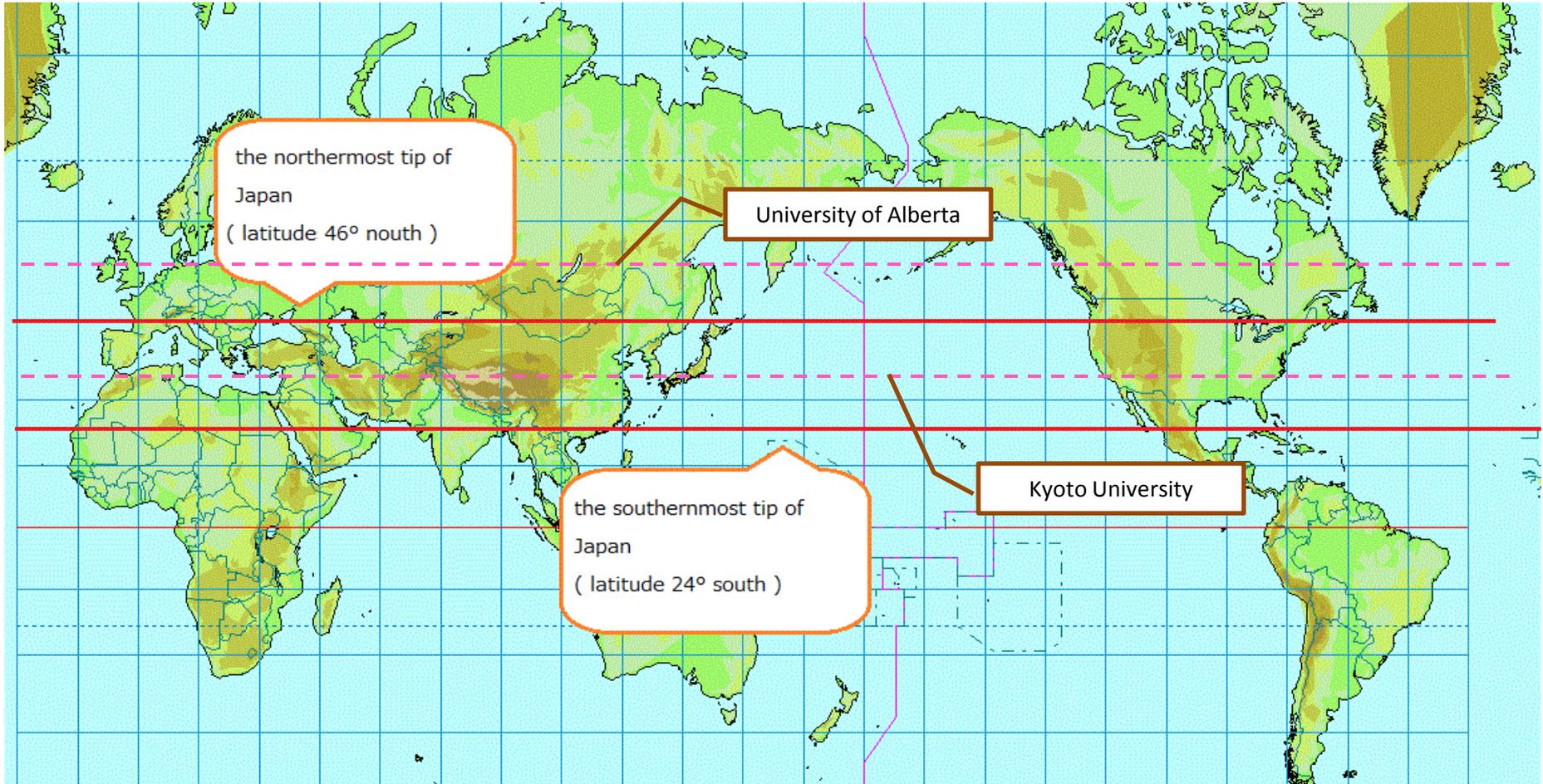


Japan



Location



Climate



Climate





Japanese Religion

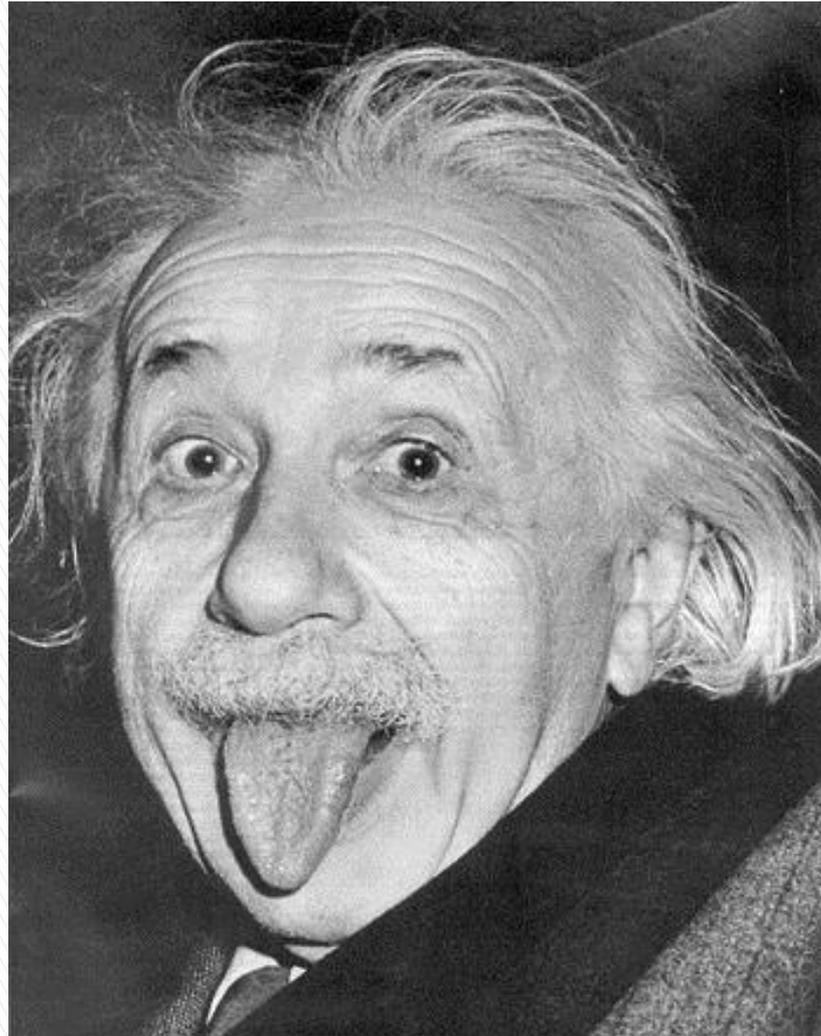
~The Words of Shinran~

Table 1. Comparison of the number of deaths

| the number of deaths and the missing from The Sendai earthquake | the number of suicides in Japan |
|---|---------------------------------|
| About 19,000 | About 30,000 (for 10 years) |



Why must we endure these hardships to go on living?



Albert Einstein (1879–1955)

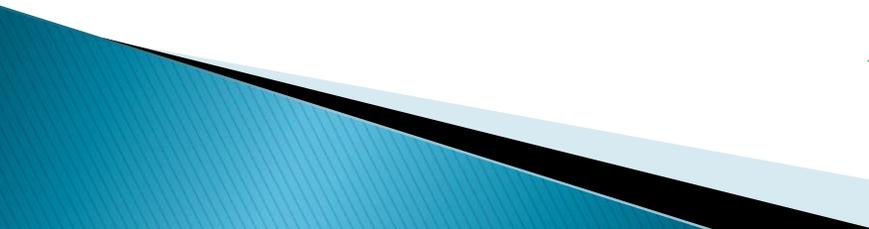
“What is the meaning of human life?

To answer this question at all implies a religion.”

<The World as I see it. /Albert Einstein>

“If there is any religion that would cope with modern scientific needs, it would be Buddhism.”

<Science & the Search for Meaning>



The Words of Shinran

- ▶ We were not born to suffer; that is not why we live.
 - ▶ The ultimate wish of every person is the same: to do away with suffering and live with all cheer and happiness.
- 

The solution lies in
Shinran's magnum
opus,

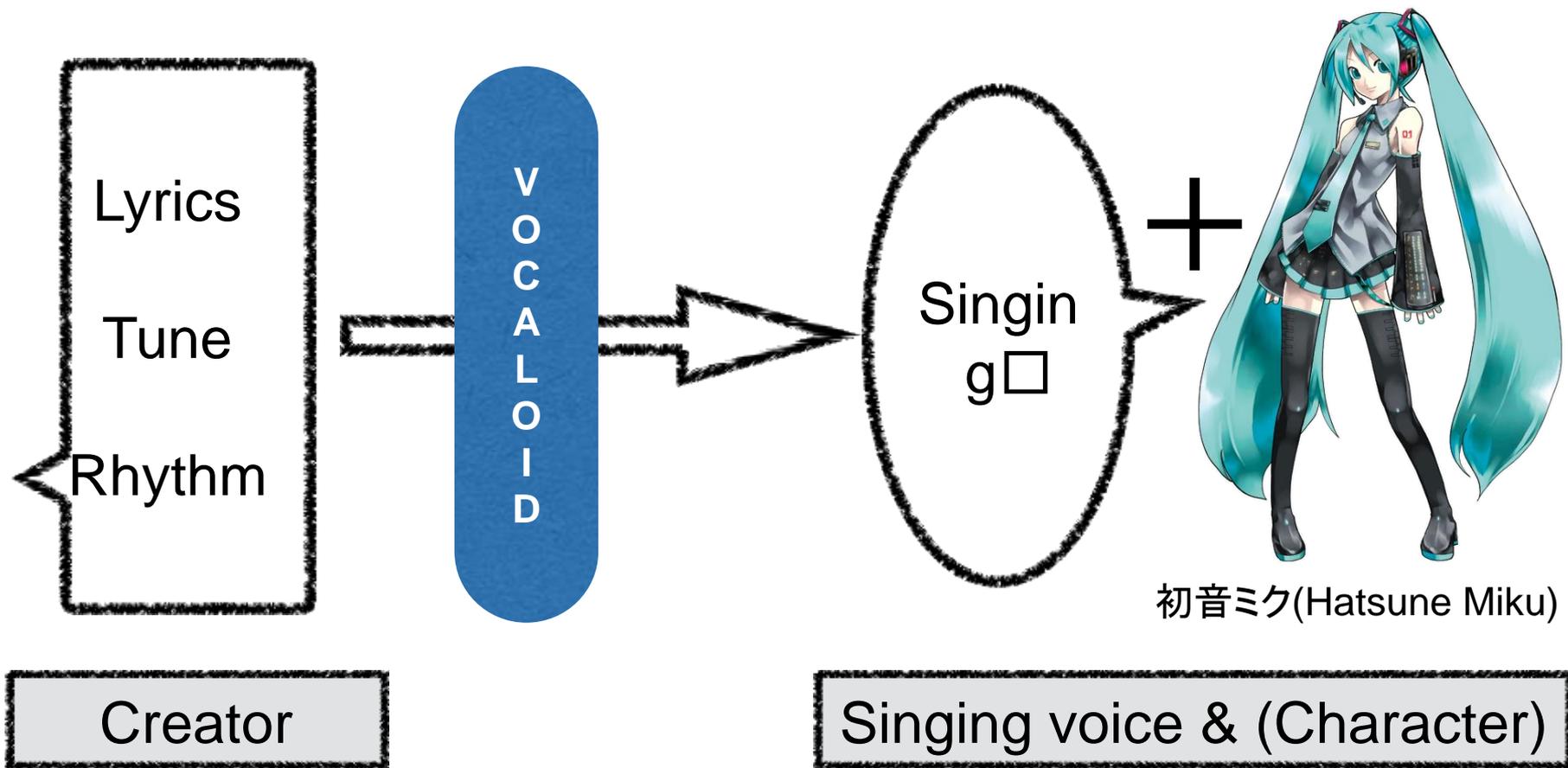


Teaching, Practice,
Faith, Enlightenment

VOCALOID

A chain of creation

What is VOCALOID?



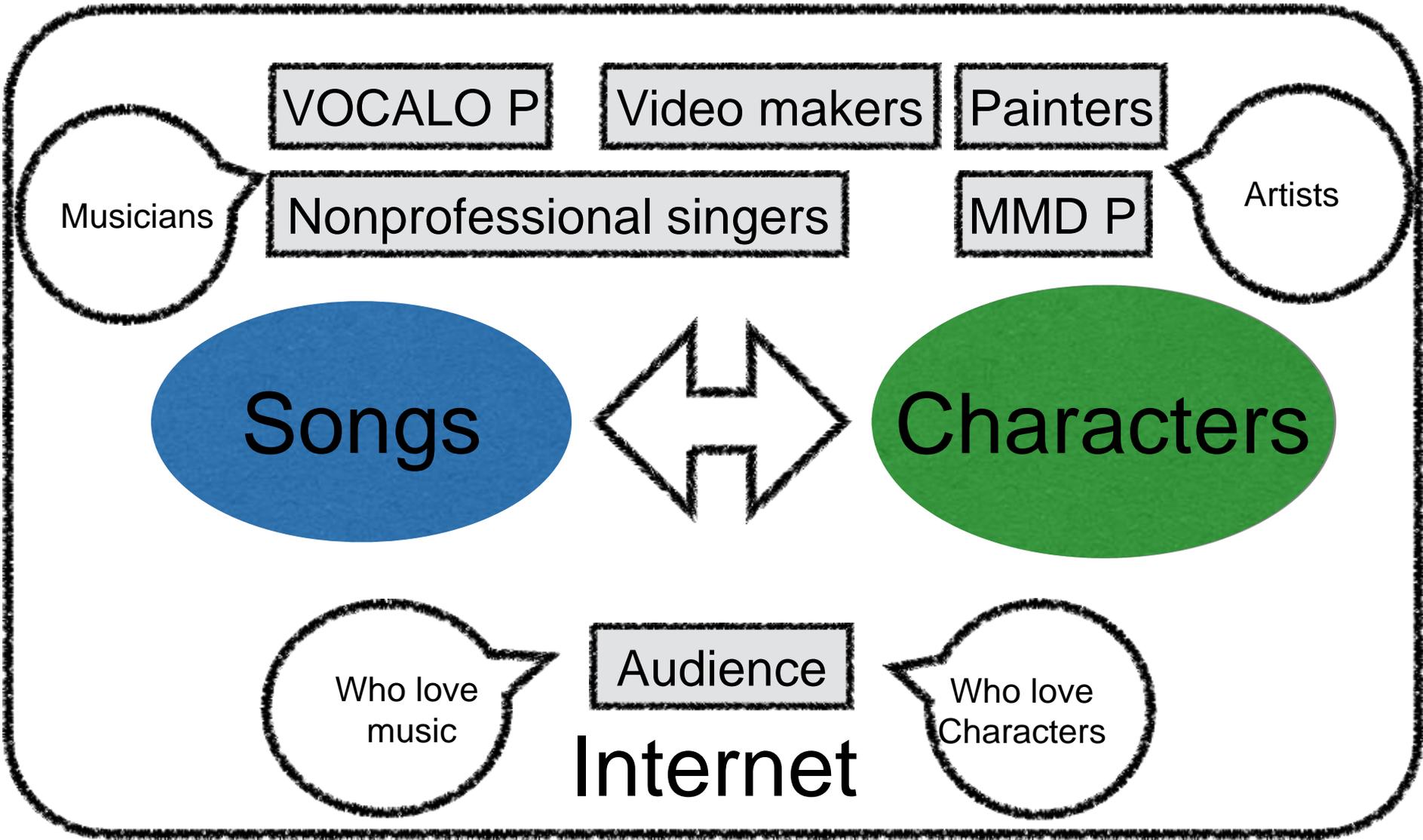
「初音ミク」はクリプトン・フューチャー・メディア株式会社の著作物です。

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Outline

VOCALOID culture was born and has been developed in the Internet. The key to expansion of this culture is nonprofit productions and a chain of creations, but it is ironic that these features may be lost when VOCALOID become more popular.

A chain of creation



Changes

- VOCALOID culture is being put on a commercial basis.
- The VOCALOID population increases globally and this makes it difficult to share a tacit understanding.

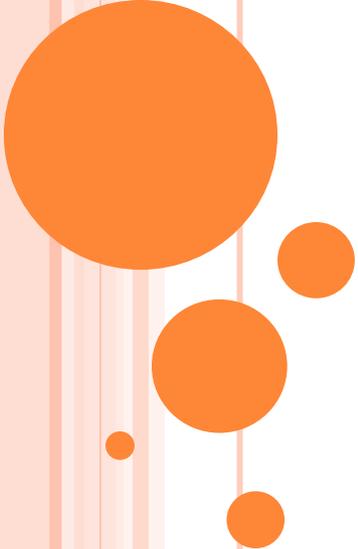


<http://famima-miku.jp/>

References

<http://www.vocaloid.com/en/about/introduction.html>

<http://famima-miku.jp/>



ABOUT KYOTO

Naoko Mori

Daiki Sekiya

Ryosuke Kida

1. Kyoto University
2. The history and culture of Kyoto
3. Sightseeing spots





HISTORY

- 1897.6.18 Established
- 1923 Agriculture
- 1947 renamed “Kyoto University”



CAMPUS

Yoshida Campus



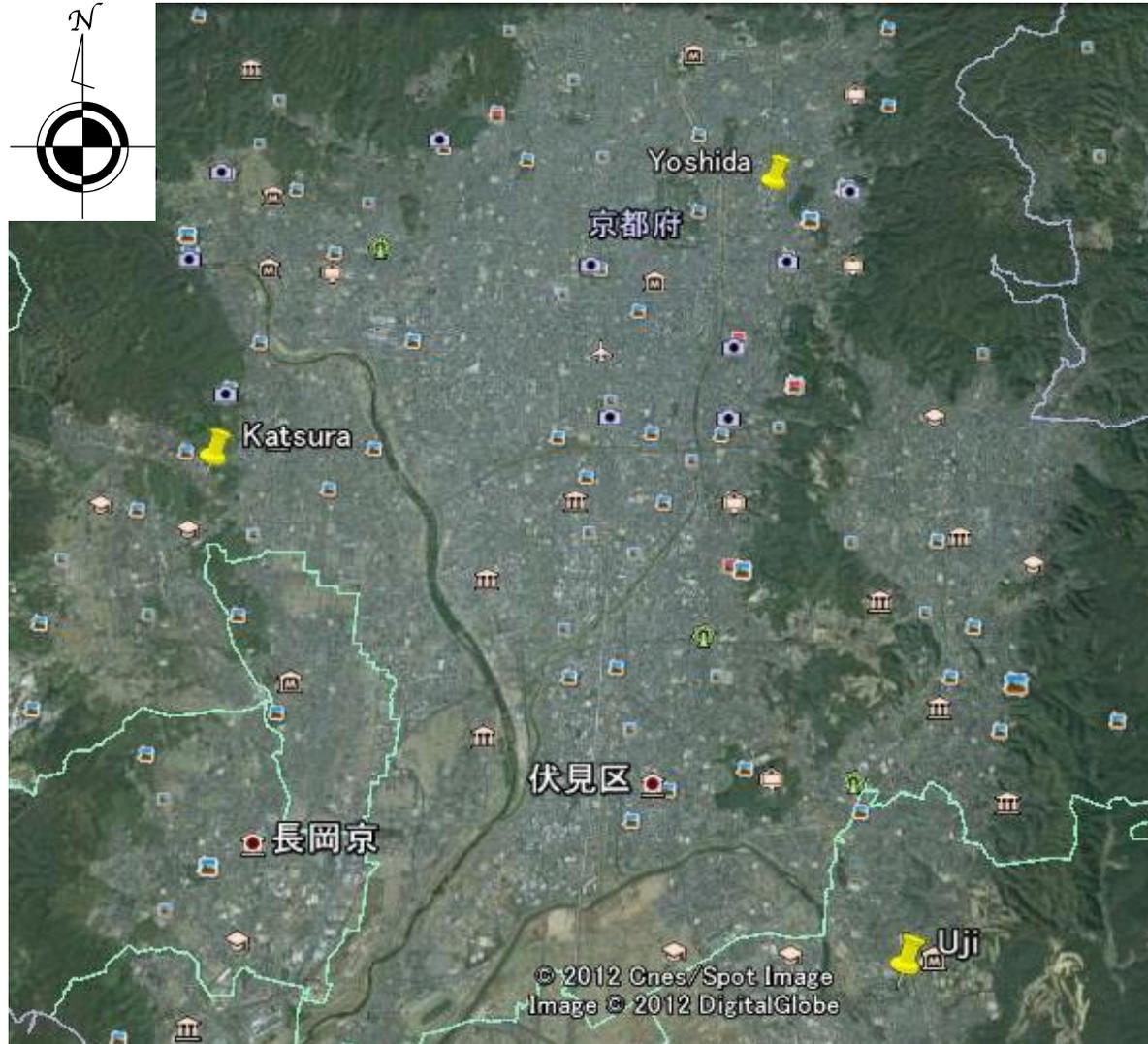
Katsura Campus



Uji Campus



MAPS



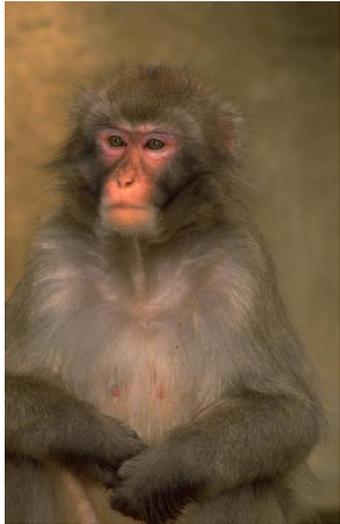
PROMINENT PERSONS

On the basis of
personal preference

KIHARA Hitoshi

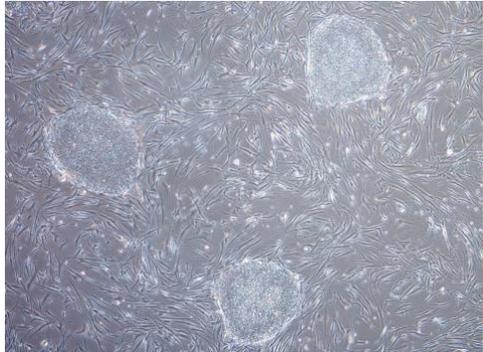


Imanishi Kinji



Umesao Tadao

Yamanaka Shinya



The history and culture of Kyoto



Imperial age

Samurai(Bushi) ' s age

784

1192

1338

NagaokaKyo established

Transfer of the capital to Kamakura

Transfer of the capital to Kyoto



Samurai(Bushi) ' s age

Imperial age

Democracy

1603

1867

1945

Now

The age of Wars

Transfer of the capital to Edo

Power came back to Emperor

World War II finished



GION MATSURI ~ 祇園祭 ~

- One of the three Japanese biggest festivals
- Interesting history of this festival

many gorgeously decorated floats
: symbol of this festival



Parade of the floats on the last
day

KYOTO'S TRADITIONAL VEGETABLES ~京野菜~

- Used in *shojin* cuisine
- Unique shapes of some vegetables



SHOJIN CUISINE ~精進料理~

- Made with vegetables, beans and grains
- Seen as dishes for spiritual training



The ultimate in
healthy vegetarian eating.

ZEN ~ 禅 ~

- Not a matter of faith but of discipline
- Used to be popular among famous *samurai*



Question the self.



Sightseeing spots



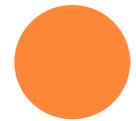


Our campus!!





Kinkaku temple



The temple of Golden Pavilion

Dazzling
Gold Leaf!



Ginkaku temple

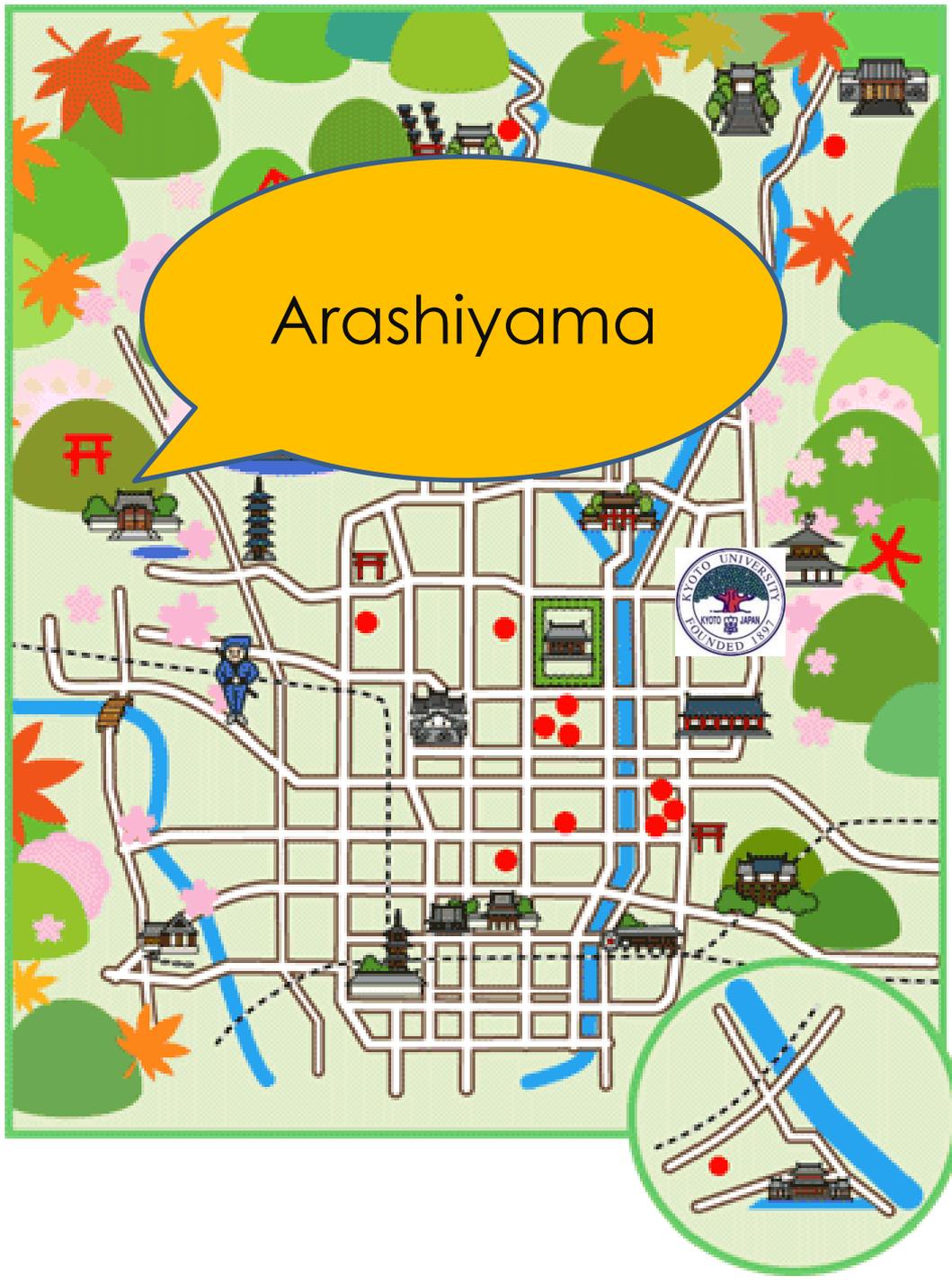


The temple of Silver Pavilion



It was supposed to be silver...

Arashiyama



Arashiyama



Bamboos!!

Arashiyama in fall



Arashiyama in spring



Cherry
blossoms



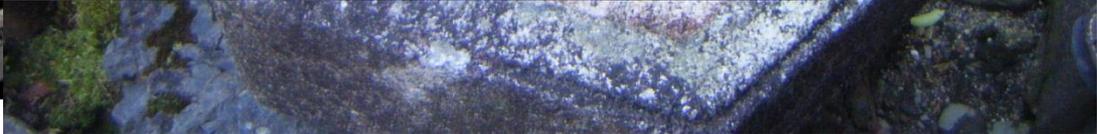
Kiyomizu temple



Kiyomizu temple







Thank you for your attention!



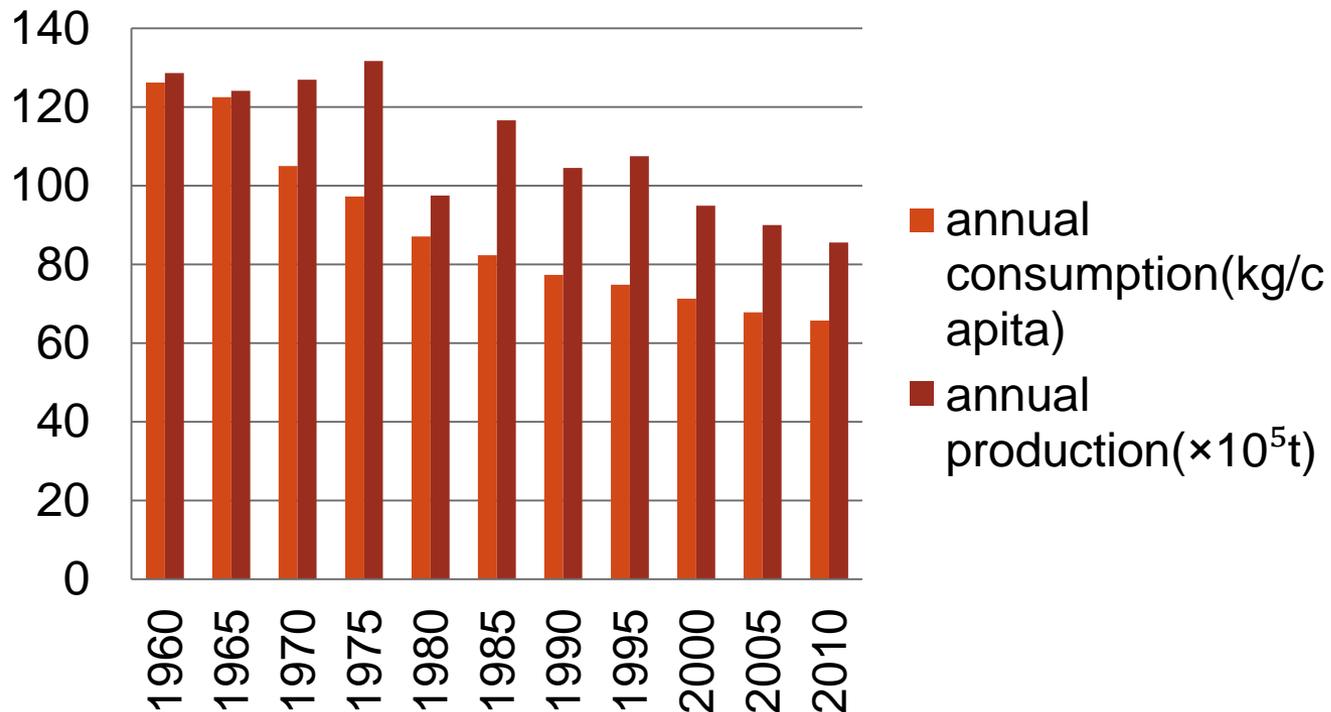
Japanese agriculture

The current condition of agriculture in Japan

- agricultural population is decreasing
- about 60% of farmers are over 65 years old
- small-scale farming
- the food self-sufficiency rate is low (39%, 2010)
- many farmers gain an income from another occupation

Rice

Annual consumption and production in Japan



Source: report on results of 2010 world census of agriculture and forestry in Japan

Paddy field



Breed improvement of rice

A policy of reducing the amount of land devoted to rice cultivation(1970)



Quality of rice was improved

- shape
- nutrient components
- smell and color
- productivity

the ratio of amylose and amylopectin

| | | Amylose(%) | stickiness |
|---------------------------------------|-------------------|------------|------------|
| Conventional sort | Nonglutinous rice | 17~23 | Normal |
| | Glutinous rice | 0 | Very high |
| New sort created by breed improvement | Low amylose rice | 5~15 | High |
| | High amylose rice | 25~30 | Low |

- Low amylose rice=sticky→ordinary eating rice
processed foods
- High amylose rice=less sticky→fermented foods

High productivity rice...about 15 sorts

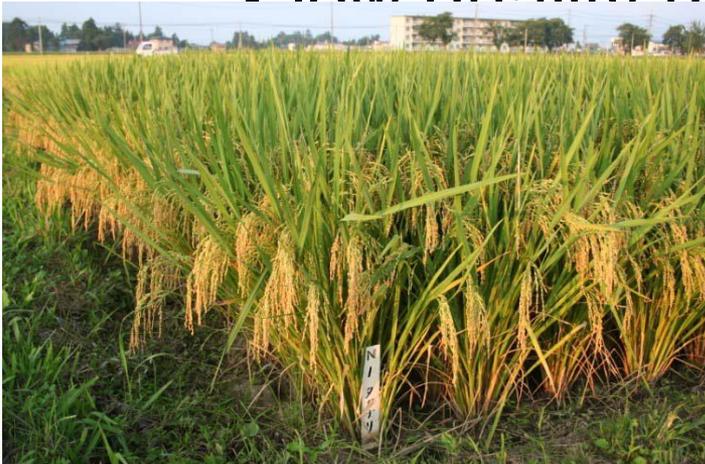
ex) takanari

▪ cultivated in the Kanto area and parts further west

- big ears
- short culm
- low quality (not delicious)



Feed, rice flour



The four seasons are clearly distinguished
in Japan



Each vegetable and fruit
has its season, “*shun*” in
Japanese.

旬

“*shun* vegetable” is nutritious

Japanese parsley
(water dropwort)



colza



Japanese butterbur

Spring



Japanese
honestwort(mitsuba)



celery



asparagus

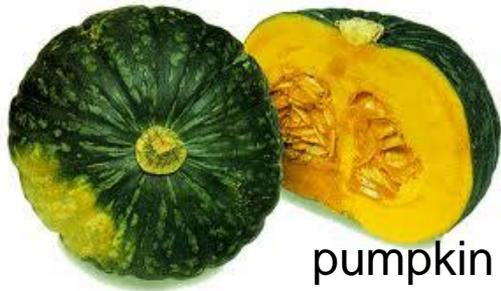


udo

broad
bean



bamboo shoot



pumpkin



tomato

corn



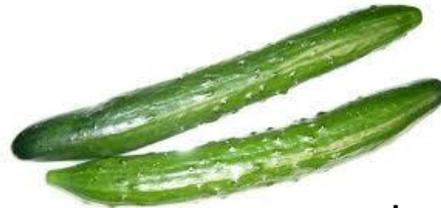
gumbo

Summer

eggplant



Japanese ginger (myoga)



cucumber



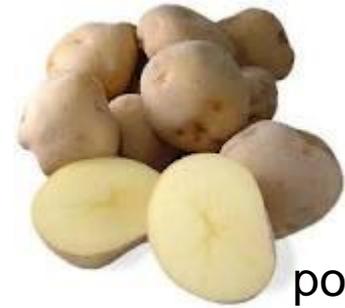
perilla



sweet potato



taro



potato



lotus root

Autumn



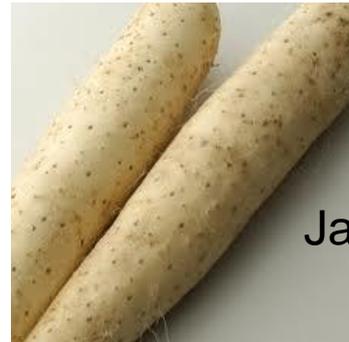
carrot



burdock



ginger



Japanese yam

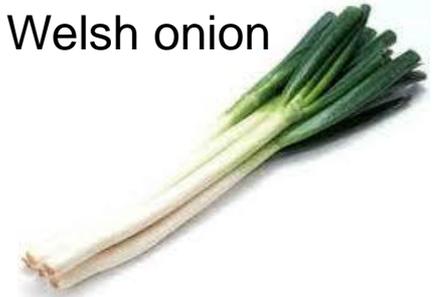


Chinese cabbage

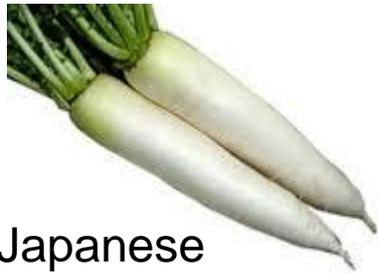


spinach

Welsh onion



Winter



Japanese radish (daikon)



Potherb mustard



lily bulb



Chinese chives



turnip

But !!

Now we can eat many vegetables regardless of seasons.



Hot-house cultivation enabled this.



hothous
e

- Much energy is needed.
→ expensive
not ecological
- Light is weak
→ less nutritious
not delicious

Japanese Forestry

Contents

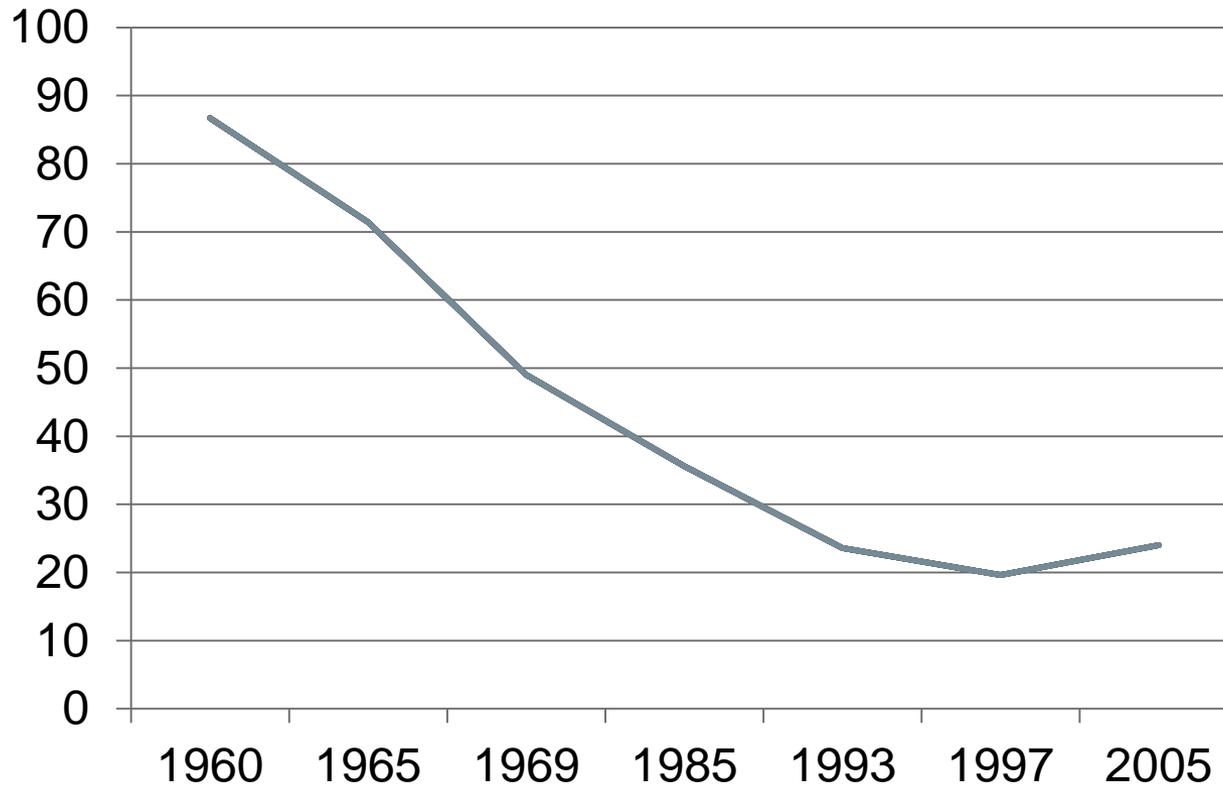
- The problem of Forestry in Japan
- How to use Japanese timber

The problem of Forestry in Japan

- Problems inside Japan
- Problems in the world

Problems inside Japan

- The rate of Domestic products

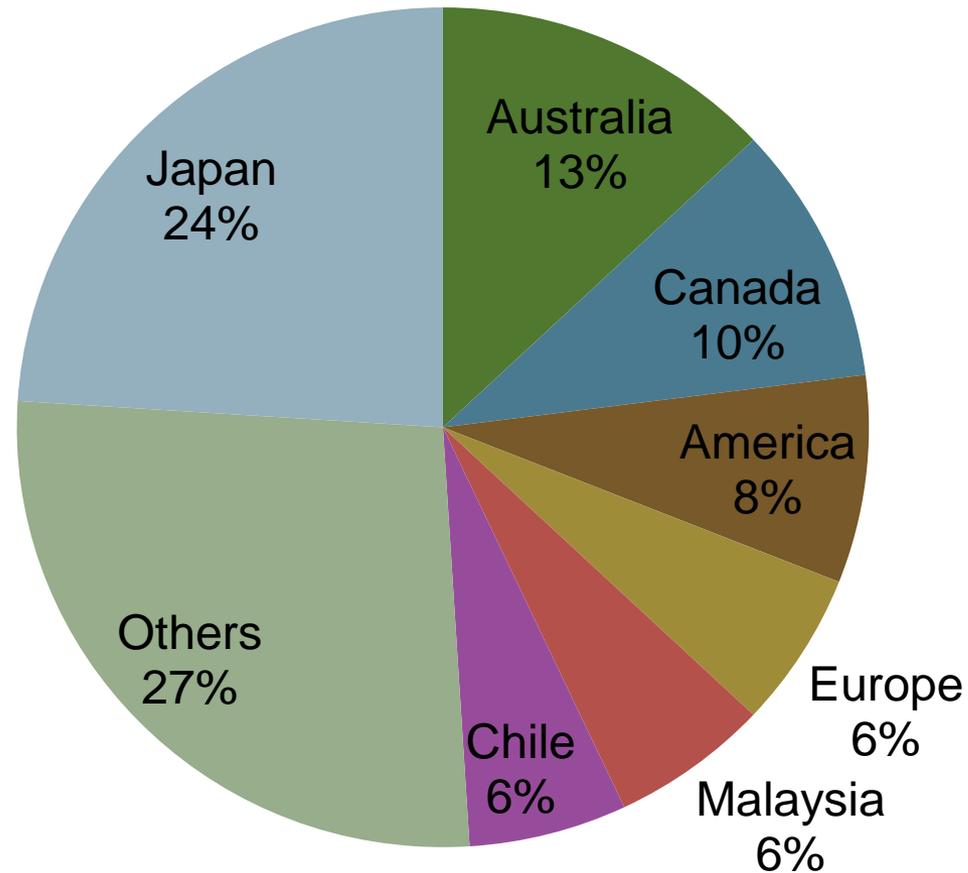


Problems inside Japan

- About 40 % of Japanese forest is Man-made forest.
 - Without enough care, these forest become over grown.
- Forestry technicians cannot get enough income.
 - Few people become such profession.
 - The average age of foresters is getting old.

Problems in the world

- Japanese timber demand



How to use Japanese timber 10years

- *Taruki*



How to use Japanese timber 30-40 years

- *Tokobashira*



How to use Japanese timber

Over 80 years

- Building Material



Fishing Industry in Japan

Commercial fishing in Japan

- Japan is the largest fish-eating nation in the world!
 - consuming 7.5 billion tons fish per year
 - 30 kg/year ▪ person

- Japan is home to a \$14 billion commercial fishing country.

- 66% of the fish consumed in Japan is domestically caught.
- Japan relies on imports for about half of its annual consumption of seafood.

Harvesters of fish (National Geographic survey,

- ²⁰⁰⁸⁾
- | | | | |
|-----------|-----------------|-------------|-----------------|
| 1) Japan | 7.5million tons | 2) China | 7.0million tons |
| 3) Peru | 6.7million tons | 4) Chile | 6.5million tons |
| 5) Russia | 5.2million tons | 6) the U.S. | 5.0million tons |



Problems in the Japanese Fishing Industry

- Decline of incomes
- Empty towns
- An aging work population

- Market of domestic fish in 1998: \$18.8billion
 - Half of the marine resources in the waters surrounding Japan have dropped in the last two years.

Japanese Fisherman

- Less than 1% of the Japanese workforce make their living in fishing
- Fisherman are dependent on part time work linked with public work projects to make ends meet.
- The Japanese have been fisherman for 6000 years, since the *Jomon* period.





Japanese consumers

Kawamura Ruri

Mitsuki Shungo

Yajima Shinya





TRAITS WHEN WE BUY FOODS

1. Price

2. Quality

3. Growing area

- Domestic or Foreign

- Prefecture



GM FOOD PRODUCTS



GM FOOD PRODUCTS

-The situation of Japan

1996 GM food's entrance

2001 Indication

2009 Limited cultivation

GM FOOD PRODUCTS

| 名 称 | 納 豆 |
|------|---|
| 原材料名 | 大豆(アメリカまたはカナダ)(遺伝子組み換えでない)、納豆菌 たれ(しょうゆ、砂糖、発酵調味料、砂糖混合ぶどう糖果糖液糖、動物蛋白加水分解物、食塩、かつお節エキス、こんぶ調味液、調味料(アミノ酸等)、酸味料、(原材料の一部に小麦、大豆、さばを含む)) 昆布たれ(砂糖混合ぶどう糖果糖液糖、しょうゆ、昆布、砂糖、かつおエキス、動物蛋白加水分解物、昆 |

Letters on the red line mean that this product doesn't use GM soybean.



GM FOOD PRODUCTS

-The situation of Japan

1996 GM food's entrance

2001 Indication

2009 Limited cultivation



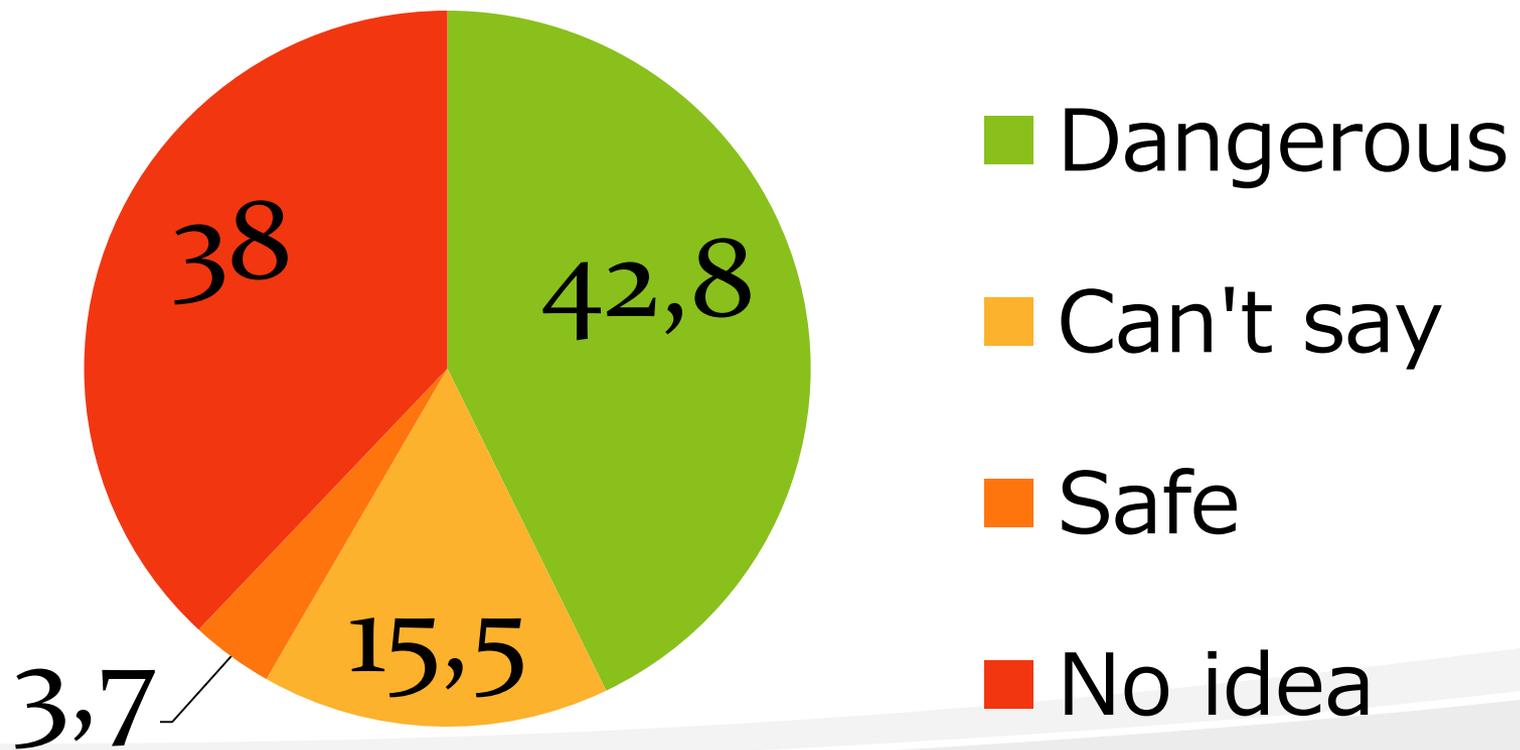
GM FOOD PRODUCTS



RAPE SEED

GM FOOD PRODUCTS

- Impression of GM foods





GM FOOD PRODUCTS

-What is crucial to consumers

1. Correct information

2. To choose freely



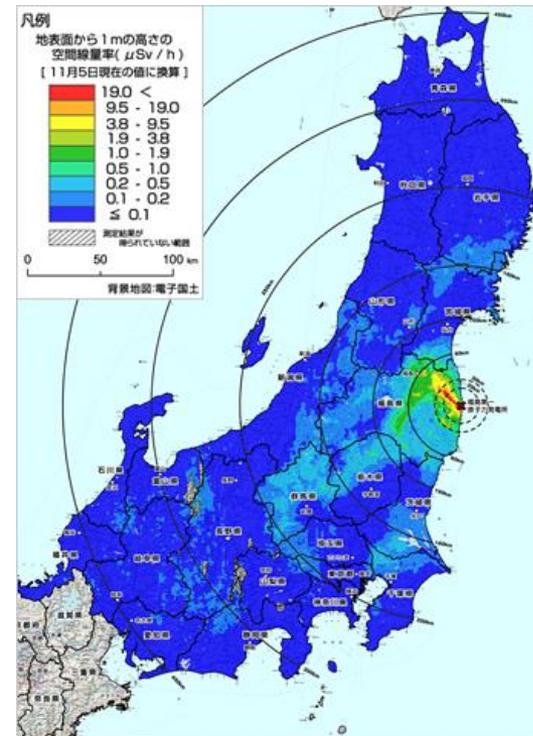
RADIOACTIVE CONTAMINATION

RADIOACTIVE CONTAMINATION



The nuclear reactor No.3 at Fukushima I Nuclear Power Plant

<http://photo.tepco.co.jp/date/2011/201103-j/110313-oij.html>



出典:文部科学省 東日本全域の地表面から1m高さの空間線量率

The map shows levels of radioactive contamination

http://josen.env.go.jp/osen/osen_01.html



RADIOACTIVE CONTAMINATION

The reactions from consumers

- A fall in price
- Rumor damage



Characteristics of Japanese consumers

- Safety / Health damage

RADIOACTIVE CONTAMINATION

Conceivable reasons for the reactions

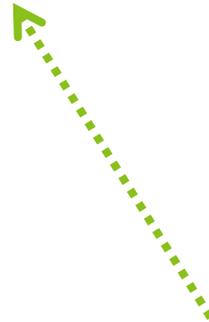
Unfavorable impression on radioactivity



Uneasiness despite the reference value



Well-known health damage
by the accident in Chernobyl'



Parents anxieties about health damage
to their children in the future





TPP



T P P

- T P P is a omission of *Trans-Pacific Strategic Economic Partnership Agreement*
- This is a comprehensive economic partnership agreement(EPA)for the purpose of liberalization of trade , economy and so on
- Now there are 9 countries negotiating this agreement



TPP

アメリカ

ペルー

チリ

ニューージーランド

オーストラリア

シンガポール

ベトナム

ブルネイ

東アジア

“第3の開国”TPP
“関税ゼロ”日本の選択は



Effect of agricultural realm

- Abolition of tariff
 - We can have dealings with each other more freely
 - It may damage the agricultural products which don't have ability to compete relatively
- Standardization of food safety criteria
 - We can trade various things more easily
 - We cannot establish original criteria



Affirmative side

- If we don't participate in this agreement, Japan will be left from other countries and world criteria. So we have to participate in it.
- We should trade with many countries more freely. Japanese agriculture is strong because amount of it is 5th in the world countries.



Negative side

- If we participate in this agreement, Japanese agriculture suffer heavy damage because Japanese agriculture don't have enough competitiveness. (specifically small land)
- Japanese food self-support rate is low(40%). So the more foreign agricultural products we export, the more dangerous our food security is.



What do Japanese consumers think of this problem?

- They think they have advantages in that they can buy lower prices foreign agriculture and livestock products.
- On the other hand, they are worried about safety problem because of standard criteria and in that they come not to be able to buy domestic products.



Conclusion

- Japanese consumers are especially sensitive to quality and safety of agricultural products.
- It will be more and more important for Japanese consumers to get correct and proper information of foods.



THANK YOU FOR LISTENING!!

