

# Supporting the Reconstruction of Fukushima

## —Challenges of the Fukushima Industry Reconstruction Fair—

Although it has been three years since the accident at TEPCO's Fukushima Daiichi Nuclear Power Station following the Great East Japan Earthquake, consumers are still feeling unsure about the safety of Fukushima products and sightseeing, and the economic condition of the prefecture remains severe. The Ministry of Economy, Trade and Industry implements measures to eliminate harmful rumors about Fukushima products and sightseeing, and to support the industrial promotion of the prefecture.

### 1 Purpose of the Fukushima Industry Reconstruction Fair

1

Clearly convey the safety of products made in Fukushima

2

Widely promote the attractiveness of the food and tourism in Fukushima as a whole

### Holding of the Fukushima Industry Reconstruction Fair

Since the occurrence of the Great East Japan Earthquake, the Ministry of Economy, Trade and Industry (hereinafter referred to as METI) has been implementing various measures to promote the consumption and sales of agricultural products such as rice and peaches. However, in order to dispel consumers' anxiety about Fukushima products, it is necessary to make sure people understand the actual situation of Fukushima Prefecture, the decontamination measures, the system of inspection development and the efforts made to ensure the safety of products.

Thus, the Fukushima Industry Reconstruction Fair (→ 1) was held in October 2013, focusing on clearly conveying the safety of products made in Fukushima, and widely promoting the attractiveness of the food and tourism in Fukushima Prefecture as a whole. The lobby of the 1st floor of METI's Annex Building was chosen as the venue for the Fukushima Industry

Reconstruction Fair so that the safety of Fukushima products was fully promoted to the public. In addition to seasonal agricultural products such as grapes and apples, processed foods such as jams and confectionery were also sold, with many people appreciating the taste of the products. (→ 2)

Other measures taken to convey the attractiveness of Fukushima Prefecture included displaying posters and distributing flyers and pamphlets for tourism PR in Fukushima, and a greeting by "Kibitan," the mascot for the reconstruction of Fukushima.

There was also a panel exhibition explaining the inspection system of radioactive substances to ensure the safety of rice, vegetables and fruits produced in Fukushima Prefecture. (→ 3)

<System to inspect the entire amount of all rice in bags >  
The entire amount of all rice in bags is inspected by using belt conveyor-type testing equipment, and only the unpolished rice that is confirmed to contain radioactive substances at a level less than the criteria provided for

### 2 A scene from the Fukushima Industry Reconstruction Fair

Many products were sold out one after another, including pears, muscat grapes, and eustoma flowers. The daily sales were the biggest ever, exceeding those of similar specialty products sales fairs.



Mascot for the reconstruction of Fukushima Prefecture

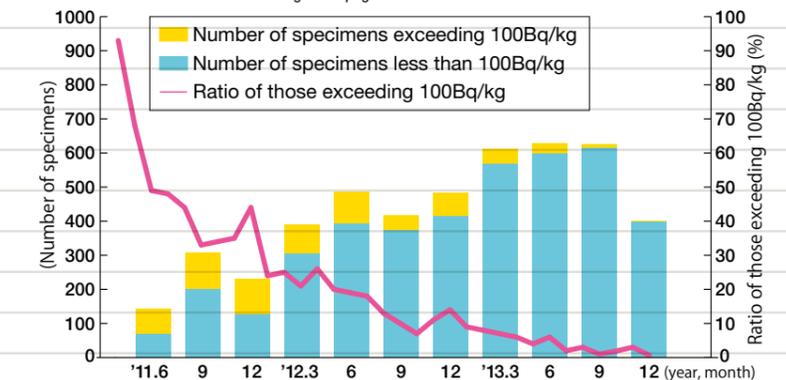
in the Food Sanitation Act (100Bq/kg) is shipped and distributed.

<System to inspect vegetables and fruits >  
In addition to the emergency monitoring tests on environmental radiation, voluntary inspections are implemented at different production areas, and only the vegetables and fruits that are confirmed to contain radioactive

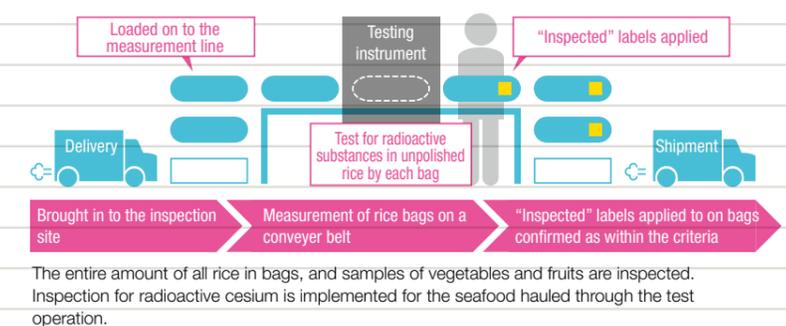
### 3 An example of a panel exhibited at the Fukushima Industry Reconstruction Fair

#### Changes in the amount of radioactive cesium (Cs) in seafood

The total number of seafood specimen hauled offshore Fukushima and the ratio of those with radioactive Cs exceeding 100Bq/kg



#### Flow of the inspection of all rice in bags



The entire amount of all rice in bags, and samples of vegetables and fruits are inspected. Inspection for radioactive cesium is implemented for the seafood hauled through the test operation.

- CLICK! • Measures on the safety and assurance of gifts from the land (rice)
- CLICK! • Measures on the safety and assurance of gifts from the land (vegetables and fruits)

substances at a level less than the criteria provided for in the Food Sanitation Act (100Bq/kg) are shipped and distributed.

#### Utilization of foodstuffs made in Fukushima Prefecture at the cafeteria

The coastal fishery of Fukushima Prefecture had been refraining itself from operation because radioactive

substances exceeding the criteria were detected in some seafood after the accident of TEPCO's Fukushima Daiichi Nuclear Power Station. However, as monitoring progressed, the safety of some seafood became clear according to scientific data, indicating as that some seafood is less affected by radioactive substances, and that the amount of radioactive substances declines over time. In addition, because



there was a risk of an adverse effect not only for fisheries but also related industries as well as the risk that the entire regional industry would decline, Soma Futaba Fisheries Cooperative started the test operation of an offshore trawl fishery limited to three types of seafood, namely Yanagi Tako (octopus), North Pacific giant octopus and a type of conch (*Buccinum isaotakii*), for which safety was confirmed, from June 22, 2012.

Although the test operation was suspended temporarily thereafter due to the issue of the release of radioactive contaminated water into the ocean, it was restarted at the end of September 2013. In late November 2013, when

the catch of fishery products started to stabilize, the Ministry of Agriculture, Forestry and Fisheries, the Ministry of Labour and Welfare, and METI jointly held the event, "Eat and Help Fukushima's Reconstruction" (→ 4).

In this event, a special menu using the fishery products hauled through the test operation offshore Fukushima Prefecture (such as octopus) was provided at the METI cafeteria. A special menu of dishes such as octopus and whitebait fried rice, and octopus and tomato spaghetti were served. At the cafeteria, there was also an exhibition to explain the efforts of test operation offshore Fukushima, the inspection system for fishery products

from the test operation, and posters to promote tourism in Fukushima Prefecture.

### Sales of *ampo gaki* persimmons

The production of *ampo gaki* persimmons (a type of dried persimmon), a processed fruit that originated in Fukushima Prefecture and is also part of the prefecture's traditional industry, had been restrained because radioactive substances exceeding the criteria were detected through the processing test implemented in the fall of 2011 and 2012.

As for 2013, safe ingredients were secured based on tests conducted at

the early stage of fruiting and before harvesting, and also as a system was established to confirm that the level of radioactive substances of the products is lower than the criteria (100Bq/kg) through non-destructive inspection for all amounts before shipping. Thus, the processing and shipment of *ampo gaki* persimmons started again (→ 5) after a break of two years. Consequently, METI sold and accepted orders for *ampo gaki* persimmons at its basement store in December 2013.

### Future schedule

While METI has taken measures related to agricultural and fishery products, since there are still harmful rumors circulating regarding livestock products such as beef and chicken, it is planning to hold events with clear purposes, such as focusing on livestock products, as needed. The holding of the events will be publicized through the News Release section of the METI website. (→ 6)

METI also requested cooperation from the industrial arena, and circulated a document calling for a rise in the consumption of products produced in the affected areas to Japan Business Federation (Keidanren) and Japan Chamber of Commerce and Industry (JCCI) in June 2013, and to ten organizations in the distribution industry in September, in order to request active handling of products made in

## 5 Sales of *ampo gaki* persimmon



The photo shows *ampo gaki* persimmon being dried. The fruit pulp feels semi-dried and juicy. It is soft and the inside melts in your mouth. It has a profound taste with condensed natural sweetness.

Fukushima Prefecture.

METI will continue to ask for extensive cooperation from the industrial arena in eliminating harmful rumors of products including agricultural products made in the prefecture and of tourism there, and to promote industry in Fukushima, through measures such as using products made in Fukushima at company cafeterias or holding in-house specialty product sales fairs.

While the economic situation of Fukushima Prefecture remains severe, it is important to further expand the consumption while dispelling consumers' anxiety about the products of Fukushima Prefecture in order to overcome the issues. METI will make its utmost effort to achieve this.

**6** CLICK! • Ministry of Economy, Trade and Industry website: News Release

## 4

### "Eat and Help Fukushima's Reconstruction"

The cafeteria was always crowded during the event. The octopus and whitebait fried rice sold especially well. The octopus sushi also tasted very good with a fresh, firm texture.

