

# W h a t ' s U p , O I T A !

*Bringing the latest from Oita, Japan to all those connected to Oita thriving all across the globe.*

October 2016 No. 05



**Greetings!** from Shunro Hori <hori-syunro@pref.oita.lg.jp>, the Head of the International Policy Division in the Oita Prefecture Planning Promotion Department

At the start of October, the days of hot and humid were still continuing, with highest temperatures some days reaching almost 30°C. Now, as we reach the middle of the month, the weather has suddenly become cooler. On the third day of this month, the second in line in the “SynFlow” Onsen Oita commercial series, “Go SynFlow Team!” has been released. I hope everyone will enjoy it and the behind-the-scenes footage included. This season will be packed with events, so I want every tourist to enjoy their fill of Oita in autumn.

## **A Pamphlet on Prefectural Agricultural, Forestry, and Fishery Products has been Completed!**

**A pamphlet aimed at people overseas** has been completed, including information on everything from the abundant foodstuffs that are the pride of the prefecture, such as cultivated yellowtail, Oita Bungo Beef, and dried shiitake mushrooms; food culture, such as hell-steamed food and ryūkyū fish dishes; and local craftwork such as onta-yaki pottery or bamboo craft. There are four editions of the pamphlet: as well as a Japanese pamphlet, there is also an English pamphlet, a traditional Chinese pamphlet (aimed at Taiwan, Hong Kong, and Macau), and a simplified Chinese pamphlet (aimed at Shanghai, Beijing, and Dalian). All have been produced with a mind to the possibilities of inbound tourism. The pamphlets will be used at business talks and sales fairs, as well as for inviting foreign buyers. Information on Oita’s brilliant branded foodstuffs has been condensed to 8 pages, and with thanks to the pamphlet, the foodstuffs are being favourably received.



## **Rio Paralympics: A Silver in Boccia**

September 13<sup>th</sup> (Tuesday)

Takayuki Kitani, from the Japan Sun Industries in Beppu and athlete on the Japanese boccia team at the Rio de Janeiro Paralympics, seized a silver medal. The team was unfortunately defeated in a tie in the final round, but won their first medal in the event, which was a huge feat as they look towards the Paralympics.



# Could You Take Me to Kuju?

**Step into the Kuju Flower Park** and you will be greeted by the sight of a carpet of millions of beautiful flowers stretching into the distance. Mr. Yoshihiro Esaki, explained that the park's flowers are seasonal, meaning that apart from a brief period of closure in the winter, guests to the park will always be welcomed with different sights and colours. On the day of our visit, beautiful cosmos blossoms were in bloom. The staff at the park are knowledgeable and friendly, and Mr. Esaki taught us different facts about almost ever flower we came across. As we drove past fields of brightly coloured flowers in our golf-cart, we saw many other guests walking leisurely down the meandering paths. Our guide explained that they provide carts for visitors with limited mobility. In fact, the entire park is set up so that people of all ages can enjoy it. For example, there are craft workshops and activities such as blueberry picking that families can take part in. The park is home to a number of restaurants, greenhouses, and shops, selling regional products such as perfumes, jams, floral wreaths, and dried fruits. Guests are also able to try unusual ice-cream flavours such as rose and lavender (the rose flavour was delicious!)

The park also offers stunning views of the Kuju mountain range – a perfect accompaniment to the fields of flowers. Anyone who has or aims to have a green thumb should plant themselves (excuse the pun) at the Kuju Flower Park.

Kuju Flower Park is open from  
8:30 ~ 17:30

Entry is ¥1300 (¥500 for children)

The park is closed from late December to around February.

For more information, visit <http://www.hanakoen.com>



**Pictured above:**  
Some of the many  
flowers we enjoyed  
at Kuju Flower Park



# Another Slice of Kuju

Not that the editors of What's Up Oita! are at all biased, but we honestly believe **Oita has the best food in Japan**. The Kuju Region is famous for its delicious dairy products and fresh vegetables, so naturally we had to finish our trip to the Flower Park with a tour of Kuju's gourmet delicacy. We travelled to the Kuju Winery to sample some delicious wines, before going to the pizzeria next door to tuck into the best pizza I have eaten in Japan so far, made with local cheese and vegetables. Grape juice made in Kuju was delicious – it had a rich flavour and was nice and tart rather than too sweet. A trip to the Guernsey Farm rounded off our tour of Kuju's culinary delicacies, where we were able to sample delicious cheese cake, and walk around the farm to visit the animals. We walked off our meal afterwards at the Tadewara Wetlands, also in Kuju.



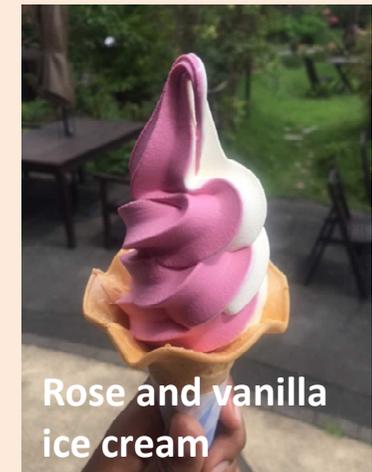
The world's most beautiful cow



A very delicious pizza!



Tadewara Wetlands



Rose and vanilla ice cream

Miriam Starling

Editors' Note

Sheridan McKisick

Oita Prefectural Office  
Planning Promotion  
Department  
International Policy  
Division  
pu101503@pref.oita.jp



The photo above does not do justice to the beauty captured by the cows of Guernsey Farm. We both strongly suggest making a trip to Kuju if only to see these adorable brown cows. You won't regret it!



Oita Prefectural Office  
Planning Promotion  
Department  
International Policy  
Division  
pu1014001@pref.oita.jp