

# Tsuruoka Creative City of Gastronomy Promotion Plan

## Preface

This plan aims to set forth guidelines for the city of Tsuruoka to develop itself as a Creative City of Gastronomy by joining the UNESCO Creative Cities Network.

The idea of the Creative Cities Network, which was established by UNESCO in 2004, is the promotion of a sustainable regional culture and international coordination through maintenance of the cultural diversity characteristic to each region and creating an industrial economy that fully reflects the cultural background.

Following this idea, the city of Tsuruoka has been committed to preserving and fostering our proud gastronomic culture through various creative activities while at the same time developing gastronomic value-added industries of the post-mass production era.

Creating a cycle that may lead to the birth of a new gastronomy through our efforts, we intend to contribute to solving global environmental issues and develop a sustainable local society while contributing to mutual development through international exchanges.

## Positioning of the Plan

- This plan is intended to set forth a project to create a Creative City of Gastronomy, following the basic guidelines for the municipal government, Tsuruoka's Comprehensive Plan.
- This plan is created in conformity with various projects of the municipal government relating to preparations for the Creative City of Gastronomy, such as Tsuruoka Food Education/Local Production and Local Consumption Project, Tsuruoka Agriculture/Rural Development Project, etc.
- This plan is created in coordination with the action plan for a long-term strategic framework for the concept "Food Capital of Shonai" and with the guidelines to deploy "Traditional Vegetables of Yamagata," which have been established by the government of Yamagata Prefecture.

### [Timeframe for the Plan]

- In accordance with Tsuruoka's Comprehensive Plan, this plan will commence in April 2013 and continue for three years until March 2016, and then be reviewed and modified on a rolling basis of every two years, in time for submitting activity reports to UNESCO, considering the project's status and the analysis of its outcomes and effectiveness.

## Basic Concepts

### (1) Preserve and inherit gastronomy cultivated in the community to achieve new creations and development

- Reassessing, with a broad vision, the value of Tsuruoka's gastronomy, which is based on our spiritual culture and the tradition of wisdom and creativity fostered in nature, we will create new future-oriented gastronomy, while carefully inheriting the essence of the traditional one.
- We will be committed to ensuring the persistent efforts of people of Tsuruoka to pursue authenticity and enhancing further the value of the local gastronomy.

### (2) Promote a creative city planning that takes the gastronomy into account.

- Taking advantage of the abundant natural resources that vary from season to season in an effective manner, we aim to become a local society with creativity.
- Cooperating with other communities around the world, particularly those member cities of the UNESCO Creative Cities Network, we will contribute to sustainable development of the network while appreciating the diversity of different local cultures.
- Propagating strongly the safety, reliability and high quality of our local food both inside and outside of the country, we will guide and contribute to a firm reconstruction of the Tohoku Region following the Great Earthquake.

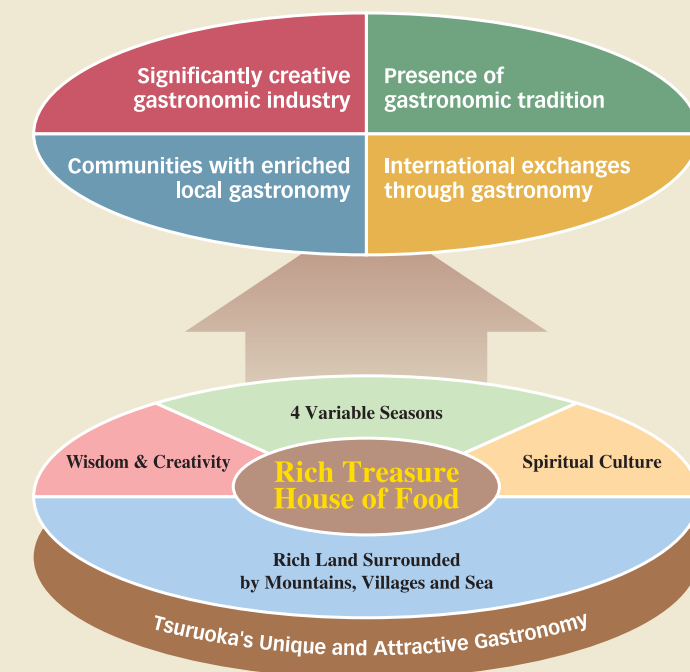
### (3) Produce creative industries, taking advantage of the full benefits of the local gastronomy, through cooperation with other cities inside and outside of the country.

- Through bold attempts to activate our community with the advantages of the local gastronomy, we will aim to become a model for revival of devastated local economies in Japan.

## Future Vision and Goals of the Creative City of Gastronomy That the Plan is Directed to Tsuruoka.

Tsuruoka, the Creative City of Gastronomy, aims to take advantage of its attraction as a treasure house of food, and become a "Utopia of Food" with the following future vision of the city:

### Tsuruoka, the Creative City of Gastronomy – To Become a "Utopia of Food"



### A city where you feel traditional gastronomy

To create a city where the tradition of enriched gastronomy continues to attract visitors

### A city with a significantly creative gastronomic industry

To create a city where a creative gastronomic industry is fostered so that the local economy is enhanced

### A city with communities with enriched local gastronomy

To create a city where people can enjoy health and joy in their daily lives and lifestyles

### A city engaged in the international exchanges through gastronomy

To create a city whose people actively take part in local and worldwide exchanges and cooperate with each other to enhance our cultures while respecting the diversity