

FU DO  
風土  
Wind & Land

The Food of FUDO project  
preserving native crops  
for the restoration of local food culture



Problems

How can we restore  
the culture of native crops?

Key concept

FU DO  
風土  
Wind & Land



Native crops are the blessings of Fudo. After green revolution, however, indigenous food culture rooted in fudo has been fading due to the advancement of standardization and globalization aimed at larger and more efficient marketing and production. Native crops are necessary for the growth of local food culture. Enactus Japan Team started projects of restoring native crops and revitalizing indigenous food culture.

FUDO (風土) is a concept that signifies unique geographical and cultural features of each region. This concept consists of two words "風 =wind" and "土 =land." 1300 years ago, the ancient emperor of Japan, Genmei, ordered various provinces all over Japan to report their unique geographical features, customs, and histories. The emperor compiled the collected information into a set of books. These books are called FUDO-ki.

The oldest book of FUDO-ki in Japan has been preserved in our home region "Harima." The rich historical contexts recorded in FUDO-ki need to be restored as a part of the identity of our region. History indicates not just the story about the past but also the direction to the future. We have been exploring the possibilities of sustainable lifestyles by revitalizing indigenous food culture rooted in FUDO.

4 action steps "FUDO" for the post green revolution age

Farming

Farming is the most basic step in restoring native crops. We facilitated the collaboration between farmers and non-farmers.



Up-Building

We explored a variety of possibilities to utilize native crops for enriching our life.



Dialogue

We coordinated dialogue among diverse people to combine different perspectives and to generate something new.



Opportunity

We create new opportunities for revitalizing indigenous food culture and developing community with local identity.



## Harimaoh-Garlic

### Problem



Harimaoh-garlic was no more cultivated after WW II and disappeared from the farmland. But this garlic was rediscovered in a forest 60 years ago and people began to grow it again. 15 farmers started to cultivate Harimaoh-garlic. But it was not enough for succeeding this crop sustainably in the future.



### Our action

- Coordinating environmental education to learn about the native crops
- Inviting children to cooking workshops
- Creating new farmland at a local school
- Planning workshops in cooperation with a local parent association to learn how to cultivate the garlic
- Experimenting the application of garlic farms to pest animal control
- Selling garlics at a local farmer s market

## Mochimugi Barley

### Problem



There were six farmers who cultivated this barley in 2013. They were selling this barley at a local store but it was left unsold. This is because the mochimugi barley was expensive and many young people in Fukusaki did not know how to cook it. The local farmers have gradually lost the motivation to cultivate this crop.



### Our action

- Developing new recipes of mochimugi barley for younger consumers
- Uploading the recipes on internet and collecting feedbacks
- Conducting test marketing of mochimugi dishes at a cafe run by university students and collecting 120 feedbacks
- Coordinating cooking workshops for local families to introduce new mochimugi recipes
- Conducting taste-testing at local festivals
- Publishing a recipe book in collaboration with the local government

## Himeji Mugwort

### Problem



The economy of the center of Himeji city has been declining due to rapid aging and depopulation. There has been a need to include younger generations in the process of community development. People were looking for new opportunities for collaboration in order to revitalize the city.



### Our action

- Learning about a mythological story about the god and mugwort, which was created more than 1000 years ago, and making its picture book to share the story with a local community
- Planning a mugwort festival in collaboration with 22 local restaurants
- Discovering natural growth areas of mugwort and sharing the information about them with restaurant-owners



2013 Result	Harimaoh-Garlic 	Mochimugi Barley 	Himeji Mugwort 
 <p><b>Social Impact</b></p>	<p><b>15 → 25</b> the increase of the number of cultivators (6 of them are non-farmers)</p>	<p><b>6 → 9</b> the increase of the number of cultivators</p> <p><b>68,662</b> the number of access to our 33 new recipes uploaded on the website</p> <p><b>4000</b> the number of recipe books published</p>	<p><b>22</b> the number of local restaurants joined</p> <p><b>1200</b> the participants in the mugwort festival</p> <p><b>16 → 24</b> the increase of the member of local project team</p>
 <p><b>Environmental Impact</b></p>	<p><b>the progress in preserving biodiversity (native crops and plants)</b></p>		
	<p><b>ESD</b> increased the opportunities of environmental education and children's participation</p>	<p><b>54%</b> the estimated decrease of application of chemical fertilizer</p> <p><b>44% (value basis)</b> the estimated decrease of application of agricultural chemicals</p>	<p><b>the promotion of Forest Management</b> the increase in the use of abandoned natural resources</p>
 <p><b>Economic Impact</b></p>	<p><b>effective promotion</b> the integration with environmental education helped the cost cut for promotion</p>	<p><b>¥9,534,300</b> (89,272USD) the estimated increase in gross profit in comparison with rice farming resulted from the expansion of farmland (15 ha)</p>	<p><b>531</b> the number of customers purchased mugwort dishes at the festival</p>
	<p><b>total sales of test marketing ¥615,614 (5,764USD)</b></p>		
 <p><b>Sustainability</b></p>	<p><b>The above outcomes generated in the Food of FUDO project are important pieces of evidence of the growth of indigenous food culture in Harima. By creating opportunities for people to consider and act together for the preservation of native crops, we have been strengthening the potential of the local community towards the sustainable development of unique food culture rooted in FUDO.</b></p>		