

TSURUOKA

UNESCO Creative City of Gastronomy
Monitoring Report 2018



ユネスコ
食文化創造都市

鶴岡

UNESCO Creative City
of Gastronomy



United Nations
Educational, Scientific and
Cultural Organization



CITY OF
GASTRONOMY
TSURUOKA

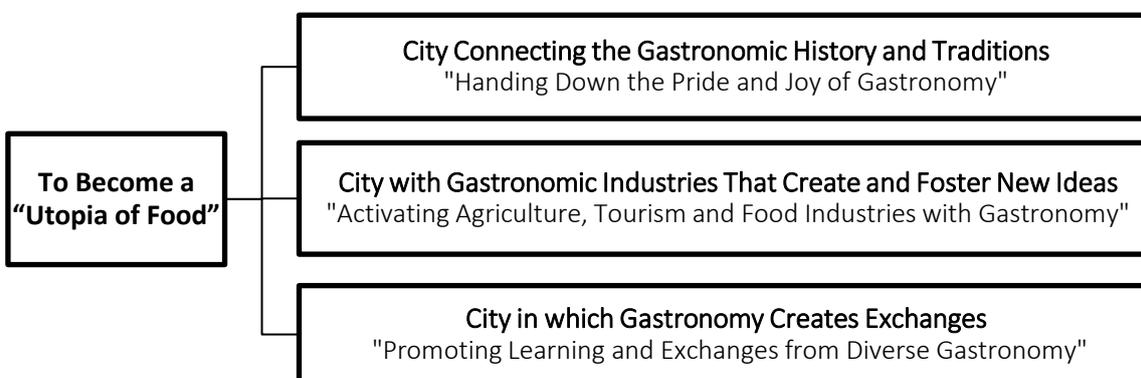
Designated
UNESCO Creative City
in 2014

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1. EXECUTIVE SUMMARY:

The city of Tsuruoka is characterized by the abundance of ingredients produced thanks to the variable nature of the four distinct seasons, as well as the diverse geographical features of mountains, fields, rivers and sea, and by the gastronomic diversity enjoyed by its residents, including local specialties and special meals served for traditional events, or festive dishes, which have been handed down in each area. In 2011, the Tsuruoka Creative City of Gastronomy Promotion Council was established as the main body to promote the program, currently comprising of 22 local entities, including industrial organizations, universities and other research institutions, experts, citizen advocacy organizations, and the administrative body. Upon the designation as a UNESCO Creative City of Gastronomy in 2014, the council has laid out the Creative City of Gastronomy Promotion Plan with the aims to hand down Tsuruoka's diverse gastronomy to future generations, with the slogan of "To Become a Utopia of Food", as well as to implement a variety of initiatives to create, foster and promote creative industries related to gastronomy. Through such initiatives, Tsuruoka contributes to implementing the mission statement of the UNESCO Creative Cities Network.



CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT:

- Attended every UCCN annual meeting since its designation
- Hosted a ceremony commemorating the admission to the UNESCO Creative Cities Network
- Hosting a Meeting of UNESCO Creative Cities of Gastronomy
- Participating in the evaluation of applications (2 cities in 2015 and 1 city in 2017)

MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:

Handing down and studying heirloom crops; having food culture reporters to send out information; archiving local cuisine and meals for special events, and taking up a challenge to design creative cuisine; having local people understand the gastronomy in creative ways; committing to food education and locally produced/consumed food; establishing a gastronomic information distribution base; fostering human resources engaged in gastronomy in creative ways; promoting creativity in local industries and initiating new food culture in creative ways

MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN:

Having exchanges with other UNESCO Creative Cities inside and outside of Japan; participating in the PR program "Voyage créatif au Japon" promoted in cooperation with other UNESCO Creative

Cities in Japan; participating in the “History of Food Culture Based Relations on the Silk Road”; field studies carried out by international experts on gastronomy and by the University of Gastronomic Sciences; establishing a joint project with the Tsuji Culinary Institute; reinforcing the cooperation among the Creative Cities Network in Japan; participating in the Hondarribia Heritage Forum; participating in EXPO 2015 in Milan.

PROPOSED ACTION PLAN FOR THE FORTHCOMING FOUR-YEAR MID-TERM PERIOD:

As the master plan of the City of Tsuruoka, the Second Tsuruoka City Comprehensive Plan (2019 - 2028) specifies the commitment of the city to the promotion of the Creative Cities of Gastronomy and sets out specific initiatives as part of the “Tsuruoka Creative City of Gastronomy Promotion Plan”. The aim of the plan is not only to take advantage of Tsuruoka’s gastronomic characteristics in local development, such as developing the community, increasing the number of visitors, and promoting industries. It also aims, as a UNESCO Creative City, to contribute to the achievement of the 2030 Agenda and Sustainable Development Goals (SDGs).

Basic Policies

- I. To hand down the gastronomy and to create a sustainable community
- II. To create a city that attracts people from around the world to enjoy food and to learn its gastronomy
- III. To take advantage of gastronomy to foster highly creative and competitive industries

Local Initiatives to Achieve the Objectives of the Network

- Hold the “Tsuruoka Gastronomy Forum” and launch “Study Group on Creation of Communities with Rich Gastronomy”
- Take advantage of local resources to establish the gastronomic experience base
- Assist financially with *monozukuri* subsidies and hold gastronomic branding contests for creative Tsuruoka

International Initiatives to Achieve the Objectives of the Network

- Hold the “Gastronomy Festival” and international conferences
- Launch the Gastronomic Experience Program targeting visitors from abroad
- Contribute to local and world promotion with the keyword “heirloom crop”

2. GENERAL INFORMATION:

2.1 Name of the city:	Tsuruoka
2.2 Country:	Japan
2.3 Creative field of designation:	Gastronomy
2.4 Date of designation:	1 December 2014
2.5 Date of submission of the current report:	30 November 2018
2.6 Entity responsible for the report:	Osamu Minakawa, Mayor of Tsuruoka City
2.7 Previous reports submitted and dates:	—
2.8 Focal points of contact:	Hiroko Okawa, Creative City of Gastronomy Promotion Division, Planning Department, Tsuruoka City

3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT:

Number of UCCN Annual Meetings Attended in the Last Four Years

- 2015 Kanazawa, Japan
–The mayor of Tsuruoka presented at the mayors' roundtable meeting.
- 2016 Östersund, Sweden
– A city representative presented at the mayors' roundtable meeting.
- 2017 Enghien-les-Bains, France
- 2018 Krakow and Katowice, Poland

Hosting of a Working or Coordination Meeting Addressed to One or More Specific UCCN Creative Field Representatives:

Hosted a ceremony commemorating the designation to the UNESCO Creative Cities Network

- Date: 15 February 2015
- Location: Tsuruoka
- Participants: Popayán, Colombia; Chengdu and Qingdao, China; Jeonju and Cheongju, South Korea
- Details: Commemorating the city's designation to the network, a lecture themed "Challenges of the UNESCO Creative Cities" and a panel discussion on "Tsuruoka's Gastronomy and That of the World" were programmed.

Hosting the meeting of UNESCO Creative Cities of Gastronomy

- Date: 25 February 2015
- Location: Kanazawa, Japan
- Participants: Östersund, Sweden; Jeonju, South Korea; Zahlé, Lebanon; Florianópolis, Brazil; Chengdu and Shunde, China; Kanazawa, Niigata and Tsuruoka, Japan
- Details: Niigata and Tsuruoka co-hosted the meeting on the occasion of the 2015 UCCN Annual Meeting in Kanazawa. Presentation on exchange programs with other overseas creative cities of gastronomy and individual cases of initiatives carried out by the host cities. Submitted a proposal on potential project development under the partnership among creative cities of gastronomy.



Participating in the Evaluation of Applications

- 2 cities in 2015
- 1 city in 2017

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:

The Tsuruoka Creative City of Gastronomy Promotion Council takes the initiative in designing the Plan to Promote Creative Cities of Gastronomy. Under the slogan, “To Become a ‘Utopia of Food’”, we are implementing activities to hand down our unique gastronomy to the next generations, and to raise awareness of citizens to achieve the goals of creating “a city connecting gastronomic history and traditions” and “a city with gastronomic industries that create and foster new ideas”, in addition to various activities to reinforce the creativity of our gastronomy and to promote our industries.

I. City Connecting Gastronomic History and Traditions “Handing down the Pride and Joy of Gastronomy”

To preserve and hand down our locally unique gastronomy while promoting opportunities to create new values and an environment for such value creation. For primary and secondary school students, the initiative is focused on learning and inheriting our food culture. For citizens in general, the focus is on offering opportunities for health promotion and lifelong learning, in addition to food education through such efforts as reduction of food loss. We also promote local production for local consumption while enhancing our recognition of Tsuruoka’s local gastronomy, particularly of our farm, forest and marine products.

1) Handing Down and Studying Heirloom Crops

“Heirloom crops” are the crops of which seeds are raised over generations and seedlings have been well managed by local cultivators while being used mainly for self consumption. They have been inherited with care as “living cultural assets”, along with traditional cultivation techniques and local cuisine. Through research done in 2006 by the Faculty of Agriculture at Yamagata University and the Yamagata Forum for Indigenous Crops, 48 heirloom crops were identified, and follow-up research in 2016 through 2017 added more, resulting in a total of 60 crops that have been confirmed.



2) Food Culture Reporters to Send Out Information

The “Food Culture Reporters” program has been implemented to spread information about Tsuruoka’s attractive gastronomy through social media and websites. It is not intended to be simple presentations about foodstuff and meals but to trigger rediscovery of locally specific gastronomic attractiveness by narrating the stories behind their production, manufacturing and cooking, drawn from the actual people engaged in the food industry. Some of the activities include “Baba Gotso Symposium”



where people share the recipes of local dishes preserved in each family and handed down by mothers, and *Abazuke* Pickles Restoration Project.

➢ **Enhancing citizens’ understanding of food culture through “The Successors of Food Culture in Tsuruoka”**

Activities and ideas of people supporting the inheritance of gastronomy are covered on the website, in the email newsletter, panel displays, and other spaces. Currently, 57 stories are posted in the series.



3) Archiving Local Cuisine and Meals for Special Events and Taking up a Challenge to Design Creative Cuisine

Recipe books have been edited and published to disseminate the locally inherited diverse gastronomy to future generations.

➢ **“Tsuruoka Ouchi Gozen”**

A compilation of recipes for local specialties handed down in each family, as well as festive dishes preserved with rituals, such as the “Daikoku-sama no Otoshiya (End-of-the-year Evening of Daikokuten)” feast. It is not only sold at bookstores, but also given away free of charge to those who have submitted their marriage registrations at the city hall to encourage the young generation to preserve the taste of their home-made dishes.

➢ **“Aji” (Taste) Series**

Facing the Sea of Japan, Tsuruoka’s topography, variable from sea level to an altitude of 2,000 meters, has produced a variety of creative dishes that are characteristic of this region, of which these recipe books were published. The editions published to date include “Hatake no Aji” (heirloom crops produced in the Shonai region, including Tsuruoka), “Tambo no Aji” (rice varieties produced in Shonai and Yamagata), “Hamabe no Aji” (seafood from the Shonai Coast), and “Megumi no Aji” (mountain vegetables and mushrooms from Shonai).



4) Having Local People Understand Gastronomy in Creative Ways

Many events are carried out for citizens and visitors to enjoy Tsuruoka’s gastronomy and further their understanding. We have promoted initiatives to arouse the pride and joy of citizens and to increase opportunities for them to inherit their own gastronomy, while promoting food-related industries.

➤ **Tsuruoka Noren (Venues: various locations within Tsuruoka)**

From 2013 through 2016, restaurants and Japanese-style inns (ryokan) within the city partnered to provide a wide range of dishes unique to Tsuruoka, from traditional local dishes to new creative dishes.

➤ **TSURUOKA FOOD EXPO (Venue: Tsuruoka Komagihara Gymnasium)**

Organised every year since 2014. Taking advantage of new technologies, such as AR technology and projection mapping, food education programs are provided for children to learn about locally available fish and vegetables.

➤ **Shonai Sake Festival (Venue: JA ZEN-NOH Yamagata Tsuruoka Warehouse in Tsuruoka)**

Organised every year since 2014. Sake from all the 18 sake breweries in the Shonai region, including those located in Tsuruoka city, are made available for visitors to taste, allowing them to enjoy local sake culture. In addition to sake, dishes available only in Tsuruoka are served at some of the booths in the event, allowing visitors to enjoy both eating and drinking.



➤ **Tsuruoka Food Film Festival (Venue: Tsuruoka Machinaka Cinema)**

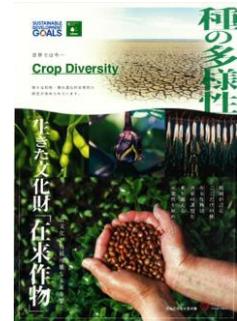
Organised every year since 2017. A food film festival is held to encourage citizens' interest in gastronomy and to provide opportunities to learn about it.

➤ **Panel Exhibition “Food Culture Connected to a Sustainable Future”; Tsuruoka’s Gastronomy Contributing to the SDGs.**

Dates: June 18th - July 11th, 2018

Venue: Gastronomic information distribution base in FOODEVER

Details: Sustainable Development Goals (SDGs) and the potential of Tsuruoka’s gastronomy contributing to the world were widely publicized in connection with the Sustainable Gastronomy Day (June 18th) designated by the UN.



5) Committing to Food Education and Locally Produced/Consumed Food

Opportunities to learn and experience local gastronomy are provided at kindergartens, nursery schools, elementary schools, and junior high schools, to hand down Tsuruoka’s gastronomy, including local cuisine and festive dishes, to the next generations. In addition to cooking experience programs designed to further understanding of gastronomy, initiatives have been taken to promote food education and children’s healthy growth. As the birthplace of school lunch in Japan, distinctive meals are offered while promoting the initiative of local production and local consumption.

6) Establishing a Gastronomic Information Distribution Base

Within FOODEVER, a complex established to promote Tsuruoka’s gastronomy as a public-private partnership project, a gastronomic information distribution base has been placed to provide information for a wide range of people, from citizens to visitors.

II. City with Gastronomic Industries That Create and Foster New Ideas “Activating Agriculture, Tourism and Food Industries with Gastronomy”

With special missions as the only city with the designation of a UNESCO Creative City of Gastronomy in Japan, and taking advantage of the strengths of its primary industry and local unique industries inherited from our ancestors, some initiatives are promoted to energize gastronomy-related industries, including agriculture, forestry, fishery, food processing, tourism and restaurant. In addition, some opportunities are provided for cooks supporting Tsuruoka’s gastronomy, along with others in related areas, to acquire knowledge and skills. Tsuruoka aims to offer gastronomy with quality that can only be experienced there.

1) Fostering Human Resources Engaged in Gastronomy in Creative Ways

Local human resource development projects are implemented, especially for cooks to inherit the local gastronomy. In addition, the city has established aid programs to encourage targeted individuals to enhance their knowledge and skills.

➢ Enhancing the levels of cooks and other people supporting local gastronomy

Courses are held not only on cooking skills, but also on a wide range of fields, including cultural arts, local studies, science and agriculture. The purpose of these courses is to foster cooks capable of leading the next generations and expressing local gastronomy as well as its background through cooking.



➢ Institutionalization of dispatching cooks to UCCN members and other cities

To respond to invitations as quickly as possible from UCCN members and other cities to dispatch cooks, a registration system was implemented in 2018 targeting individuals highly motivated to self-train. The goal of this program is to enhance their creativity and their skills through exchanges and communication with cooks from different cultures.

Cases: One person was dispatched to Jeonju, South Korea (Oct. 2018)
Two people were dispatched to Valencia, Spain (Nov. 2018)

➢ Establishment of the Self-training Program with the Cooking Skills Improvement Grant

This program was established in 2018 to support those involved in the food service industry, including cooks, sommeliers and servers, by providing grants to cover partially their expenses for self-training, including acquiring certifications, knowledge or skills within /outside the country.

Cases: - Two people participated in City of Gastronomy Festival, Parma (Jun. 2018)
- Two people visited London, UK, Parma and Alba, Italy (Jul. 2018)
- Seven people used the grant program to participate in domestic training projects.



➢ Training gastronomic storytellers/guides “Tsuruoka FŪDO (food and culture) Guide”

“Tsuruoka FŪDO Guides” training programme has been implemented since 2014 to connect visitors with the local unique gastronomy as storytellers/guides of Tsuruoka’s gastronomy. In

partnership with travel agencies, Food Guides commercialize tours to discover gastronomy by undertaking the whole project, from tour planning to guiding tours.



2) Promoting Creativity in Local Industries and Initiating New Food Culture in Creative Ways

To promote product & sales channel development in relation to gastronomy, a new framework was established for food-related initiatives within the existing grant program to support and prioritize relevant initiatives.

The city hosted the Creative Tsuruoka's Food Branding Contest to provide opportunities.



5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN:

City in which Gastronomy Creates Exchanges “Promoting Learning and Exchanges from Diverse Gastronomy”

Exchanges with cooks from overseas within the UNESCO Creative City Network have been carried out actively. Through gastronomic field studies, creation of “a city that attracts people from around the world to enjoy food and to learn its gastronomy” has been encouraged to establish Tsuruoka’s position as an entry point for visitors from Japan and overseas, including researchers and students, to learn and experience Japanese gastronomy, with the aim of increasing the number of visitors.

I. Cooperation with Creative Cities

1) Exchanges with UNESCO Creative City of Gastronomy, Parma, Italy

Repeated exchanges between the two cities allowed the expansion into exchanges among businesses in the private sector, including cooks.



- Attended the **Sub-network Meeting** in Parma. (May 7th - 13th)
- Invited Parma to the international conference held in Tsuruoka. (December 9th - 10th)
- A delegation from various industries visited Parma. (May 10th - 14th)
- Cooks and city representatives from Parma were invited to the **Melon Summit in Tsuruoka**. (July 8th - 9th)
- Representatives from manufacturers in Tsuruoka participated in the **Parma Ham Festival**. (September 1st - 4th)
- Cooks presented Tsuruoka’s gastronomy at **City of Gastronomy Festival** in Parma. (June 2nd - 3rd)
- Representatives from manufacturers in Tsuruoka participated in the **Parma Ham Festival**. (August 31st - September 4th)



2) Exchanges with UNESCO Creative City of Gastronomy, Jeonju, South Korea

Attended the Sub-network Meeting in Jeonju

Dates: October 20th - 22nd, 2016

Details: Attending the sub-network meeting, visiting cooking schools in Jeonju

Participating in “Traditional Gastronomy Experience, UNESCO Creative City of Gastronomy in the World” in Jeonju

Dates: October 25th - 28th, 2018

Details: Demonstration of Japanese cuisine by cooks from Tsuruoka



3) Exchanges with UNESCO Creative City of Gastronomy, Macao, China

Attended the Sub-network Meeting in Macao

Dates: January 17th - 19th, 2018

Details: Participating in the International Gastronomy Forum and attending the sub-network meeting

Joint exhibition at Tourism trade fair “TOURISM EXPO JAPAN”

Dates: September 22nd - 23rd, 2018

Venue: Tokyo, Makuhari Messe

Details: At the same booth with Macao, we made presentations on the UNESCO Creative City Network and Tsuruoka’s gastronomy at TOURISM EXPO JAPAN.



4) Exchanges with UNESCO Creative City of Gastronomy, Denia, Spain

Attended the Sub-network Meeting in Denia and dispatched cooks

Dates: September 28th - October 4th, 2017

Details: Attending the sub-network meeting in Denia, presenting Tsuruoka’s local cuisine at “D'NA FESTIVAL DÉNIA”, and exchanging with cooks from various cities around the world.



5) Exchanges with UNESCO Creative City of Design, Bilbao, Spain

Dispatching cooks from Tsuruoka to Bilbao

Dates: February 12th - 22nd, 2016

Details: Dispatching cooks from Tsuruoka to Bilbao

Cooks from Bilbao visited Tsuruoka

Dates: April 18th - 22nd, 2017

Details: Michelin-starred chefs from Bilbao and cooks from Tsuruoka exchanged. The event “Bilbao Meets Tsuruoka” was held targeting citizens, in which cooks from both cities created and served dishes made from local ingredients.



6) Participating in the PR Program “Voyage créatif au Japon” Promoted in Cooperation with Other UNESCO Creative Cities in Japan

Japanese UNESCO Creative Cities worked in partnership to hold an exhibition/symposium at UNESCO Headquarters with the theme “Creative Journey to Japan”. We presented some of Tsuruoka’s traditional festive dishes, as well as the spiritual culture and gastronomy in the Three Mountains of Dewa, and demonstrated the work of confectioners from Tsuruoka. The mayor of Tsuruoka also made a speech presenting Tsuruoka’s gastronomy at the symposium.

Dates: October 17th - 21st, 2016

Venue: UNESCO Headquarters in Paris, France

Participants: Kobe, Kanazawa, Sapporo, Hamamatsu, Yamagata city and Tsuruoka, Japan; Enghien-les-Bains, France

Visitors: 3,300 people including Ms. Irina Bokova, then UNESCO Director-General; Mr. Stanley Mutumba Simataa, then elected Chair of the general conference, etc.



7) Participating in the Project “History of Food Culture Based Relations on the Silk Road”

Participants: Shunde, Chengdu and Macao, China; Gaziantep and Hatay, Turkey; Jeonju, South Korea; Östersund, Sweden; Rasht, Iran; Tsuruoka, Japan

Details: The objectives of this project include research on information related to food and beverages traveling the Silk Road and reinforcing international cooperation through gastronomy. The participant cities signed a MOA in 2018 at the UCCN Annual Meeting.

8) Participating in the first meeting among Japanese UNESCO Creative Cities

Dates: October 26th - 28th, 2018

Location: Nagoya

Details: All eight Japanese UNESCO Creative cities got together in Nagoya to discuss issues each city has to face, as well as the possibility of working together as a team of Japanese cities in view of encouraging inbound tourism.

II. Identifying Issues with the Help of Domestic/International Gastronomic Experts

1) Field Studies Carried Out by International Experts on Gastronomy and the University of Gastronomic Sciences

Those who are highly conscious of gastronomy, including globally active experts in gastronomy and cooks as well as students from University of Gastronomic Sciences, participated in the field study program to experience Tsuruoka's gastronomy. They dug out appeals and contents related to Tsuruoka's gastronomy, particularly from the expert point of view, to build a program to experience local food culture, while having first-hand experience with the gastronomy of Tsuruoka.

> Hosting the Field Study of Food in Tsuruoka

- Hosting a field study program for students from the University of Gastronomic Sciences

Since 2016, a total of 5 times, 99 participants (471 guest nights in total)

- Hosting a field study program for gastronomic experts and cooks from around the world

Since 2016, a total of 6 times, 40 participants (400 guest nights in total)

> Hosting International Conference on Gastronomy and Participatory Workshops

For ten days from December 7th, 2016, people from the University of Gastronomic Sciences and the Polytechnic University of Milan, including professors, were invited to open lectures and workshops related to ingredients from Tsuruoka and its gastronomy.

2) Establishing a Joint Project with the Tsuji Culinary Institute

Based on the Comprehensive Partnership Agreement, students from the Tsuji Culinary Institute participated in a field study program to learn Tsuruoka's gastronomy. The program assists in development of cooks with deep knowledge about producers, ingredients, and local gastronomy, in line with the philosophy of the institute, as well as in establishing the curricula of Tsuruoka Gastronomy Education. Six sessions have been held since 2017.



III. Other Activities

1) Reinforcing the Cooperation among the Creative Cities Network in Japan

The Creative Cities Network of Japan (CCNJ) is an organization comprising of municipal and private entities promoting the initiatives taken by the creative cities in Japan, currently comprising of 107 municipalities and 41 private entities. It was established in January 2013 as a platform to promote cooperation and exchanges with other creative cities in Japan and overseas. As a host city, Tsuruoka leads the activities of dissemination and development of the creative cities in Japan.

2) Participating in the Hondarribia Heritage Forum

Dates: March 9th - 15th, 2015

Location: Hondarribia, Spain

Details: Invited by the city of Hondarribia, cooks from Tsuruoka demonstrated their cooking at the Heritage Forum and presented Tsuruoka's gastronomy and gastronomic policies undertaken by the municipal government.

3) Participating in EXPO 2015 in Milan

Dates: October 2nd - 3rd, 2015

Details: Participated in the event held in the Japan Pavilion at EXPO 2015 in Milan, under the theme of "Feeding the Planet, Energy for Life"



6. PROPOSED ACTION PLAN FOR THE FORTHCOMING FOUR-YEAR MID-TERM PERIOD:

Presentation of maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally/on an international level

As the master plan of the City of Tsuruoka, the Second Tsuruoka City Comprehensive Plan (2019 - 2028) specifies the commitment of the city to the promotion of the Creative Cities of Gastronomy. “Tsuruoka Creative City of Gastronomy Promotion Plan” sets out further specific initiatives. The aim of the plan is to take advantage of Tsuruoka’s gastronomic characteristics in local sustainable development, such as developing the community, increasing the number of visitors, and promoting industries. It also aims, as a UNESCO Creative City, to contribute to the achievement of the 2030 Agenda and Sustainable Development Goals (SDGs).

I. To Hand Down the Gastronomy and to Create a Sustainable Community

We aim to preserve and hand down our diverse gastronomy, while promoting opportunities to create new values and an environment for such value creation. In relation to food education, which is the basis for our initiatives promoting creative cities of gastronomy, the initiative will be focused on learning and inheriting our food culture for primary and secondary school students. For citizens in general, it will be focused on offering opportunities for health promotion and lifelong learning, in addition to encouraging them to reduce food loss. We will also promote local production for local consumption by promoting citizens’ understanding of local food resources.

Local Initiatives to Achieve the Objectives of the Network

Holding the “Tsuruoka Gastronomy Forum” and Launching the “Study Group on Creation of Communities with Rich Gastronomy”

To further citizens’ understanding of Tsuruoka’s gastronomy, “Tsuruoka Gastronomy Forum” will be held for the first time in December 2018 under the theme of “Gastronomy • Health • Beauty”. In addition, under the leadership of Tsuruoka City, the “Study Group on Creation of Communities with Rich Gastronomy” will be established in 2019 with other municipalities and related entities within Japan to share case studies of commitments to issues or problems that each region faces and their solutions, as well as those of advanced and creative approaches, and, therefore, to create sustainable regions throughout the country from a cultural point of view. The first conference will be held in Tsuruoka.

International Initiatives to Achieve the Objectives of the Network

Holding the “Gastronomy Festival” and International Conferences

Regarding Tsuruoka and the whole Shonai region as one museum, the “Gastronomy Festival” will be held in 2021, in which visitors can learn about the region’s rich products from farms, forests and the sea as well as about local dishes handed down from our ancestors. It also provides opportunities to experience the diverse local gastronomy and cultural climate with increased creativity through exchanges and crossings. Additionally, international conferences will also be held with other UNESCO Creative Cities and domestic and international research institutes to present our contributions and commitment to the world, taking advantage of Tsuruoka’s characteristic features.

II. To Create a City That Attracts People from Around the World to Enjoy Food and to Learn Its Gastronomy

Tsuruoka City aims to create a community that attracts people from around the world to enjoy food and to learn its gastronomy, as well as to become an entrance to learning and experiencing Japanese gastronomy for visitors with curiosity and interest in gastronomy, including gastronomic experts and students.

Local Initiatives to Achieve the Objectives of the Network

Taking Advantage of Local Resources to Establish the Gastronomic Experience Base

Using existing facilities, the city will build training rooms, kitchens, and lodging facilities in sequence, to put the regional gastronomic experience programs in place. The city will also be committed to training human resources engaged in the program management and organization of contractors that will run the program.

International Initiatives to Achieve the Objectives of the Network

Launching the Gastronomic Experience Program Targeting Visitors from Abroad

Through exchanges among the UNESCO Creative Cities and with the University of Gastronomic Sciences, with which Tsuruoka has signed an agreement, the city provides gastronomic experience programs tailored to the needs of visitors to increase the number of those who visit Tsuruoka.

III. To Take Advantage of Gastronomy to Foster Highly Creative and Competitive Industries

Some initiatives are promoted to energize gastronomy-related industries, including agriculture, forestry, fishery, food processing, tourism, and restaurant. In addition, some opportunities are provided for cooks and producers supporting Tsuruoka's gastronomy and other related people to acquire knowledge and skills. We aim to offer gastronomy with a quality that can only be experienced in Tsuruoka.

Local Initiatives to Achieve the Objectives of the Network

Assisting Financially with *Monozukuri* Subsidies and Holding Gastronomic Branding Contests for Creative Tsuruoka

To promote product and sales channel development in relation to gastronomy, a new framework was established for food-related initiatives within the existing *Monozukuri* subsidy (or the manufacturing subsidy) program to support and prioritize relevant initiatives. Additionally, the city will continue hosting a contest to promote branding of creative gastronomic products from Tsuruoka to encourage manufacturers to commit to product development, possibly resulting in energizing gastronomy-related industries, including agriculture, forestry, fishery, food processing, tourism, and restaurant.

International Initiatives to Achieve the Objectives of the Network

Contributing to Local Promotion and to the World with the Keyword "Heirloom Crop"

Since Tsuruoka was designated to the UCCN, the heirloom crops unique to this city of particular geographical features have increased from 48 varieties, according to the additional survey

carried out in 2017, to 60 varieties. In the future, we will consider the branding of these crops, including the adoption of the Geographical Indication (GI) program, which may bring added value, to achieve stable production of high quality items differentiated from other production areas, to establish a production system backed by expanding sales channels, and to attempt to inherit the techniques to preserve seeds locally kept and fostered from generation to generation, while contributing to the SDGs through such initiatives.

Budget for Proposed Action Plan

Project	FY 2018 (in thousand yen)
Tsuruoka Gastronomy Forum	1,200
Preparation for “Gastronomy Festival”	800
Establishment of the Gastronomic Experience Base / Implementation of Inbound Gastronomic Experience Program	28,417
Creative City of Gastronomy Branding Contest	1,400
<i>Monozukuri</i> Subsidies	5,000
Contribution to Local Promotion and to the World with the Keywords “Heirloom Crop”	3,000

Communication and Awareness Plan

Information is sent out throughout Japan and overseas via the website of the Tsuruoka Creative City of Gastronomy Promotion Council.

<http://www.creative-tsuruoka.jp/>

<http://english.creative-tsuruoka.jp/>

Additionally, information is sent out from Facebook pages, and movies on Tsuruoka’s gastronomy are posted on a video-sharing website.