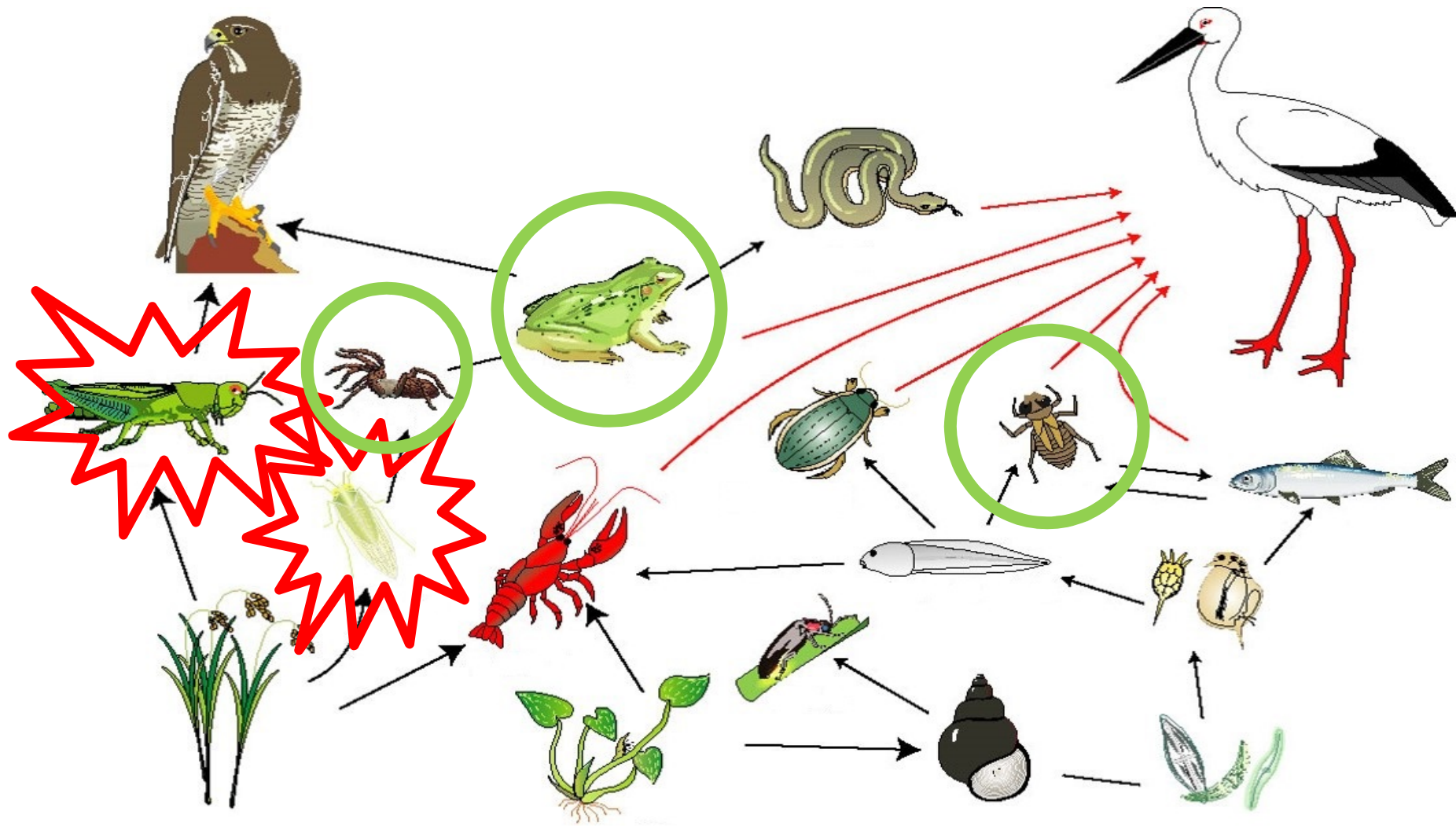
- Increase the amount of prey for storks
- Restore the natural food chains of wetlands to regain a rich ecosystem



Stork-friendly Farming

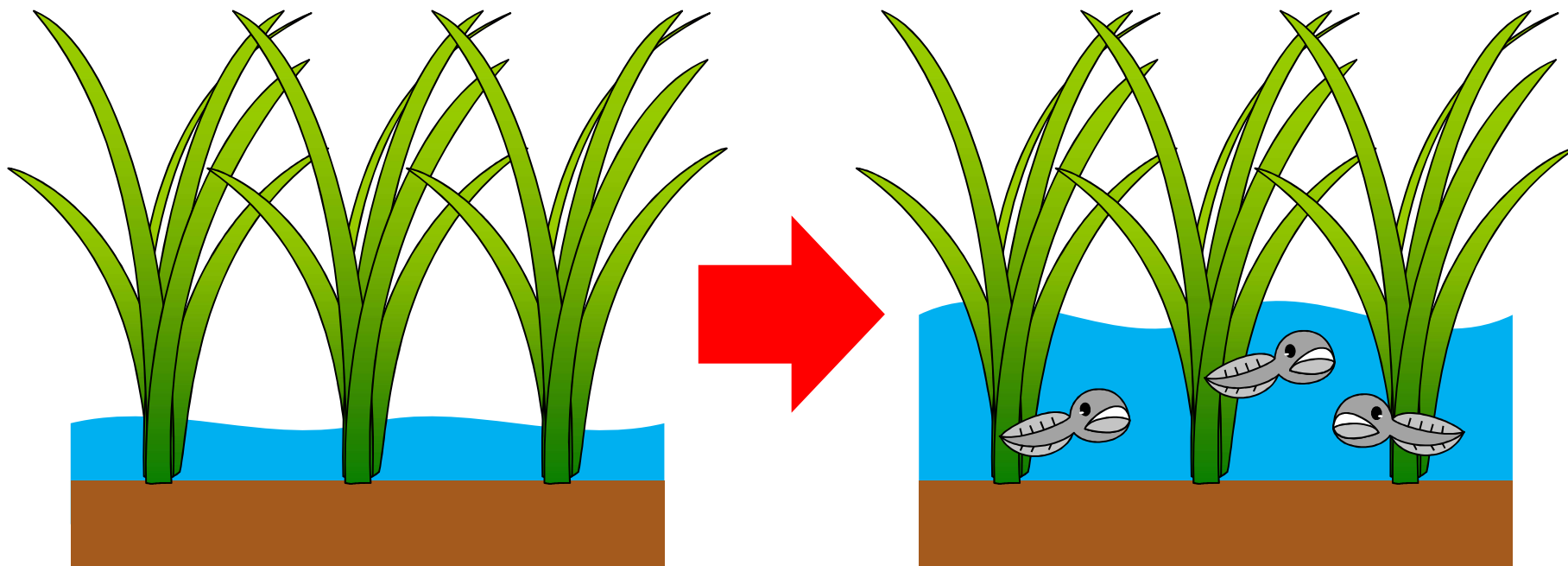


Not to rely on chemical herbicides, pesticides or fertilizers

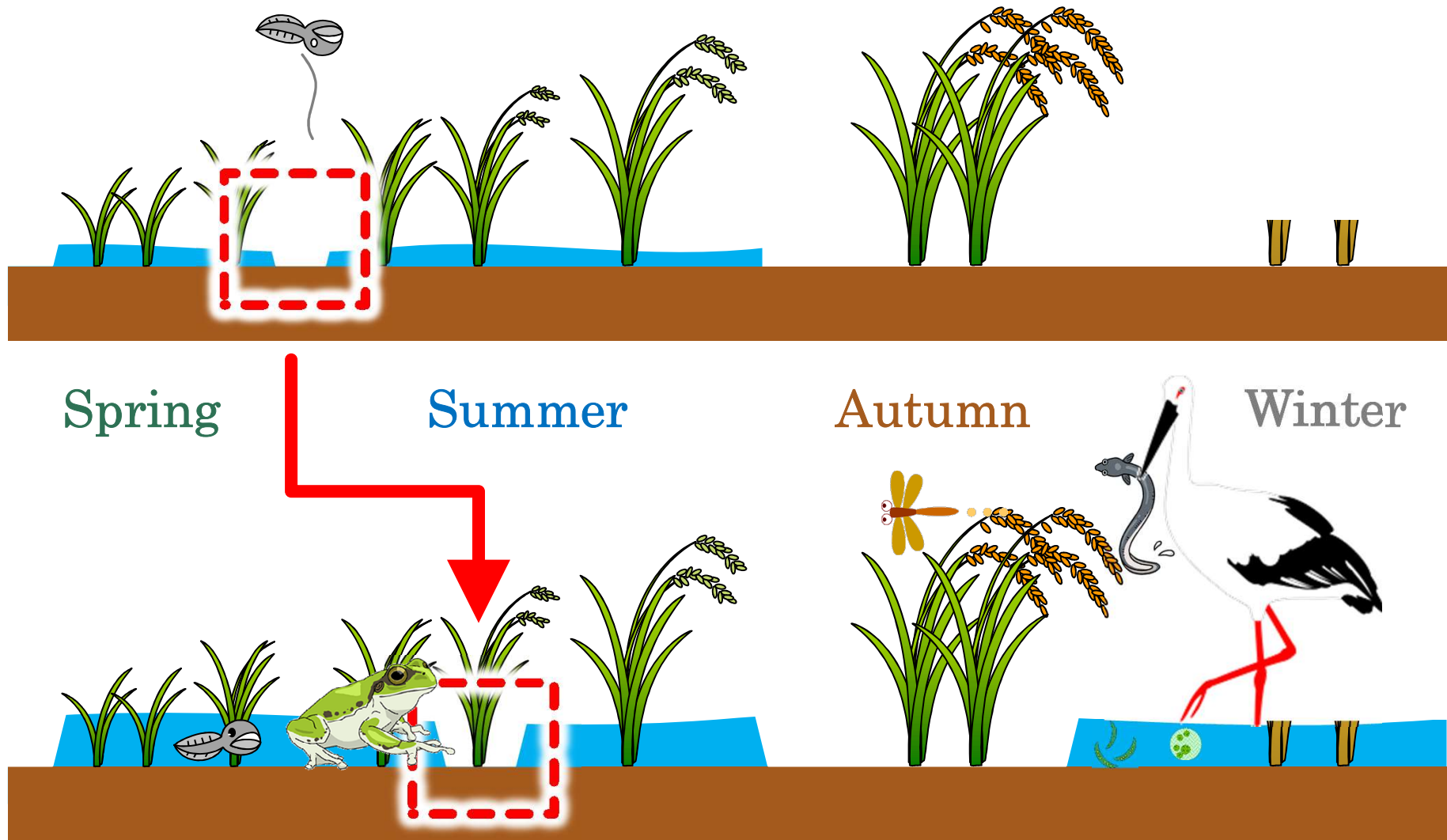


Hyogo Park of the Oriental White Stork

Pests that can hinder the growth of rice can survive.
 However...
Other organisms that eat these pests can also survive.



The Stork-friendly Farming Method
requires farmers to flood their rice paddies



Delayed mid-season drainage allows tadpoles to turn into frogs so they can run away when water is drained from the paddies

◆ **SUBSIDIES** are given to farmers

8,000 ~ 16,000 JPY / 0.1ha
(72 ~ 145 USD)

1 USD = 110 JPY

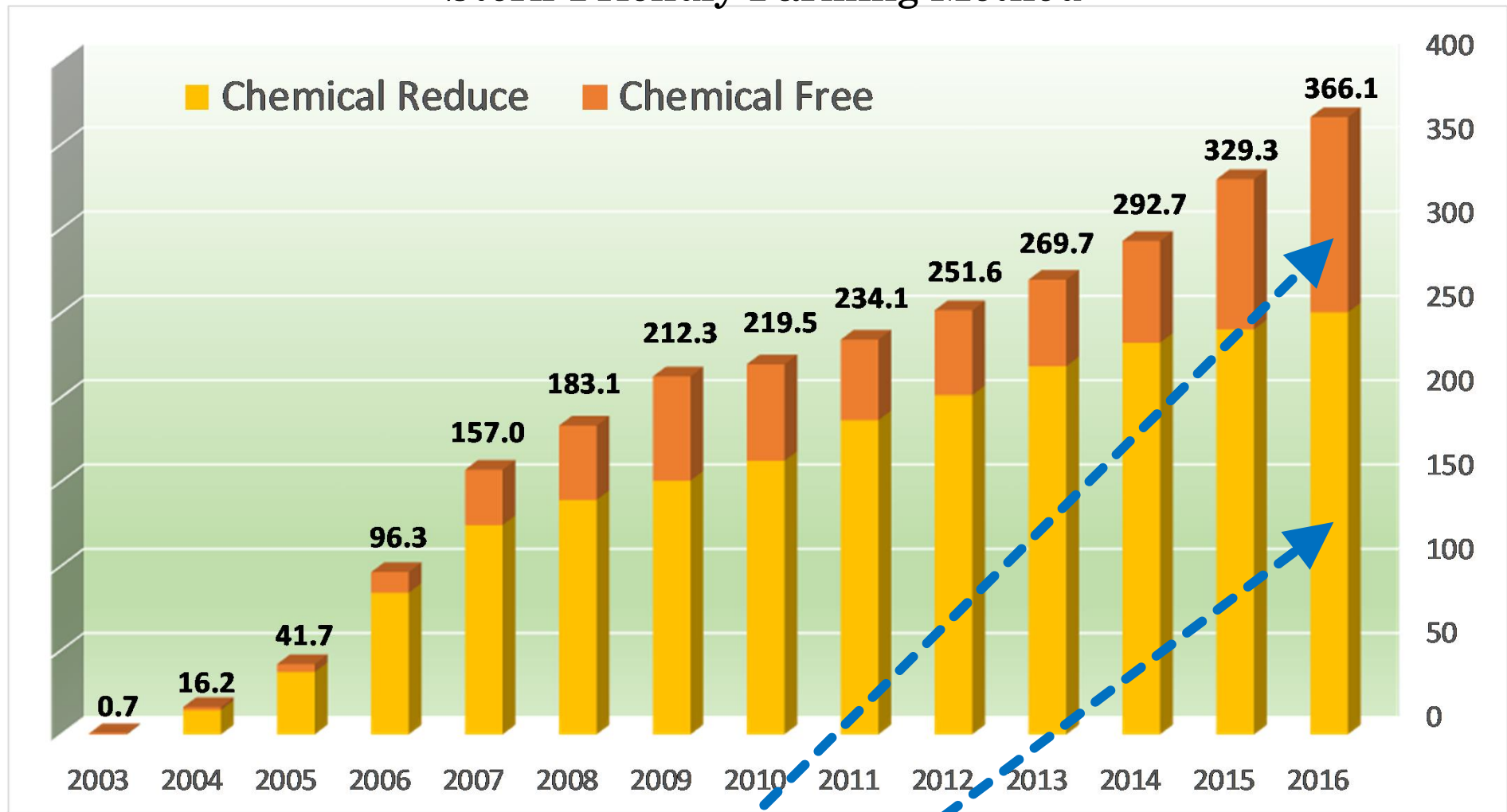
◆ Increased BRAND RECOGNITION & PRICE
of the Stork Natural Rice

Chemical	Price for sale / 5kg
Use	2,280 JPY (20 USD)
Reduce	3,150 JPY (28 USD)
Free	3,780 JPY (34 USD)



1 USD = 110 JPY

Transition in the area of rice paddies in Toyooka adopting the Stork-Friendly Farming Method



Chemical Free 115.8ha

Chemical Reduce 250.3ha

< Total 336.1ha in Toyooka >

◆ “KOUNOTORI NO MAI” BRAND



Such as:

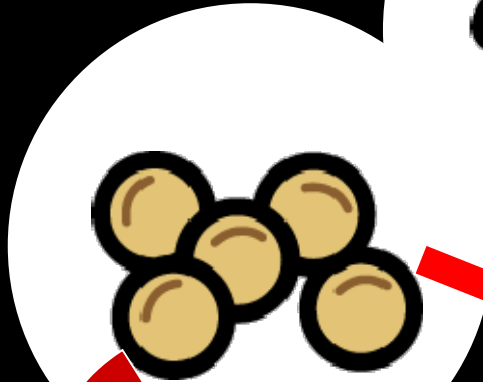
- Soya bean
 - Pumpkin
 - Potato
 - Cabbage
 - Ginger
 - Corn
 - Tomato
 - Onion
- ... and others.



Rice



Soya bean



Cake (Rice flour)



Tofu



Soya sauce

We are now
moving on
to the next stage...

Creating the
“Toyooka Eco-Valley”



Sustainable cooperation
between environment
and economy

Eco-friendly company



A company producing solar cells





The current landscape in Toyooka,
12 years after reintroducing the storks back into the wild.



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Living in harmony with the Stork and Nature



TOYOOKA