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Happiness and happiness of "Niji no kirameki"

There is a recommended rice from Yamanashi Prefecture.

It is "the sparkle of the rice".

His nickname is "Nijikira".

Chef Shintaro Esaki, who has a Japanese restaurant in Yatsugatake, named it.

Yamanashi Prefecture is also focusing on branding.

Why "Nijikira"? Where is it better? I will explain.



A savior who is not defeated by the intense heat or Koshihikari

At the end of September, the ears of rice that had grown in droves spread all over the rooftop garden in Roppongi Hills, Tokyo. For the annual rice cultivation event, rice from Yamanashi Prefecture was selected for the first time. Children who experience rice harvesting also seem to have fun.

This project started with a phone call from a person in charge of Roppongi Hills who said that he wanted to collaborate with Yamanashi Prefecture. Yes, Yamanashi Prefecture's recommended "Niji no kirameki" attracted attention.



Why does Yamanashi Prefecture recommend this rice? The key to the answer is the extreme heat. Speaking of rice, Koshihikari is famous, but it is actually not resistant to heat. In areas with high temperatures in the prefecture, it is becoming more and more difficult to maintain the quality of rice every year even if Koshihikari is grown.

In that respect, the sparkle of the rice developed by a national research institute is rice that does not lose to the intense heat. It is a perfect variety to grow in the rice fields of the Kofu

Basin.

The sparkle of the sparkle is about 20 cm shorter than that of Koshihikari, so it is difficult to fall over. If the rice falls, it must be recovered and then harvested, which will lead to a burden on farmers and a decrease in the quality of the rice. Therefore, Koshihikari is grown with less fertilizer so that it does not grow too large. Since the glitter of the Japanese is not easy to fall over even if there are many fruits, it can be fertilized a lot, and there are studies that show that the yield is more than 10% higher than that of Koshihikari in areas with high temperatures. It is a rice that is full of good things.

However, what you are concerned about is the taste. Is it delicious? If you think so, please look at the graph on the top left. It is published on the website of the Ministry of Agriculture, Forestry and Fisheries, and its aroma and stickiness exceed that of Koshihikari, and it also exceeds the overall evaluation.



Chef Shintaro Esaki, who came up with the nickname "Nijikira", will appear here. Mr. Esaki, who has been awarded three stars in the "Michelin Guide Tokyo" for seven consecutive years (2010~2016), has been highly evaluating "Nijikira" for a long time. In September of this year, I was appointed as the "Yamanashi "Nijikira" Ambassador" of the prefecture, which widely promotes the sparkle of Nijinokirameki. Esaki says about the appeal of "Nijikira", "The grains are large, have a chewy texture and umami taste.

Yamanashi Prefecture is originally a suitable area for rice cultivation, with long sunshine hours and a large temperature difference between day and night. Water joins it. Mr. Esaki says that the mineral-containing water flowing from the Minamialps and the Yatsugatake mountain range makes the rice even more delicious.



In 2024, the rice planting area in the prefecture will be 4,590 hectares. 60% are Koshihikari, but "Nijikira" is rapidly expanding. 7 hectares in 2023 became 35 hectares in 24 and 70 hectares in 25. Toshiyuki Ishii, assistant manager of the Prefectural Agricultural Cultivation, Flowering and Fisheries Division, also seems to be feeling the growing popularity, saying, "We are receiving more and more inquiries from farmers saying, 'I want to make it at home.'"

I think there are many people who have read this far and thought "I want to eat". The harvest is not yet large, so it may not be available in the supermarket. This year, it is sold at JA Rihoku's direct sales office and online shop "Marche Rihoku". The price is 4,230 yen for 5 kg and 8,460 yen for 10 kg*, which is more affordable than Koshihikari. It is a three-star chef rice, and the prefecture is also promoting branding, so it may be the only time you can get it at a good price. The sparkle of Niji brings happiness to Yamanashi Prefecture's agriculture. Please hold it in your hand and feel the pleasure in your mouth.

*This is the selling price of brown rice. Free rice polishing service is available at JA Rihoku Direct Sales Office "Yotekeshi Nirasaki Store" and "Yotekeshi Hibikigaoka Store". The selling price of white rice is 4,700 yen for 5kg and 9,400 yen for 10kg (only at the Yotekeshi Yatsugatake store and online shop).

Prefectural government news

Culture and Sports Honor Award

Fuji Gakuen High School Women's Judo Club Commendation for National Tournament Victory

On September 19, the prefecture awarded the Fuji Gakuen High School Women's Judo Club the "Yamanashi Culture and Sports Honor Award Kaede Award".

This award aims to honor achievements that have inspired and encouraged the people of the prefecture and to motivate them to take on new challenges.

In July of this year, the club won the Golden Eagle Flag High School Judo Tournament (Fukuoka Prefecture) for the third time in three years, along with the championship and inter-high school.

The governor of Nagasaki praised his performance, saying, "As a result of continuing to face judo sincerely every day, he brought the championship flag to Yamanashi."

Captain Kinoshita expressed his gratitude, saying, "I was able to become the best in Japan thanks to the warm support of the teachers who enthusiastically guided me on a daily basis, my family and friends who supported me, and the local people."

The prefecture will continue to support the challenges of the people of the prefecture through these awards.



Brand Value Enhancement

Requesting the government to strengthen the competitiveness of domestic fruit trees as a top priority

On September 25 and 26, the prefecture and the JA Group visited Agriculture Minister Shinjiro Koizumi and Chief Cabinet Secretary Yoshimasa Hayashi to convey their strong concerns about the government's overseas licensing of Shine Muscat.

In the future, domestic consumption is expected to decline, and overseas markets are expected to expand, but international negotiations have not progressed, and the export destinations of peaches and grapes in this prefecture have not expanded. Under these circumstances, allowing overseas production may lead to the loss of new markets and a decline in brand value.

The prefecture requested that "before proceeding with overseas production, we should first prioritize strengthening the competitiveness of domestic production areas and supporting exports," and Agriculture Minister Koizumi responded, "We will not proceed with overseas licensing without gaining understanding of production areas. We will continue to work with production areas nationwide to promote the sustainable development of fruit tree agriculture.



This month's topics

- **Opening of a dedicated carer telephone consultation desk for Saturdays,**

Sundays, and holidays

Do you have any concerns about nursing care? Nursing care professionals such as public health nurses will listen to your concerns and provide support.

Yamanashi Prefecture Carer Telephone Consultation

TEL 055-223-1452

Saturdays, Sundays, holidays, year-end and New Year holidays (12/29~1/3)

9 a.m. ~ 9 p.m.

Fee : Free (call charges will be charged separately)

Contact: Healthy Longevity Promotion Division

TEL 055-223-1450/FAX 055-223-1469

- **Yamanashi Prefecture Disabled Art and Culture Festival held! <Notice>**

We will hold an event that people with and without disabilities can enjoy together. The two days will expand the circle of exchange through art and culture. Please stop by.

Date and time: November 7th (Friday) and 8th (Saturday) 10 a.m. ~ 3 p.m. (scheduled) ►

Venue: Kofu Station North Exit Yocchabare Plaza, etc. ► Contents Dance and music stage presentations by people with disabilities, sales of handmade sweets, miscellaneous goods, agricultural products, experience booths, exhibitions of art works, etc.

Contact: Welfare Division for Persons with Disabilities

TEL 055-223-1461/FAX 055-223-1485

- **Recruitment of students for the new academic year**

Prefectural University

School Recommendation Selection, Special Selection, 3rd Year Transfer Admission (Faculty of Human Welfare)

► Application Period: November 4 (Tue) - 10 (Mon) Examination ► Date: November 22 (Sat)

Contact: TEL 055-253-8901 / FAX 055-224-5386

College of Agriculture and Forestry

General Entrance Examination (First Term)

► Application Period: November 5 (Wed) ~ 18 (Tue)

► Exam date: December 3 (Wednesday)

Contact: Nagasaka Campus (Department of Fruit Trees, Department of Horticulture, Department of Horticulture)

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

Fujikawa Campus (Department of Forestry)

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

Industrial Technology Junior College

General Entrance Examination (First Term)

► Application Period: November 17 (Mon) ~ December 10 (Wed) Examination ► Date: December 18 (Wed)

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

Kyonan Advanced Technical College

Electrical System Department Recommended Entrance Examination (Second Term)

► Application Period: November 7 (Fri) - 21 (Fri) Examination ► Date: December 5 (Fri)

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

- Fujikawa Ohashi Bridge is completely closed

Due to the seismic reinforcement work of the bridge, the target section is impassable. Thank you for your understanding and cooperation.

- Period: November 4 (Tue) ~ December 5 (Fri)
- Road closure section National Route 52 "Fujikawa Ohashi West Intersection" to Prefectural Route 4 Ichikawa Misato Fujikawa Line "Fujikawa Ohashi Intersection"
- Detour National Route 140 "Migun Bridge" and Prefectural Road 4 "Fuji Bridge"



*Please note that the Ichijo Bridge in Ichikawa Misato Town will also be closed.

Contact: Agricultural Infrastructure Division, Kyonan Branch Office for Agriculture
TEL 055-240-4138/FAX 055-240-4117

- Electric kickboard and shared cycle demonstration experiment started!

⟨Notice⟩

Would you like to experience a new style of travel that connects public transport with your destination?

- Period ~ Sunday, January 18, Reiwa 8 (scheduled) ► Target area Kofu City, Kai City, some areas ► of Showa Town Port installation location Kofu Station, University of Yamanashi, Innovation Base Soie, Yumura Onsenkyo, Prefectural Museum of Art, Ryuo Station ► Target audience 16 years old or older (no license required)
- Fee - November 23 (Sun) Free with coupon (time limit apply, reusable possible)
November 24 (Mon) - 100 yen/10 minutes (pay-as-you-go)

Contact: Yamanashi Linear Regional Transportation Co-Creation Platform Secretariat
TEL 055-223-1659

- **Holding a film screening on the abduction issue**

December 10~16 is North Korea's Human Rights Violation Awareness Week. Why don't you take this opportunity to deepen your interest and awareness of the abduction issue?

► Date & Time December 14 (Sun) 1:30 p.m. ~ 3:30 p.m. Location Kaiterasu (Kofu City) ► Contents Movie "Oath to Megumi" ► Participation Fee Free ► How to apply by email or fax ► Application period ~ November 28 (Fri)

Contact: Kyoto Regional World Agricultural Heritage Promotion Council Secretariat (Yamanashi City Hall Agriculture and Forestry Division)

Contact: Citizen Affairs Support Division

TEL 055-223-1352/FAX 055-223-1640

Taro Yabe and Takasugi 'Jay' Jiro go here and there Yamanashi

〈Yamanashi connoisseurs competing for one or two with Yoshimoto Kogyo's talent〉

Wine drunk from a one-liter bottle to a teacup It's a punchline, but it's culture!

Taro Yabe(Manga artist, comedian)

Born in Higashimurayama City, Tokyo. In 2017, he made his debut as a manga artist with "The Landlord and Me", which became a bestseller. Appeared in the 2024 taiga drama "To the Shining Kimi" as Otomaru. His latest book is "Self-Love".

Jiro Takasugi 'Jay' (Sports DJ, Radio DJ)

Born in Katano City, Osaka Prefecture. The DJ is prepared in the United States. He is also a special lecturer at Yamanashi Prefectural University. Every Saturday from 11 a.m., he appears live on the program on FM stations in Yamanashi Prefecture. There are also SUP schools in the Fuji Five Lakes.

〈Taro〉 I read an interview with the Mainichi Shimbun. The headline was "Rakugo artist who appeared in 'Yamanashi over there'".

〈Jiro〉 After seeing this series, you came to interview me.

〈Taro〉 Amazing! You introduced "wine tourism".

〈Jiro〉 This tour is not only to go to the winery, but also to enjoy the whole area, and it is spread all over Koshu, Fuefuki, Yamanashi, etc.

〈Taro〉 It looks fun.

〈Jiro〉 Speaking of wine, I am a member of the "Isho Bottle Wine Recommendation Corps" and send it to various places all over Japan.

〈Taro〉 I was also recommended by Jiro. I can't drink alcohol, so a liter is very much (laughs).

〈Jiro〉 I can't drink alcohol either, but the moment I see a liter bottle of wine, everyone laughs.

〈Taro〉 It's surprising when you see wine in a liter bottle of Japan sake for the first time.

〈Jiro〉 In the world of laughter, it's a punchline. The moment it comes out, there is a

loud laugh.

⟨Taro⟩ I'm jealous (laughs). Why do you recommend a one-liter bottle of wine?

⟨Jiro⟩ From the perspective of immigrants, I feel that it is a very attractive culture. He used to drink in a teacup between farm work, and he likes wine and the history of Yamanashi Prefecture.

⟨Taro⟩ Speaking of culture, bookstores in Yamanashi Prefecture are doing something called "Yamadoku" (Yamanashi Reading Activity Promotion Project).

⟨Jiro⟩ It's your field (laughs).

⟨Taro⟩ You are planning a meeting where you invite writers to talk while drinking wine. I was also called once.

⟨Jiro⟩ It's not formal.

⟨Taro⟩ I am often told to "buy Yamanashi wine", so every time I do that, I become like a porter.

⟨Jiro⟩ Then next time, I'll definitely ask for a one-liter bottle of wine.

⟨Taro⟩ It looks heavy, doesn't it?

⟨Jiro⟩ 3 kg with the bottle and contents. It's light (laughs).

The Favorite Places of the Curious Section Chief

This time I will introduce you to
ASK TECHNICA CO., LTD.
General Affairs Department General Affairs Division Manager



Extraordinary and comfortable

I was in the development department of brake materials for motorcycles and four-wheeled vehicles for a long time, but about five years ago I became the head of the general affairs section. I feel that conversation with those around me is an important job. I'm not good at

talking, but the depth of facing people is rewarding.

I have always liked vehicles, and I found this karting park by chance. The perceived speed is 120km, and there is a strong horizontal G on curves. While driving, you will be immersed in an extraordinary world. We call each other by nicknames with the regulars and have a great time talking about how to run the course and our hobby vehicles. It is a place that adds spice to everyday life and is also a very cozy place.

When it gets cold from now on, the circuit is the off-season, and it's the perfect time to concentrate on running. With gratitude to the staff and regulars who always welcome us comfortably, we step on the accelerator to aim for our personal best.

AZ Yamanashi Circuit

〒405-0032 Yamanashi Prefecture Yamanashi City Shotokuji 2298-25

Phone number: 0553-23-5877

Business hours: Weekdays 11:00~20:00/

Saturdays, Sundays, and holidays 9:00~20:00

Closed: Open all year round

What are the prices <https://www.az-yamanashi.net>



Reader Gift

Answer the questionnaire and apply!

Please answer the following ①~⑤ questionnaire.

Please apply using the "Application Form".

① Postal code ② Address ③ Name ④ Age ⑤ Phone number

*Application is limited to one person per person.

Q: What was the most interesting content in this issue and why?

*We may introduce some of the opinions we receive.

Click here for the application form

<https://forms.office.com/r/KnhxgWGwx5>

Deadline: November 30 (Sun) Postmark valid on the day

We will replace the announcement of the winner with the shipment of the product.

Personal information may be used for shipping products and notifications from the prefecture.

The most sour wine born from the fruit of the 4Permille initiative

Green wine sparkling 3 people by lottery

Product provided by: Domaine Hide

〒400-0306 436-1 Ogasawara, Minami Alps City, Yamanashi Prefecture TEL: 055-244-6485



The contact monthly can also be read in English and Chinese.

FUREAI MONTHLY is also available in English and Chinese.

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