

# Initiatives for regional development using GIAHS designation “Noto’s Satoyama and Satoumi” in Ishikawa prefecture



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## The outline of “Noto’s Satoyama and Satoumi”

In June 2011, "Noto's Satoyama and Satoumi" which expands across Noto peninsula, was designated as GIAHS (Globally Important Agricultural Heritage Systems) by the Food and Agriculture Organization of the United Nations (FAO).

**The reasons** why Noto’s Satoyama and Satoumi was selected as a GIAHS site are as follows;

- **Rich Biodiversity** fostered by traditional agriculture, forestry and fisheries practices and land-use systems
- **Spectacular Satoyama landscape** consisting of a mosaic of land uses
- **Diverse biological resources** nurtured in Satoyama and Satoumi
- **Cultural and Religious Festivals** related to farming that have been conserved through history
- **Traditional Arts, Crafts, and techniques** that should be passed on
- **Various initiatives** for the use and conservation of “Noto’s Satoyama and Satoumi”



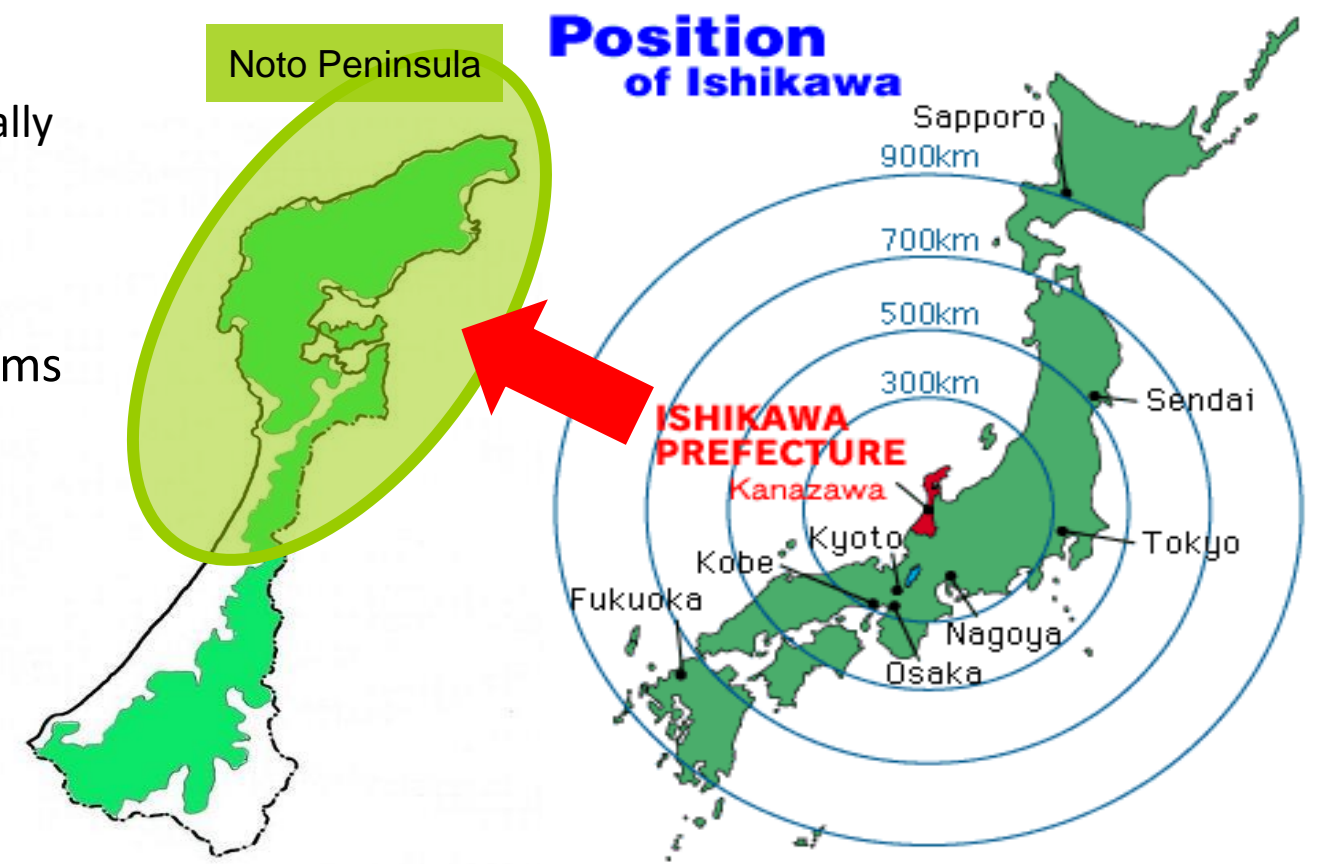
Rice terraces “Shiroyone Senmaida”



Agricultural ritual “Aenokoto”



Salt production method “Agehama-style”



**Green: Satoyama(Sato=village, yama=mountain) area**  
**Along the coast: Satoumi(umi=the Sea) area**  
means a place where people live and preserve the abundant nature

## Initiatives and outcome of GIAHS Designation

**The positive impact of GIAHS designation is not limited to agriculture, forestry and fisheries, but also extends to other industries like tourism and manufacturing .**

### Branding of agricultural products

Increase farmers' profitability,  
Encourages farmers to keep farming,  
Enables farmers to pass on field to the next generations



“Noto-Tanada-Mai”  
Rice grown in rice terraces with 50% less pesticides & chemical fertilizers can be sold at 30% higher prices

### Establishment of two funds and use of their proceeds for initiatives to revitalize “Noto”

#### Fund for Starting a farm

To encourage companies from outside the region to start a farming business  
Total fund amount: \$150 million



Company from outside the region has started growing cabbages.

#### Fund for New Products and Services

To encourage new business utilizing local resources  
Total fund amount: \$130 million



Organic farming using abandoned farm lands (Noto buckwheat)



Boxed meals using regional ingredients (“Noto-don” Lunch Box)

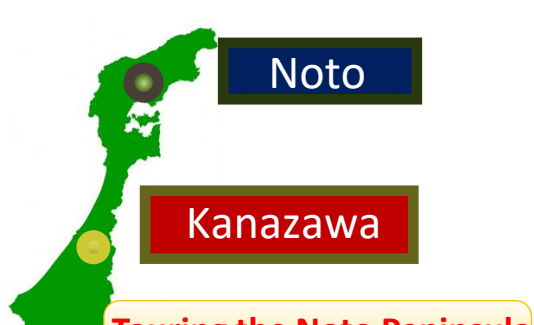
### In response to global challenges

To contribute to carbon neutrality,  
Hydrogen stations have been opened to enable the transition of tourism transport from PHVs to FCVs (fuel cell vehicles).



FCV and Hydrogen station

Development of Hydrogen Stations



Touring the Noto Peninsula by FCVs is now possible!

### Providing all-inclusive wonderful experience

Stay at a farmer's inn and enjoy local cuisine, farming experience, beautiful scenery, and other aspects of farm life.



Farmer's Guest house “Satoyama-Marugoto-Hotel”

### As a new accreditation

The “Seihaku” Festival, “Hikiyama” float parade, and the “Amamehagi” Ritual have been registered by UNESCO Intangible Cultural Heritage, and the female “Ama” divers of Wajima have been designated by the National Important Intangible Folk Cultural Property.



“Seihaku” Festival



“Amamehagi” Ritual



Female “Ama” divers of Wajima

## Initiatives for coexistence with the crested ibis in the Noto region



Crested Ibis (Nipponia Nippon)



Submitting the application for selection as a candidate site (May 16, 2022)



Symposium to promote the release of the crested ibis (July 24, 2022)

Ishikawa Prefecture has been engaged in various initiatives including dispersal breeding and promotion of awareness of the crested ibis through public display, as its last confirmed habitat on the mainland. In August 2022, the Noto region was selected as a candidate site for the release of the crested ibis by the Government. An environment in which the crested ibis can live is a sign of rich biodiversity and is considered to deepen the value of the “Noto’s Satoyama and Satoumi”. For this reason, we have started to improve the environment, including rice paddies as feeding grounds and forests as nesting sites for the crested ibis, in cooperation with relevant municipals and organisations. We will work to realize the dream of the crested ibis soaring through the skies of Noto and Ishikawa.

**We’ll continue to promote regional development efforts using GIAHS designation, conserve biodiversity, and pass on Noto’s Satoyama and Satoumi to future generations.**