

# Tsuruoka Creative City of Gastronomy Promotion Plan

## Our Commitment to Achieve the Goals

To achieve the goals related to becoming a Creative City of Gastronomy, which is the purpose of this plan, the following specific projects will be implemented based on the above-mentioned basic guidelines.

### (1) Commitment to **Creation**

Sites of Gastronomy

- Promotion of preservation and succession of traditional farming and indigenous crops
- Promotion of eco-friendly agriculture
- Promotion of "Agri-XXX" policies
- Promotion of activation plans for semi-mountainous and rural areas by means of gastronomy (gastronomic small business)
- Creation of new specialties (processed foods), etc.

### (2) Commitment to **Eating**

Sites of Gastronomy

- Commending cooks (Sponsoring a creative chef award, etc.)
- Creation of a direct shipping network between farmers and chefs
- Development of restaurants in historic buildings (Bases for gastronomic creation)
- Development of restaurants promoting local production and local consumption
- Fusion of gastronomy and healthcare/tourism (Creation of industries combining gastronomy, healthcare and agriculture, development of gastronomic tourism) etc.

### (3) Commitment to **Transmission**

Foundation of Gastronomy

- Recording, preserving and exhibiting traditional gastronomy (archives)
- Attempt to be included in the Memory of the World Register -Gastronomy-
- Elaboration of a picture book "Tsuruoka's Vegetables"
- Establishment of "Gastronomy Day," etc.

### (4) Commitment to **Fostering**

Foundation of Gastronomy

- Implementation of a curriculum that includes creative activities related to gastronomy in high schools in Tsuruoka
- Implementing a food education program called "Chefs and Children" in primary and secondary schools
- Promotion of UNESCO School

- Promotion of education for culinary and gastronomic specialists
- Creation of a foundation of gastronomic communities
- Development of key actors (NPOs, citizens' groups, etc.) related to local gastronomy
- Social educational programs for citizens [Extended version of *Oshaberina Hatake* (Talkative Farm)]
- Promotion of food education programs related to local gastronomy targeting parents and children, etc.

### (5) Commitment to **Learning**

Foundation of Gastronomy

- Encouragement of research on local foods and agricultural traditions
- Innovative gastronomic research and development using state-of-the-art biotechnology
- Partnerships with developing countries in academic/research fields, etc.

### (6) Commitment to **Connecting**

Exchange of Gastronomy

- Dissemination of attractive information on local gastronomy
- Hosting Gastronomic Film Festival
- Organizing an indigenous crops fair at the restaurants in Tokyo metropolitan area
- Promotion of sake brewed in Tsuruoka as international brands
- Establishment of a Creative City of Gastronomy Network in Japan (participating as a secretary)
- Sending out the "Tsuruoka Model" all over Japan and to the world to activate local communities through gastronomy
- Promotion of communications and exchanges with other member cities of the UNESCO Creative Cities Network
- Hosting "Gastronomic Festival" etc.

## Promoting Organization

All the citizens of Tsuruoka will promote this plan in unison with the Tsuruoka Creative City of Gastronomy Promotion Council, which was founded as a collaboration of citizens, industry, academia and government, inviting participation and collaboration of citizens' groups, NPOs and other organizations.