

Environment-Economy Strategy

For the Oriental White Stork to be reintroduced into the wild, the rich environment (Natural Environment and Cultural Environment) must be restored. To preserve, restore and create the natural environment and the cultural environment to coexist with the storks of Toyooka, we are working out Environment-Economy Strategies aimed towards town creating a harmonious place for all.

What is "Environment-Economy" ?

Efforts to make better environment impact economic effects. And Efforts to make better environment become active as economic effects happens. As a result, economic effects will increase.



Solar panel

Environmentally Friendly Farming

"The stork friendly farming method" nurtures good rice and various living creatures. It is the method to aim to create a rich culture, community and environment in which the stork can also environment in which the stork can also live.



Winter Flooded Rice Paddies



Important rice paddies for the stork (Photo : JA Tajima)

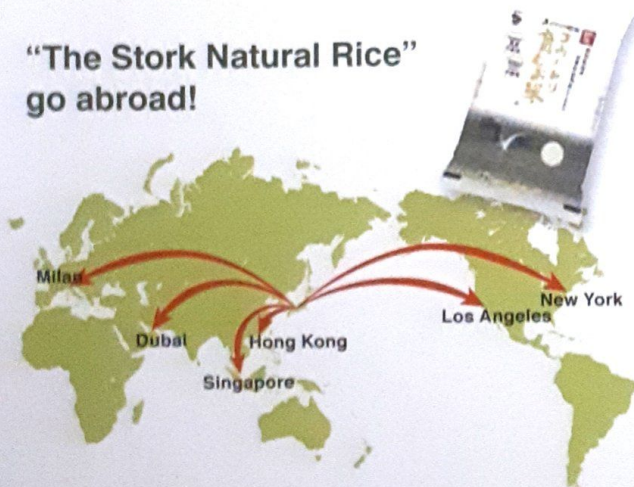
Request for the Stork Friendly Farming Method

- No agrochemical use or 80% reduction in use
- No fertilizer during the cultivating season
- Postponing mid summer drainage
- Management of drainage practice on rice paddies
- Rice paddy water depth control



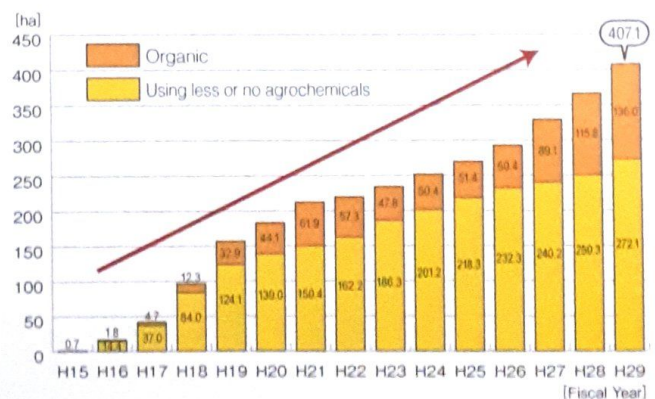
Rice paddies are flooded until early July, the tadpole has legs and became a frog.

"The Stork Natural Rice" go abroad!



"The Stork Natural Rice" is safe and reliable. It is offered at Japanese Restaurants in USA and major supermarkets in Hong Kong.

Changes in planting acreage of the Stork Friendly Farming Rice in Toyooka



Requiring much time and effort, we make safe and ease rice the value of rice improve.