



<Reporting Opportunity>

Discover the Appeal of Ibaraki Food!

Commemorating the G7 Interior and Security Ministers' Meeting in Mito, Ibaraki

Media event to learn about chestnuts and Ibaraki!

~Ibaraki chestnuts, a fall delight: flavorful and fascinating~

- Date & Time: 11:00-13:00, Tuesday, October 10, 2023
- Venue: IBARAKI sense BARA dining (1F, Konya Bldg., 1-2-1 Ginza, Chuo, Tokyo)

G7 Interior and Security Ministers' Meeting in Mito, Ibaraki in December 2023!

Northeast of Tokyo, Ibaraki Prefecture is close to the capital, but also has ample nature such as the sea, lakes, and mountains, making it possible to experience both the city and nature.

With its flat land and warm climate, **Ibaraki is a major agricultural prefecture**, and is the **No. 1 producer in Japan of various ingredients. Ibaraki has had the top share (10.2%) at the Tokyo Central Wholesale Market for 19 consecutive years**, playing an important role in supplying food to the capital region as a nearby major producer of agricultural, forestry, and marine products.

The fall is when some ingredients that are delicious year-round come into season. Ibaraki is actually **the largest producer in Japan by area and output for chestnuts**, the most popular fall flavor.

Members of the foreign media and embassy staff are invited to a lunch event to be held at IBARAKI sense (Ginza, Tokyo), an antenna shop that lets you experience Ibaraki in Tokyo. While introducing the appeal of Ibaraki chestnuts, the lunch will also give a chance to experience a variety of ingredients from the treasure trove of flavors that is Ibaraki. Popular Ibaraki souvenirs will also be prepared.

We hope you can take the time out of your busy schedule to attend this event.

If interested, please check the registration info below and register via email.

Event Outline

- Date & Time: 11:00-13:00, Tuesday, October 10, 2023
- Venue: Ibaraki antenna shop, IBARAKI sense BARA dining (1F, Konya Bldg., 1-2-1 Ginza, Chuo, Tokyo)
- Access: <https://ibaraki-sense.com/access/>
- Sponsor: G7 Interior and Security Ministers' Meeting in Mito, Ibaraki Promotion Council
- Cost: Free (10 spots available) *English interpretation provided (consecutive)
- Schedule:



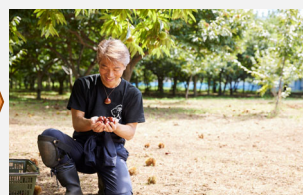
11:00-11:10
(10 min)

Introduction to Ibaraki



11:10-11:30
(20 min)

Efforts to develop the Kasama chestnuts brand



11:30-12:10
(40 min)

Chestnut specialist Mr. Saoshiro, talk and tasting



12:20-13:00
(40 min)

Special course lunch

■ Registration Info: Send the information below to [sc@fpcjpn.or.jp].

[Registration Deadline: Friday, September 29, 2023]

(1) Participant Name:

(2) Affiliated Organization:

*For Media: Media type (newspaper, magazine, TV, etc.)/Country of head office

(3) Phone Number (for contact on the day of the event):

(4) Other Info (allergies, requests for reporting):

■ Contact Info

Foreign Press Center Japan Media Communication and Planning Division

Megumi Ishida (Ms.)

Tel: 03-3501-5251

Email: sc@fpcjpn.or.jp

■ Notes:

(1) Please be aware that videos, photos, and articles showing the event will be uploaded to the sponsor's website and social media, etc.

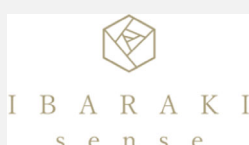
(2) Please be aware that reporters from Ibaraki may come to report on the event.

(3) For any reporting made based on this event, provide a copy of the article, video, or audio (for radio) via the FPCJ to the G7 Interior and Security Ministers' Meeting in Mito, Ibaraki Promotion Council

(4) This press event is sponsored and organized by the G7 Interior and Security Ministers' Meeting in Mito, Ibaraki Promotion Council with cooperation from the FPCJ.

■ Map to Venue: <https://ibaraki-sense.com/access/>

IBARAKI sense, 1F, Konya Bldg., 1-2-1 Ginza, Chuo, Tokyo



JR
Yamanote/Keihin-Tohoku Lines,
Yurakucho Station
3 min. walk from Kyobashi Exit

Tokyo Metro
Yurakucho Line, Ginza-itchoe Station,
1 min. walk
Ginza Line, Kyobashi Station, 3 min. walk
Hibiya/Marunouchi Lines, Ginza Station,
6 min. walk

Event Details

● Introduction to Ibaraki Prefecture

Ms. SAWAHATA Hiroko, Executive Director, Tokyo Office of External Affairs Bureau, Department of Business Strategy, Ibaraki Prefectural Government

With its flat land and warm climate, Ibaraki is a major agricultural prefecture, and is the No. 1 producer in Japan of various ingredients. Ibaraki has had the top share at the Tokyo Central Wholesale Market for 19 consecutive years, playing an important role in supplying food to the capital region as a nearby major producer of agricultural, forestry, and marine products.

Ibaraki also puts effort into exporting a variety of food products overseas, such as Hitachi beef and chicken eggs to Hong Kong, Thailand, and Vietnam; sweet potatoes and melons to Thailand, Canada, and Hong Kong; and rice to Hong Kong, Singapore, and the US.

A brief introduction will be given on Ibaraki Prefecture, its tourism, and agriculture.

● Efforts to Develop the Kasama Chestnuts Brand

Mr. FUJISAKU Atsushi, Chestnut Brand Strategy Office Manager, Agricultural Administration Division, Department of Industry and Economy, City of Kasama

Ibaraki is the largest producer in Japan by area and output for chestnuts, with Kasama being a particularly major chestnut producer in the prefecture. (Ibaraki Prefecture chestnut harvest: 3,800 tonnes, 24.2% of domestic total (2021 Ministry of Agriculture, Forestry and Fisheries statistics))

Chestnuts have a long history in Japan, with many chestnuts having been excavated from Jomon period (14,000 BCE to 300 BCE) sites. Cultivation in Ibaraki is thought to have begun around 1897.

Located in the center of the prefecture, the volcanic soil around Kasama is perfect for cultivating chestnuts, and a variety of flavorful chestnut cultivars are grown there. To further develop the brand of these high-quality Japanese chestnuts, the City of Kasama is engaged in initiatives to encourage processing and sales as well as production of chestnuts, and promote branding as the place of origin.

Kasama is also facing issues with the increasing age of chestnut farmers and a lack of agricultural workers, and has begun implementing initiatives to deal with these issues as well.

● Talk, Demonstration, and Tasting: The Appeal of Chestnuts by Chestnut Specialist Mr. Saoshiro

Mr. SAOSHIRO Shinya, chestnut farmer, artisan, and specialty store owner

A man with a unique career path who loves chestnuts.

Previously a creative director, after encountering chestnuts from Iwama, Kasama when visiting the city in 2009, he came enthralled by these chestnuts and opened the chestnut specialty store *Waguriya* in 2010 in order to spread the word about them.

Now, he spends half the week growing chestnuts himself on an expansive farm in kasama, while also working as a “Mont Blanc artisan” at his store in Tokyo and developing new recipes.

In particular, 90% of the chestnuts he grows are *Hitomaru* chestnuts, a rare cultivar that is generally not available for purchase. He specializes in fragrant cultivars that grow quickly, and grows them with environmentally friendly organic farming.

The event will give participants the opportunity to try different chestnut cultivars and watch Mr. Saoshiro make Mont Blanc using the rare *Hitomaru* chestnuts, followed by tasting it as well.

● **Special Course Lunch Using Ample Ibaraki Ingredients**

IBARAKI sense BARA dining Chef MISAWA Shin

Please enjoy this special course lunch prepared by IBARAKI sense BARA dining Chef Shin Misawa, using a variety of ingredients from the treasure trove of flavors that is Ibaraki.

« Menu »

Welcome Drink

Freshly squeezed apple juice from Fujita Apple Orchard
Hitachino Nest Beer from Kiuchi Brewery (white ale)

Soup

Cold soup using roast potatoes from Potato Kaitsuka, with a black pepper accent

Feast of Ibaraki Flavors

- [Beef] Hitachi beef round steak, with daisy and wasabi
- [Pork] Hitachi no Kagayaki shoulder loin herb roast, with balsamic sauce
- [Vegetables] Ibaraki vegetable salad (mizuna, etc.)
- [Soba] Hitachi Aki Soba, Jikyuan soba sauce, lotus root and sweet potato tempura
- [Rice & Sides] Daigo koshihikari, organic Hitachino plum, Funa natto
- [Stew] Stewed Ibaraki anglerfish and vegetables

