

In this area you can see what a real farm is like. Play with animals, gather vegetables or have a ride on the tractor! There are also many different booths thanks to the Nougyou-Joshi Project!

\*Numbered tickets will be used at the Petting Farm and Gathering Vegetables area due to time/participant limits. Please check details at each booth.

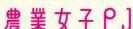


A) Farm of Experience

ry milking a real cow or feed a calf in Marunouchi, right in the niddle of the city.



Japan's unique country scenery comes to Marunouchi's Naka-dori street. Take photos in front of scarecrows rice bales and racks of drying rice!



A4 toyo housing

Display of the moveable 'mini N-jyo koya'

A6 Nougyou-Joshi Project Introduction of Nougyou-Joshi Project

Buy smoothies and ice cream made with peaches and other fruits. [only on Sat 5th]

A12 Toyoshima Co., Ltd. Food textile - vegetable colors in your life' vege-dyed items for sale.

FUMAKILLA LIMITED Pasona Agri-partners Inc. Pansy group planting. / Herb planting.

A16 ISEKI & Co.,LTD.

Display of the tractor and tiller produced by Nougyou-Joshi and chance to ride in the driver's seat.

AS NTT DOCOMO, INC.

A3 Harvesting Vegetables

Have a go at gathering cherry tomatoes,

red chili, and other vegetables. (can be

Display/explanation of Docomo's farm communication devices and efforts in

Daihatsu Motor Co.,Ltd. Nougyou-Joshi Marche Market run by 15 Nougyou-Joshi members, using the Daihatsu HIJET.

A8 Nougyou-Joshi Kitchen Car (A11) Isetan Mitsukoshi Ltd. Display of year-end gifts created together

with Nougyou-Joshi. [only on Sat 5th] ATS TOKYO FM

Explanation of TOKYO FM's farming aid program, Agri-rhythm. MARUYAMA MFG. CO., INC.

TOWA CORPORATION 'Karu-no' mowing machine display and chance to dress like the Nougyou-Joshi. / Display/sale of gloves made through the



A9 Animal Crossing: New Leaf

Get in-game items for 3DS game Animal Crossing: New Leaf!

A10 Mercado TokyoNodai & Marunouchi Honey Project Includes Tokyo Nodai brand goods and new products made with Marunouchi Honey

**Rest Area** ~Gyoko-dori~

A space to sit, relax, and enjoy food bought at Japan Harvest. Also includes a Dance&Play performance by the Hokkaido Sapporo Intercultural and Technological High School brass band!



On Dance&Play performance schedule Sat 5th: 11:00-/12:00-/13:30-/14:30-/15:30-

Sun 6th: 11:00-/15:30-

What is Dance&Play? The dancing brass band new brass band performance style from Hokkaido.

### 02 Stage Schedule [Sat 5th only]

Events will be held on the Marunouchi Building 1F 'Marucube Stage'. Come and join in!

12:00-12:50

'Let's Eat Breakfast! Talkshow' Special talk show about 'breakfast' by 3 personalities representing Japan in the area of food.

13:10-14:00

'JAPAN HARVEST 2016 Special Stage' Stage event with special guest Mashu Baker gold medalist at the Rio Olympics.

14:30-15:30

'Nougyou-Joshi On-Off Makeup and Fashion Show'

(supported by KOSÉ, Toyoshima, Mont-bell) Special project by Nougyou-Joshi models joined by popular stylist Kyoko Kame!

Food, Agriculture, Forestry and Sun 6th, Fisheries Award for University Students 11:30-14:20

An event at 3x3Lab Future showcasing the daily activities of student groups involved in food, agriculture, forestry, and fisheries aro country, with the most outstanding group awarded the MAFF Minister's



@Nintendo

How to Join

# 1 Solve the puzzles!

Find the treasure chests inside the grounds of Japan Harvest 2016 by solving the 5 puzzles at the bottom of the middle page of this pamphlet.

If the puzzles are too hard to solve, look for the Treasure Hunt Hints at the Information Tent.

\*Puzzle 1 can only be solved by collecting hints at the 3 given places.

### Find the treasure chests!

Once you've figured out where the treasure chests are, go and find them at that place! When you find a chest, write down its secret code in the space under each puzzle.

### Match the answers!

When you have found all 5 treasure chests, match up the answers at the Treasure Hunt booth at the Japanese Food Fountain If all the secret codes are right you can win prizes in the raffle

#### [Rally Rules]

·The Rally is free to join. ·Be careful when taking part.

·Each person can only match answers once. ·One prize per person. Even if you know the secret codes, don't tell others or shout them for everyone to hear.

'We are not responsible for any damage to property or accidents that might happen during the event.



#### - Prize Information -



Animal Crossing: New Leaf amiibo+ Prize ous series titles



Treasure Hunt Quiz Rally Participation Prize APAN HARVEST x New Leaf original stickers



Kawazu Food Prize Prize A: YUZURICH sauce (200) (20) Prize B: Yuzu Glace specialty shop 'Tonchinkan'



Sakata Seed Prize

dipping sauce (10)



JA Group origina lunch box (200)

JA Marche Prize



Nichirei Prize

Ninben Prize

for Sukiyaki) (20)

Tohei Trading Prize A4 clear file (130)



Industry Association Prize Sauces from around Japan (100)



One-shot Kiwami (3)



Food, Agriculture, Forestry and Fisheries Festival

## JAPAN HARVEST 2016



Learn! Experience! Eat!

Marunouchi Farm



Sat 5 - Sun 6 November, 2016 11:00-16:00

Venue: Marunouchi Naka-dori, Gyoko-dori



http://tabeyo-kokusan.jp/japan-harvest2016



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**▲ TOYOSHIMA** 



TOWa

三銭伊勢丹ホールディングス

Marunouchi Farm lets you enjoy learning and trying everything from farm work to delicious food in 4 different areas.



This area is packed with farm produce specially chosen by growers. For two days only, this original market brings together vegetables grown by university students and country areas.

Agriculture, Forestry and Fishing Academy Buy farm produce and finished products

Taste/buy fresh farm produce and finished



In this area you can discover different regional products from around Japan. A range of rare regional products is waiting

FOOD ACTION NIPPON AWARD 2016 ( ) winning products

Award-winning products to taste or buy.

S2 Fukui Prefecture Great tastes from Fukui, the home of Koshihikari rice.

Ryukyu Shokukei Co.,Ltd.

Try the chef's yakitori made with Okinawa Fukuyuki Free Range Chicken, raised on chemical-free Okinawa feed!

Asagiri Yogurton
Pork Cooperatives (Shizuoka) Tasting of pork raised on lactic fermentation feed at the foot of Mt. Fuii and containing Omega-3, as well as green

tea and other finished products. SB Local Production for Local Consumption

An introduction of outstanding menus and activities tackling local production for local

Japanese Style of Food Education

An introduction to food education initiatives by companies.

Umaimon Koshien

Buy original foods created by high school students who passed selection trials around Japan.

JS TOHEI TRADING CO.,LTD Ito Peninsula cuisine! Premium potato

Mishima croquettes and ItoNuggets made

compare the flavours on croquettes.

Display and taste comparison of Japanese food essentials such as dashi and miso. Also try making dried bonito flakes.

. Dried bonito flake making, bonito dashi tasting (NINBEN Co., Ltd.) Miso display, miso taste comparison (marukome co.,ltd.)

JAPAN SOY SAUCE J9 Let's Eat Breakfast!

Taste 5 types of soy sauce, buy rice crackers made with 5 different soy sauces.

J10 Nichirei Corporation

Taste teppanyaki made with a 'pure Jananese chicken' select breed raised on the company's own farm.

Rediscover the wonder and charm of Japanese food, as well as the need and importance of breakfast.

Fried offal tasting and free recipe books

J12 Vegetarian food and Japanese organic cotton

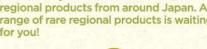
Buy dishes with 100% plant ingredients - no animal products such as meat, fish, eggs, dairy, or honey.

- Kebabs (POWER KEBAB)
- Vegetarian takoyaki (vegculture network)

\*Some stall-holders or content may vary. Also, please be aware that products for tasting/sale have limited stock.

W2 JA Marche











Various seasonings for sale, including Yuzudon, the finest yuzukosho.

Food and Agriculture Excellent surroundings for

Introduction of certified regions seeking to attract tourism through local food/food

S9 Local Treasures -Explanation of the Geographical Indication (GI) Protection System and registered



An area to discover new ways of eating, cooking, and lots of other information based around food. Packed with a fresh fascination for food!

12 Treasure Hunt Raffle booth

Go in the draw to win amazing prizes by solving all of the Quiz Rally puzzles on the back! J4 Access International

PR for a lifestyle magazine launched in February 2016, which focuses on enjoying the slow life.

JAPAN SAUCE INDUSTRY ASSOCIATION

Various sauces from around Japan

Washoku Culture Corner

Kombu display, kombu dashi tasting (JAPAN KOMBU ASSOCIATION)

. Choose your favourite miso and make original miso soup! (Washoku Japan)

ASSOCIATION

Japan Lives Product Association Japan Livestock By

for offal dishes.

- Curry bento (ALAYA)
- Japanese organic cotton (SIGN)

