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This month's topics

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The section chief's favorite place

Spreading the morning news of Minamiyamanashi

The new area brand "Minamiyamanashi" is full of charm.

It has a deep and interesting taste that makes you want to visit.

A project is underway in which the select shop "BEAMS" produces "roadside stations".

Tours are available to enjoy a refreshing morning.

Why not try the morning activities of Minamiyamanashi?

We are promoting the branding of each region! The keyword for Minamiyamanashi is "morning activities"

Do you know where "Minamiyamanashi" refers to? It is a new area brand of five towns and one city, including the southern part of the Kyonan region, the towns of Minobu, Hayakawa, Ichikawamisato, and Fujikawa, plus Minami-Alps City.

Look at the map. The Minami Yamanashi area is long and narrow, stretching over 50km in length and just under 30km in width. The Chubu-Odan Expressway runs through the middle of the area. With its opening, the Minami Yamanashi area, which was previously difficult to access, has become a much more accessible tourist spot. It is also a notable area, with the first large shopping facility in the prefecture, Costco, opening.

The prefecture has taken this situation as an opportunity and is promoting branding to increase the value of Minami Yamanashi. The Flagship Roadside Station Project is being implemented, which disseminates information on local specialties and activities from roadside stations. The first of these is the Fujikawa Roadside Station.

As soon as you step through the entrance, your eye will be drawn to the sign that reads "MINAMI YAMANASHI INFORMATION" written in dark blue letters on a wooden shelf. The Fujikawa Roadside Station was produced by the major select shop BEAMS, so it's no wonder it's so stylish.

Although it is still in the trial introduction stage, the corner shelves are lined with local specialties carefully selected by BEAMS staff. Fujimaki Mutsuhisa, president of Michi-no-Eki Fujikawa, said, "In addition to the local specialties, we were surprised to find some things that we, the locals, didn't know about. We sometimes hear locals say, 'There's nothing here,' but this once again reminds us that this is not the case."

The focus was on "mornings" as a theme for enjoying the abundant activities in Minami Yamanashi. Katsumata Hidefumi, section chief of the prefecture's Innovation and Regional Brand Promotion Division, said of the significance of the prefecture's branding of Minami Yamanashi, "Time flows at a leisurely pace in Minami Yamanashi, where history, culture and

nature coexist in harmony. A casual day trip is fine, but staying overnight and experiencing morning activities in the clear early morning air is exceptional. We encourage you to stay longer in Minami Yamanashi and enjoy its profound charm.

" The website, whose catchphrase is "Hello! (Morning!)," introduces seven types of morning activity tours, as well as attractive people, spots, and products.

Watch the sunrise at a camping and glamping site with a spectacular view of Mt. Fuji from every area, enjoy healthy meals at an old-style cafe, and take a kayak cruise along the Fuji River... there's a lot to enjoy.

The number one recommendation from the Fureai Monthly editorial department is a one-night stay at a temple lodging inside the main gate of Kuonji Temple on Mount Minobu, which has a history of over 750 years. You can experience traditional Japanese architecture and culture, and the food is vegetarian, featuring seasonal vegetables and yuba.

The highlight of the event is the experience of copying sutras at the temple. You will trace over the model. Chairs, tables, and tools for copying sutras are all provided. After choosing the paper for copying sutras that matches your wishes, such as safety in the home or academic success, all that's left to do is to quietly start copying the sutra. Miyata chouki of the Kuonji Temple General Affairs Department welcomes the visitors, saying, "Temples should be places that are close to people. Please don't think that it's intimidating, just come and feel free to come in."

The model for the sutra copying experience during the interview was Kusida Yuri, editor-in-chief of Minamiyamanashi HuMaN, a free paper that delivers information about Minamiyamanashi. She has been providing information that is close to the local people, and is also one of those who love Minamiyamanashi. "The area is called 'Kyonan' locally, but people from other prefectures don't know where it is. But 'Minamiyamanashi' has a bright and warm image, and somehow it makes you want to go. I would be happy if by promoting the Minamiyamanashi brand, people would think about going there on their next day off."

The Minamiyamanashi area is currently being acclaimed for its information. But this is just the first step. There are still many attractive areas in Yamanashi. Just as the taste of wine varies depending on where it is produced, we are currently working on a plan to uncover the "Yamanashi terroir" that is brought about by the culture and climate of each region. Look

forward to the exciting news.

(Photo) Mt. Fuji and Lake Motosu as seen from Nakanokura Pass. Shining in the morning air



(Photo) BEAMS Select special corner at Fujikawa Roadside Station



(Photo) Selected items available for purchase. Look for the blue round sticker

(Photo) A copying sutra experience where you can slowly face yourself in the silence of the morning. You can either donate the copied sutra to the temple or take it home

(Photo) Koshibento at Sushi Washoku Okame (Fujikawa Town) (reservations required). You can enjoy local freshly picked vegetables, the prefecture's brand fish "Fujinosuke", yuba tempura, etc.



We are also promoting high value-added in other regions

Kofu: Collaborate with tourism resources in the northern part of Kofu City to improve the value of Takeda no Mori

→Plan to announce the Takeda no Mori value improvement plan

Yatsugatake: Brand the Kobuchizawa area with the concept of a "horse town" that exudes dignity and comfort

→Formulate a vision to realize regional development in the Kobuchizawa area

Fuji/East: Add high value to the eastern region with Tsuru Roadside Station at its core

→Research into regional resources is currently being conducted

Add high value to the Narusawa area with a focus on Momijidai (Narusawa Village)

→Scrutinizing proposals from private businesses

Special site for "How to enjoy the southern part of Yamanashi"

Featured on Hello! (Morning!)

• Honryudo (Activity)

Try rafting, an activity where you go down rapids in a rubber boat with a guide! In order to reach the goal, cooperation from all members on the same boat is essential. Breathe together and work together to experience the exhilaration of overcoming the rapids.

Address: 697-1 Chizuwa, Hayakawa-cho

Opening hours: Rafting 8:50-17:00, Number of participants 2-10



• Narada Onsen Jotei-no-yu (Hot Spring)

A secret hot spring known only to those in the know, it boasts the best spring quality in eastern Japan. The smooth, viscous hot spring, like lotion, is also excellent for beautifying the skin. The water is lukewarm at around 40 degrees and is not heated, so soak in the water for a long time to warm your body from the inside out.

Address: 486 Narada, Hayakawa-cho

Hours: 9:00-19:00 (reception closes at 18:30) Closed on Wednesdays, "Restaurant" 11:30-15:00

*Changed from June 16, 2025 No fixed closings (hot springs open unmanned on Thursdays), "Restaurant" 10:00-18:00 (April-November), 11:30-15:00 (December-March)



Click here for a tour plan that includes these two spots

(https://hq.pref.yamanashi.jp/minamiyamanashi_special/topics/630/)

Wake up before the sun! A fun-filled family trip.

Prefectural Government News

Improved Brand Power

Towards an equestrian stadium chosen by the world, the obstacle course has been completed, and there are hopes for the development of the Kobuchizawa area

The obstacle course at the Prefectural Equestrian Stadium (Hokuto City), which has been developed by the Yamanashi Prefectural Equestrian Promotion Center (Public Interest Foundation), was completed in March 2025.

Dutch sand, which has excellent cushioning and grip and was also used in the Tokyo 2020 Olympic Games, was laid on the stadium during this development. This sand has the effect of reducing the risk of horse injuries, and has been reborn as an arena chosen by equestrians around the world.

The cost of this development was covered by a corporate version of hometown tax donation donated to the prefecture by CMIC Group (Minato-ku, Tokyo), which provides support for product development such as pharmaceuticals.

At the opening ceremony held on April 18, Governor Nagasaki expressed his hopes for future regional development, saying, "This is a memorable day that will be the first step in promoting Kobuchizawa as a horse town to the world."

The prefecture will work with local stakeholders to further improve the brand power of the region by attracting many people, including equestrian athletes and enthusiasts from around the world, to visit Kobuchizawa.



This month's topics

• Safety Drive 123 〈Recruitment〉

We are looking for teams of five people to work toward no accidents or violations for 123 days (July 21st to November 20th).

▶Application period: June 5th (Thursday) to 30th (Monday) ▶Eligibility: Residents or employees of the prefecture who have a driver's license (domestic license) ▶Participation fee: 3,350 yen per team ▶How to apply: Fill out and submit the application form

Contact: Citizen Affairs Support Division, TEL 055-223-1353 / FAX 055-223-1692

• "The Heart of Nursing" experience presentation 〈Announcement〉

For those who are aiming to become nurses, we will be presenting the activities of nurses active in Yamanashi Prefecture. There will also be an introduction to nursing universities and training institutes in the prefecture and career counseling sessions. ▶Date and time:

Saturday, September 6th, 9:20am-12:30pm ▶Location: Prefectural Nursing Association

(Kofu City) ▶Application period: Wednesday, June 25th, 10am-Thursday, July 17th, noon

▶Target: High school students, teachers, those aspiring to become nurses, parents, etc.

Contact: Medical Professionals and Organizations Division, TEL 055-223-1484 / FAX 055-223-1486

• Open campus • School information session 〈Announcement〉

Industrial Technology Junior College

Enzan Campus

▶Dates: Sunday, July 13th, Tuesday, July 29th, Sunday, August 17th

Contact: TEL 0553-32-5201 / FAX 0553-32-5203

Tsuru Campus

▶Dates: Sunday, July 27th, Saturday, August 23rd

Contact: TEL 0554-43-8911/FAX 0554-43-8919

College of Agriculture and Forestry

▶Schedule June 14th (Sat), July 12th (Sat), July 26th (Sat), August 9th (Sat)

Nagasaka Campus

Inquiries: TEL 0551-32-2269/FAX 0551-32-2034

Fujikawa Campus

Inquiries: TEL 0556-42-7080/FAX 0556-22-8002

Kyonan Advanced Technical College

▶Schedule June 21st (Sat), July 26th (Sat)

Inquiries: TEL 0556-22-3171/FAX 0556-22-3172

Institute of Gemology and Jewelry Art

▶Schedule June 28th (Sat), July 26th (Sat), August 3rd (Sun), August 17th (Sun)

Inquiries: TEL 055-232-6671 / FAX 055-233-6357

Prefectural University

▶Schedule July 5th (Sat), July 6th (Sun), August 2nd (Sat), August 3rd (Sun), August 22nd (Fri), August 23rd (Sat)

Inquiries: TEL 055-224-5260 / FAX 055-224-5386

• **Landslide Prevention Month** 〈Notice〉

June is Landslide Prevention Month. There are many places in Yamanashi Prefecture where landslides are likely to occur when heavy rain falls. Landslides strike suddenly. The key to saving your life is "early evacuation" and "daily preparation." Take this opportunity to check your preparations for landslides.

Contact: Sediment Control Division, TEL 055-223-1710 / FAX 055-223-1714

• **Drug abuse: "No. Absolutely not."** 〈Notice〉

Drug abuse, such as marijuana, stimulants, and dangerous drugs, has immeasurable negative effects on your health and those around you. Even one use is abuse. If you are troubled by a drug problem, don't keep it to yourself, but seek advice first.

Contact: Environmental Health and Pharmaceutical Division, TEL 055-223-1491 / FAX 055-223-1492

• **Prefectural employee recruitment exam will be held** <Recruitment>

Job type: <Administration> Digital I/II (experienced)

Application period: until June 6th (Friday) 5:15pm

Exam date: June 21st (Saturday) to 22nd (Sunday)

Job type: <Veterinarian> Hygiene/Agricultural Administration <Pharmacist>

Application period: until June 13th (Friday)

Exam date: June 28th (Saturday) to 29th (Sunday)

Contact:

Digital I/II (experienced) ➡ Digital Transformation Division, TEL 055-223-1416/FAX 055-223-1421

Veterinarian [Hygiene]/Pharmacist ➡ Administrative Division for Public Health and Welfare, TEL 055-223-1441/FAX 055-223-1447

Veterinarian [Agricultural Policy] ➡ Administrative Division for Agriculture TEL 055-223-1581/FAX 055-223-1585

• **Joint Job Fair** <Notice>

▶ Date and time: Thursday, June 19th, 1pm-3:30pm ▶ Location: Bell Classic Kofu (Kofu City) ▶ Target: New university graduates (excluding high school students) in March 2026, general job seekers ▶ Participation fee: Free ▶ How to apply: From the prefecture's website "Yamanashi Job Support Navi" ▶ How to apply: Register the necessary information on the dedicated application form and pay using the payment notice that will be mailed to you at a later date

Inquiries: Labor and Work Style Support Division TEL 055-223-1562/FAX 055-223-1516

Yabe Taro and Takasugi 'Jay' Jiro go to Atchi Kochi Yamanashi

Two people who are the most knowledgeable about Yamanashi among Yoshimoto Kogyo's talents

Atchi Kochi Fireworks Festivals: The appeal is that they are not sophisticated even though they are major

Yabe Taro (manga artist, comedian)

Born in Higashimurayama, Tokyo. Made his manga debut in 2017 with "Oya-san to Boku" which became a bestseller. Appears as Otomaru in the 2024 taiga drama "Hikaru Kimi e". Latest publication is "Yabe Taro's Hikaru Kimi e".

Takasugi 'Jay' Jiro (sports DJ, radio DJ)

Born in Katano, Osaka. DJing is American-trained. Also a special lecturer at Yamanashi Prefectural University. Appears live on FM stations in Yamanashi every Saturday from 11am. Also runs a SUP school at the Fuji Five Lakes and other places.

Taro: Fireworks festivals are held all over Yamanashi.

Jiro: The Shinmei Fireworks in Ichikawamisato-cho launch 20,000 fireworks, so people come in droves, you wonder where all the people from Yamanashi are.

Taro: I've passed by when they're preparing, but I've never been there.

Jiro: If I went, it would be so exciting. People would go wild.

Taro: I guess I'd get so excited too.

Jiro: Yabe-sensei is overwhelmingly popular with people from Yamanashi.

Taro: So don't go, sensei.

Jiro: It's a historic event, but in a good way, it's not refined.

Taro: I've heard that in the Edo period it was one of the "Three Greatest Fireworks in Japan."

Jiro: There are fireworks where an announcer reads out a message. The announcement is, "Will you marry me, Mr. XX," and the audience asks, "What's the reply!?" It gets everyone excited.

Taro: That's great. I want to promote "Acchi Kocchi Yamanashi" too.

Jiro: Message fireworks cost money. Please, sensei (laughs)

Taro: That's why (laughs). I've been to the fireworks at Lake Motosu. There's a film festival there too, so I went with someone from the film industry.

Jiro: Not just Lake Motosu, all of the Fuji Five Lakes have their own fireworks displays.

Taro: Don't you try watching the fireworks while SUPing?

Jiro: It's prohibited because of the danger of sparks and stuff. But I've seen fireworks from Mt. Fuji.

Taro: By climbing?

Jiro: Right. I can see the fireworks at the Fuji Five Lakes, but I can also see the Shinmei fireworks. They're about the size of a candy cane, and they're pretty.

Taro: That sounds like it would make a nice picture.

Jiro: Why not turn me into a firework?

The Favorite Places of the Curious Section Chief

This time, we will be introducing

Ichiro Konakai, Section Chief, Chuo Shinkansen Southern Alps Tunnel (Yamanashi Construction Section), Taisei-Sato-Zenitaka Joint Venture



A wonderful place to connect with the local community

I moved from Niigata Prefecture to Yamanashi Prefecture last November due to a job transfer. My job is to manage the site of the Linear Chuo Shinkansen tunnel construction. My favorite place is "KICQ DETOX CURRY Minobu Factory". Their additive-free, gluten-free, and healthy spice curry is delicious. You can also add toppings such as sautéed mushrooms and fried chicken, so you can customize your curry to your liking. I recommend the "cheese curry" where they pour raclette cheese right in front of you.

This shop holds a "kick meeting" once a month, where people from various industries working in the Kyonan area can enjoy exchanging information. The kind owner invites me to join, and I attend almost every time. It is an important place to connect with the local community.

KICQ DETOX CURRY Minobu Factory

1892-1 Iitomi, Minobu-cho, Minamikoma-gun, Yamanashi 409-3423

Telephone number: 0556-42-9086

Business hours: [Thurs-Mon] 11:00-14:00 (L.O.) / [Fri, Sat] 11:00-14:00 (L.O.) / 17:30-20:30 (L.O.)

Closed: Tuesdays and Wednesdays



Reader gift

Answer the survey and enter!

Please answer the following ❶-❺ and the survey.

Please enter using the "Application Form".

❶Postal code ❷Address ❸Name ❹Age ❺Telephone number

※Each person may only enter once.

Q: What content in this issue interested you the most and why?

※We may introduce some of the opinions we receive.

Click here for the application form

<https://forms.office.com/r/bFWZ58Xude>

Deadline: Monday, June 30th, postmark valid

The shipment of the product will serve as the announcement of the winner.

Personal information may be used for product shipment and notifications from the prefecture.

Crunchy! Crispy! Mimippus Consomme Flavor and Black Pepper Flavor Set - 10 winners selected by lottery



For more information on "Yamanashi, Towards a Delicious Future," please visit the prefecture's website.

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FUREAI MONTHLY also has English, Japanese and Chinese versions.

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