

Stay and work on a farm



Working holiday in a farming village

Learning vacation



Tohoku Tourism University

Collaboration between NPOs and corporations



Intensive driving courses with accommodation × Green tourism

Experiencing farm village life



Private lodging on a farm

Continuing environment, community and life



Cluster support

As a Class 3 Travel Operator



Various training programs

Temporary housing management



Recovery support: Management activities

A place for community formation



Recovery support: Relaxation and comfort activities

Handicraft EAST LOOP



Recovery support: Helping entrepreneurs

## Introduction of the initiatives by Tono Yamasato Net

Tono is a beautiful, ancient community which has existed since the Jomon period (ca. 10,500 to ca. 300 BC). In Tono, you can hear frogs croaking and see dragonflies and fireflies flying. There are houses with thatched roofs, horses and people—men and women of all ages. There are fields, mountains, waterfronts and houses.

People used to live a relaxed life in this “small universe.” We want to continue and pass down this tradition in a suitable way to today's young people, so that our children can inherit this beautiful landscape just the way it is. We want to share such sentiment and take action together with people living in urban areas by exchanging activities.

This is our starting point.



NPO Tono Yama Sato Kurashi Network  
President Shinichi Kikuchi

Born in Tono in 1949. Previously served as Director in charge of Community Reform, Director of the Industrial Promotion Department and Manager of Commerce, Industry and Tourism Division, Tono City Government, Iwate Prefecture, and Executive Director of Tono Furusato Public Corporation

## Introduction of Tono Yamasato Net's Clusters

### Tonogo Umakko Riding Club (Tonogo Horse Riding Club) (2001)

To show the charm of horses, horse owners enjoy organizing various public riding activities. These include Western-themed dance parties, horse trekking under cherry blossom trees, the Tono National Yabusame (horseback archery) Competition in the summer, the Tohoku Power Horse Competition, and other events.

### Ayaori Yume wo Sakaseru Josei no Kai (Women's Group for Realizing Dreams in Ayaori) (1994)

Women from farm households gather together to help each other realize and fulfill their dreams. Activities include an installation of a toilet in a rice paddy field, garbage treatment using EM (Effective Microorganisms), management of a farm restaurant "Yumesaki Chaya" at a roadside station, and so on. This group received the fifth Iwate Prefecture Lively Mountainous Area Award in 1999 and the Minister of Agriculture, Forestry and Fisheries Award in the Food Amenity Contest in 2001, and was commended for Iwate Community Development in 2002 and for Women and Elderly Activities in Rural Areas in 2014.

### Environmental Subcommittee of Miyamori River Upper Reaches Producers' Association, an agricultural producers' cooperative corporation (1998)

The Environmental Subcommittee was formed as a special committee for the Promotion Committee in order to reflect women's voices and develop a livable community by making the best of the rich natural environment. They are engaged in landscape beautification activities, including planting of ground cover plants along the ridges between rice fields and development of a forsythia garden. Through these activities, they have developed regional exchanges with other regions which conduct similar activities (such as Shirataka Town in Yamagata). As the members of the Environmental Subcommittee are also members of the Association, the Association provides support such as preparation for events.

### Miyamori Tourism Council (2005)

In cooperation with the Tono Private Lodging Association, they are trying to further diversify the services they offer to guests.

### Satoyama Club Yakamashi Village (2008)

This club was formed mainly by residents of the Miyashiro hamlet in Matsuzaki-cho, wishing to create a place to enjoy "satoyama" (Japan's traditional agricultural landscape) life with close friends, and appreciate the nature, clear streams and clean air. They have built a tree house and conducted various unique activities using the natural environment.

### Tsukimoushi Farmers Net (1997)

This group of farmers launched their own activities to promote green tourism. They have long been dedicated to holding tours. Some people have even moved to Tono after participating in the tours.

### Tono Private Lodging Association (2006)

This association helps guests find not only private lodging but also "experience" activities. There are 135 registered members (as of March 2014) who work to promote educational trips, agricultural experience activities, and exchanges using the citizens' own initiative.

### NPO Tono Eco Net (2003)

This organization was founded with the wish of restoring the natural landscape of hills and fields in Tono so that it can be passed down to later generations. In accordance with the concept of ecotourism—to contribute to the community while preserving the nature—they work hard to develop environmental conservation activities in close partnership with both the local community and the administration. They also identify and utilize a diverse range of regional resources, focusing on senior citizens (called "pahayachinika" in the local dialect), and publish a high-quality regional information magazine.



### Tono Green Tourism Study Group (1995)

Around half of the 20 members of this group are "I-turn" (city-born people migrating to rural areas) and the group has no membership fees or regulations. They are a free organization. They have determined the major direction of green tourism in Tono and are core members of our organization.

### Active Mommies (2004)

Women participating in folk entertainment groups wanted to work in a place where they could hear their children's voices, and so they decided to start a food-related business in the region. They finally opened a restaurant called "Mommy's Kitchen" at "Yume Sanchoku Kamigo" in FY2012. They are developing activities in an attempt to contribute to the region as part of the sixth industrialization concept (vertical integration of primary, secondary, and tertiary industries) for agricultural products.

### Thatching Craftsmen Group (2002)

This group was established to inherit and preserve the traditional techniques and culture of thatching, which is a symbol of Japanese rural areas and essential for the pastoral landscape. In addition to the preservation and restoration of thatched roofs, they also develop hay fields.

### Tohoku Community Development School (2007)

This group promotes regional development through human resource development and provides consultation, practical advice and other support services for community development, to assist the start-up of economically sustainable community businesses.