

The 8th East Asian Agricultural Heritage Conference

in Nagara River, Gifu

Agricultural heritage to be passed on to the next 2024, 8, 8 (木)

From the media's point of view.

Attractiveness and uniqueness of GIAHS

Connecting with the

"diversity of life" brings joy

to farmers and citizens alike.

Visiting the field and exploring the appeal of  
agriculture.

*Thank you for this valuable opportunity!*

Agricultural journalist

Ayumi Kotani



My background. I was an announcer at Ishikawa TV. Also did news program planning. (1993~2003)

For the news program, I became an owner of rice terraces in Noto. For two years I went to Satoyama of Noto to experience rice cultivation. I interviewed farmers and filmed the seasonal changes in satoyama landscape. (before GIAHS certification)



# What is the value of agriculture?

I thought it was a treasure trove of topics.  
There are many intellectual discoveries,  
surprises, and wonders.

Not just for food production, not just for the  
economy. Joy and wonder in the process

A treasure trove of topics!

Traveler's point of view

= media point of view



[my viewpoint]

The key values of TV news and information programmes are topicality and interest.

E.g.) The biggest, the first, the popular, the only, the oldest, the rarest. The smallest, it is worth



I then became a freelance agricultural journalist.

In 2011, I participated as a member of a council of the Ministry of Agriculture, Forestry, and Fisheries (MAFF), which was separate from the GIAHS, and

I met **Professor K.Takeuchi**, I was impressed by the concept of GIAHS. It is not only about food production !

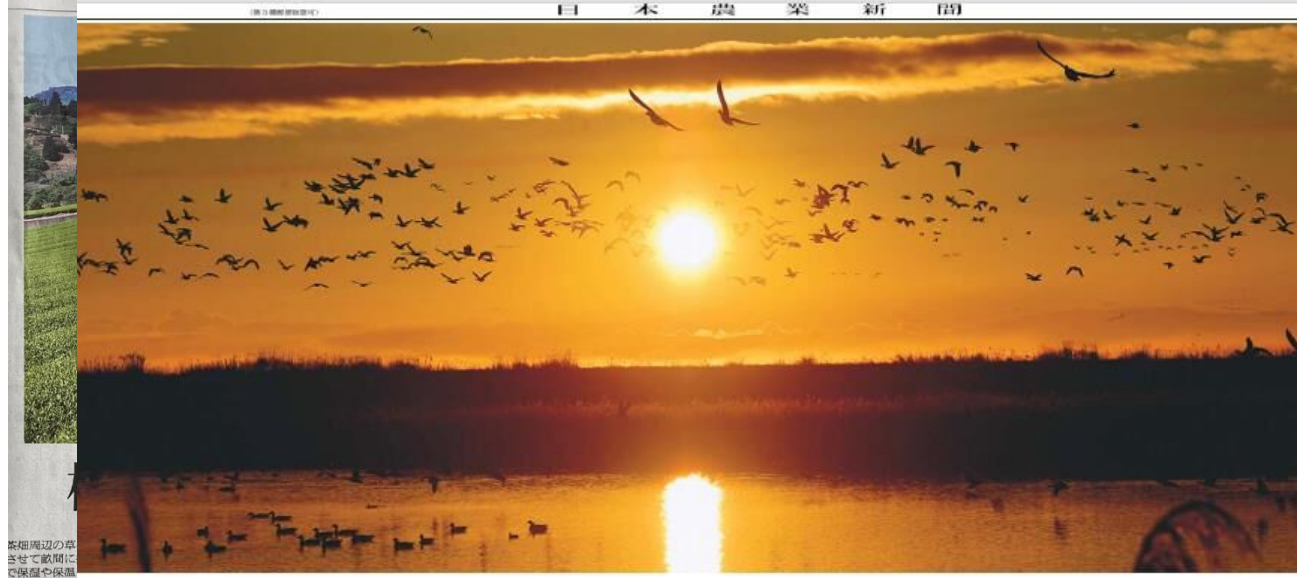
The entire agricultural system is important!

2020 member of the Expert Committee on GIAHS in Japan



# The Japan Agriculture Newspaper covered and introduced the GIAHS special feature 15 times in series.

## April 2023 - March 2024



茶畑周辺の草を食べて畝間に保土層や保水層を形成するカラス

### 農業×環境で島と命育む

#### 未来へ続く農の道

小笠原群島の世界農業遺産「オリーブ」

新潟県「トキと共生する佐野」

ブランド化 トキ イメージアップ

茶葉米



### 山間地農林業複合システム

県「阿蘇の草原の維持と持続的農業」

高千穂町、日女町、五ヶ野町、深谷町、佐野村に広がる森林を積極的に保全管理することで、その恵みを効率的に引き出し、地域活性化を図る。山間地農林業複合システムを推進する。山間地農林業複合システムは、山間地農林業複合システムを推進する。山間地農林業複合システムは、山間地農林業複合システムを推進する。

### 冬に輝き増す瑞穂の国の世界農業遺産

#### 大崎耕土(宮城県)

新田明けまでお米をいっしょに育てます。今年も冬に特別栽培のお米が採れる世界農業遺産「大崎耕土」をこの期に迎えます。冬は、お米の成長を促すのが、日本のお米の生産者にとって大切な時期です。大崎耕土は、お米の成長を促すのが、日本のお米の生産者にとって大切な時期です。

### 命あふれる 豊穣3万石

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山間地農林業複合システム

県「阿蘇の草原の維持と持続的農業」

# What is the attraction of the GIAHS?

## What I noticed after visiting 15 sites

One of the attractions of GIAHS-certified areas is the landscape,

It is the life and work of farmers that has created it.

- The farmers' livelihoods and activities are not an industry, but started with self-sufficiency.

the farmers lifestyle and work is created  
'agricultural heritage'.

For many Japanese (living in cities), the landscape and lifestyle of the GIAHS region is now 'different culture.

It has been lost in modern japan ,

The value is more ' Culture in Agriculture ' than agricultural products

(Professor K. Takeuchi, about GIAHS) said

“Japan is not a major agricultural producer,  
but it is a major agri•culture country.”



# GIAHS farmers may live in harmony with "diverse life" and take pleasure and enjoyment in it!



【未来へ続く農の道】冬に輝き増す「瑞穂の国、の農業遺産」大崎耕

日本農業新聞  
チャンネル登録者数 6660人

登録済み

6 6



# 日本における世界農業遺産認定は15地域

# 15 regions have been recognised as GIAHS in Japan.

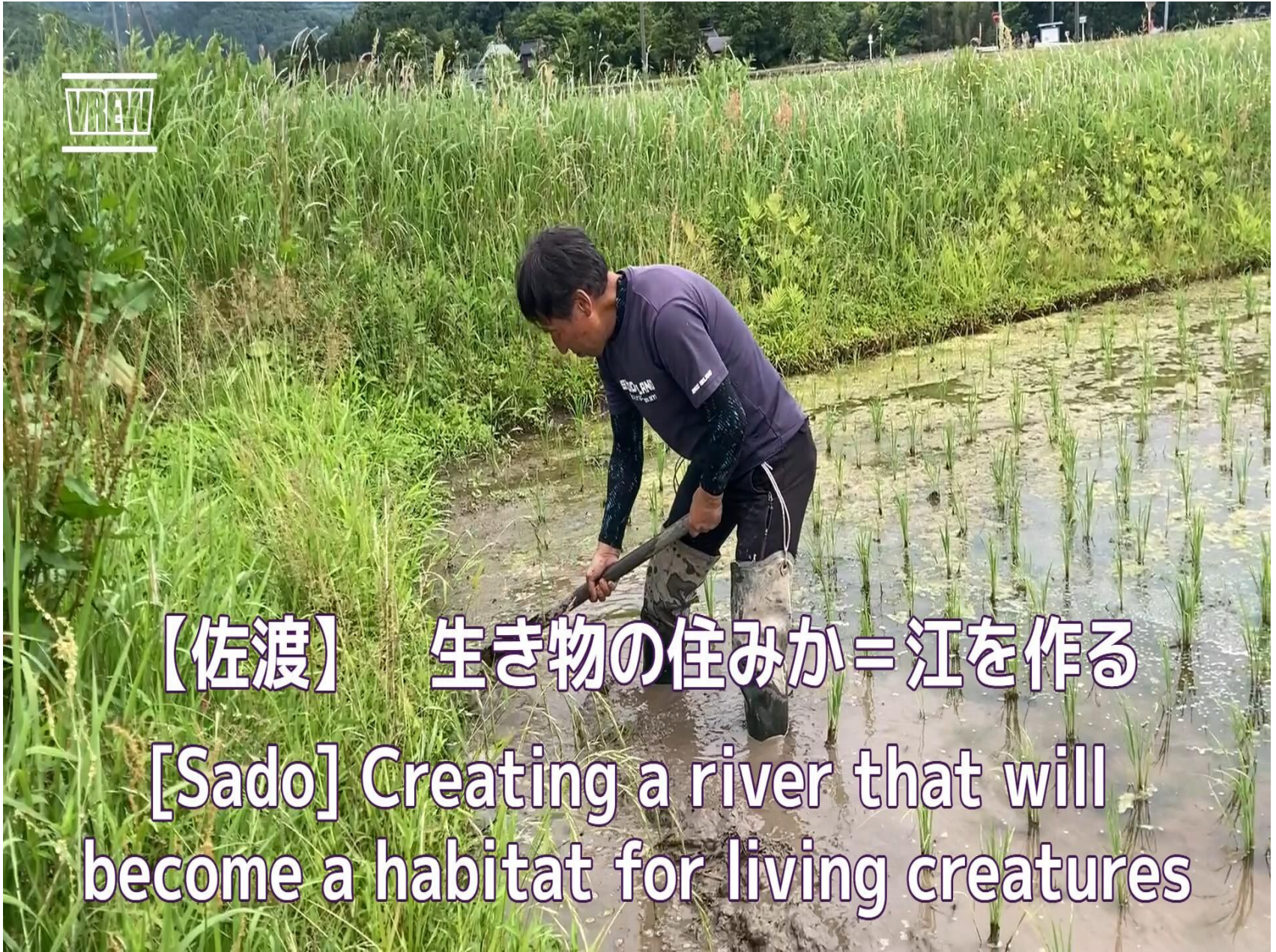


# 佐渡 トキと共生する里山

## Sado Satoyama in symbiosis with the TOKI.(ibis)



# Movie sado's reader of farmer



【佐渡】 生き物の住みか＝江を作る

[Sado] Creating a river that will become a habitat for living creatures

- 1, 佐渡の農家は生き物と共生している。(トキ、田んぼの生き物)
- 2, また農業を学ぶ学生や地元の小中学校の体験学習に取り組み、若い人たちと「共生」している。  
・人に何かを教えることはモチベーションになる。

1, Farmers on Sado Island live in harmony with living creatures.

2. They also engage in hands-on learning with students studying agriculture and local elementary and junior high schools, and live in 'symbiosis' with the young people.

Teaching is motivating.



Young people respect farmers who can create biodiversity while farming and beautify and enrich the whole community



若い人たちは農業をしながら生物多様性を育み、地域全体を美しく、豊かにできる農家をリスペクトする



# Cormorant fishing ' with a team of young boatmen

Young people respect the cormorant master

若い船頭とチームで「鵜飼漁」。若い人は鵜匠への憧れる





Sloping land farming in Nishi-Awa, Tokushima.  
Farming couple in their 80s who have been together  
for 55 years.



徳島・にし阿波  
傾斜地農業  
55年寄り添う  
80代の農家夫婦

sloping land farming. It is difficult to farm alone. Mr and Mrs Nishiokada say: 'We have a spirit of mutual help here. We can do work that we can't do alone, but we can do it if we help each other.'



西岡田さん夫婦、  
「ここは助け合いの精神でね。  
一人ではできない仕事も助け合ったらできる」

Newspaper articles pasted all over the room.  
These show that they are happy and proud of  
their appearances



部屋中に貼られた新聞記事。新聞、TVほか何十回とメディアに出演

兵庫美方地域の但馬牛飼育システム

# Tajima cattle breeding system in the Hyogo Mikata region.

The house and the barn are one.  
Mr Ozaki  
(aged 89)



住まいと牛舎が一体。尾崎さん(89才)「家族同様に牛を飼っている。昔からの飼い方です。朝5時半にまず牛のエサやり。小さい時から牛を飼っていますから。牛は家族、家内みたい。

The house and the barn are one. Mr Ozaki (aged 89): 'I keep cows like my family. It's a traditional way of keeping them. The first thing I do at 5.30am is feed the cows. I've kept cows since I was a child. The cows are like family, like my wife.



Aso, Kumamoto

Farmers coexist with red cattle, coexist with the mountains and have direct " 'connection' with chefs and eaters.



熊本・阿蘇

農家はあか牛と共生し、山と共生し、料理人や食べる人とも直接「つながり」を持っている。  
農業において、「つながり」はレジリエンス。

# Connecting with living things and life is a motivation to continue farming Farmers are part of the ecosystem



SHIZUOKA  
Terraced tea plantation



生きものの命と繋がることで農業を続けるモチベーション 農家も生態系の一員

# biwako





# GIAHS farmer

Living in harmony with living things,  
with people.

Feeling lives,

Being part of a larger ecosystem,

Talking, interacting and conversing with  
all kinds of things.

ジアスの農家は、生きものと共生し、人とともにいる。

命を感じ、大いなる生態系の一員である。あらゆるものと会話、対話している

埼玉・武蔵野の落ち葉堆肥農法

江戸・東京の隣。350年続く平地林の落ち葉をたい肥にして土づくりする資源循環型農法。

Fallen-leaf compost farming in Musashino,  
Saitama  
Next to Edo/Tokyo, a resource-  
recycling farming method in which fallen  
leaves from a 350-year-old flatland forest  
are used as compost to grow soil.



## raking fallen leaves

For farmers, it is hard work, but for city residents, it is a winter activity in the forest, now a 'leisure' activity.

Miyoshi Town is calling on local residents and others to become 'raking fallen leaves supporters'. Farming supporters is welcomed in three directions: by farmers, by citizens and by the local community.



「落ち葉はき」・農家にとっては重労働だが、都市住民にとっては冬の森遊び、もはや「レジャー」。三芳町では町民などに呼びかけて「落ち葉はきサポーター」を募集している。援農体験は、農家、市民、地域、3方向に歓迎される。

Santome Fallen Leaf Vegetable Research Group, made up of four farmers. Organises events with citizens participation in raking up fallen leaves. Activities have continued for 25 years; repeaters are now teaching.



Compressing collected  
leaves.

I did it too.

Interesting!



感想。自分の働きが農家や農業の役に立つ喜び。有用感や自己肯定感を感じる。  
「ヘルパーズハイ」。ウェルビーイング。心身の爽快感。

I experienced it. My Thoughts

Fun for both children and adults.

The joy of knowing that my work is useful for farmers and agriculture.

Feelings of usefulness and self-affirmation.

‘Helpers’ high ‘Well-being.

Comfortable in mind and body



- Mental and physical health and wellbeing →Individual revitalization
- Citizens gain a better understanding of agriculture →Benefits for farmers, the community, and the environment.
- Increase the number of people who participate from individual benefits.
- More people will join the farming system.
- The participation of diverse actors will become "resilient".

心身の健康、ウェルビーイング →個人の活性化

市民が農への理解を深める →農家、地域、環境にも良い効果。

個々のベネフィットから「農の関係人口」が増える。農業システムを構成する仲間が増える。

多様な主体の参加で「強さ」になる。

We become attached to and cherish the farmland we work on and are involved with.

It is because it becomes **”a part of me.**  
This is the **”principle of return”**  
according to behavioral economics and social psychology.

We want to **give back to the farmer,**  
**to the wonders of nature, and to**  
**ecosystem services.**

自分が働いたり、関わった農地には愛着がわき、「自分の一部」になる。  
行動経済学、社会心理学で「返報性の原理」がある。



# Let's go on a Journey to meet GIAHS farmers who live in harmony with the ecosystem.



【未来へ続く農の道】冬に輝き増す「瑞穂の国」の農業遺産 「大崎耕土、能登の里山里海」



大崎耕土



日本農業遺産わさび栽培発祥の地 有東木  
日本が世界に誇る宝  
わさび栽培は  
ここから始まった!

小谷あゆみの  
「むらレボ」  
Vol.6

小谷あゆみ  
ワサビの栽培と、環境と、人と、そして、未来へつなぐ。その物語を、この「むらレボ」で紹介します。

この「むらレボ」で、わさびの栽培と、環境と、人と、そして、未来へつなぐ。その物語を、この「むらレボ」で紹介します。

# The value of agriculture, especially “agricultural heritage” in today’s world is the areas, connections, and systems that provide ”health“ including food



めた「健康」を提供する  
場、つながり、システム



Farmers, the global environment, and living creatures all rejoice.

**GIAHS Tourism is Interactive**

Make the local environment and agriculture **your own!**

**Fun, happy, connected,**

**travel and become a fellow participant in the GIAHS farming system!**

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in Nagara River, Gifu

Agricultural heritage to be passed on to the next 2024, 8, 8 (木)

**From the media's point of view  
the appeal of agriculture**

Connecting with the "diversity of life" brings joy  
to farmers and citizens alike.

Thank you for your kind attention.  
I pray for Noto's recovery.

[vegeanaayumi@gmail.com](mailto:vegeanaayumi@gmail.com) Agricultural journalist  
Ayumi Kotani