



**The pristine waters of the Nagara River are preserved on a basin that is home to 860,000 people. Ayu are raised and nurtured in these waters, both of which are deeply tied to the economy, history and culture of the region.**

### **Culinary Culture and Industries Related to Ayu**

On the Nagara River, inland fishing, mainly of ayu, is thriving. Many people work in the various industries related to ayu such as cormorant fishing tourism and a culinary culture including ayu sushi and ayu shaped confectionery.

### **Rich Bio-diversity**

The Nagara River basin provides precious habitats for a diverse variety of flora and fauna such as ayu, red spotted masu trout and other migratory fish, as well as the protected species, the Japanese giant salamander and *nekogigi* catfish.

### **Traditional Fishing and Resource Security**

A variety of traditional fishing techniques are still being passed down from generation to generation along the Nagara River Basin. Among them, cormorant fishing sports about 1300 years of history.

### **Preservation of Traditional Craft Techniques**

Traditional craft techniques closely related to water have been preserved through the ages, such as “*Hon-minoshi*” Japanese handmade paper, the skills of making which were registered a UNESCO Intangible Cultural Heritage and also Gujo “*Honzome*” dyeing , which leverages the clear water of the Nagara River.

### **Conservation and Use of the “Satokawa”**

The “*Satokawa*” is conserved through sustainable use and wise management by the local people. “*Mizubune*”, a system for using water effectively with minimum pollution, is introduced into the river cycle to deliver clean water downstream from the upper basin.