



## Introducing experiential content in Tome City, Miyagi Prefecture

January 2024  
Izunuma Nosan Co., Ltd.

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# 1. Introduction of Tome City, Miyagi Prefecture

Tome City is located on the border with Iwate Prefecture. It is a town adjacent to Osaki City, which has been designated as an agricultural heritage site, Kurihara City, which is famous for the autumn leaves of Mt. Kurikoma, and Minamisanriku Town, which has earthquake ruins.

## <Access>

### ① JR Tohoku Shinkansen

- Tokyo Station~Kurikoma Kogen Station  
Approx. 2 hours
- Sendai Station~Kurikoma Kogen Station  
Approx. 25 minutes

### ②JR Tohoku Main Line

- Sendai Station~Nitta Station   Approx. 1 hour 15 minutes

### ③Freeway

- Tohoku Expressway  
Kawaguchi JCT~Sendai Miyagi~ Tsukidate  
Approx. 5 hours
- Sanriku Expressway  
Sendai Kohoku~Tome IC   Approx. 60 minutes



# 1. Introduction of Tome City, Miyagi Prefecture

- Tome City has a thriving agriculture and livestock industry, and has the highest agricultural output in the prefecture.
- Tome Town, known as "Miyagi's Meiji Village," still has a high school elementary school built during the Meiji period, as well as the Mizusawa prefectural office and police station, which still retain the vestiges of those days.
- Located in the western part of the city, "Izunuma and Uchinuma" were designated as the second wetlands in Japan to be registered under the Ramsar Convention in 1985. It is the largest lowland lake in Tohoku (491ha)
- It is said that the lotus clusters that cover the surface of the lake in summer and the number of migratory birds that fly in winter are the highest in Japan.



Production using sustainable farming methods



Production areas of Wagyu beef and brand pork



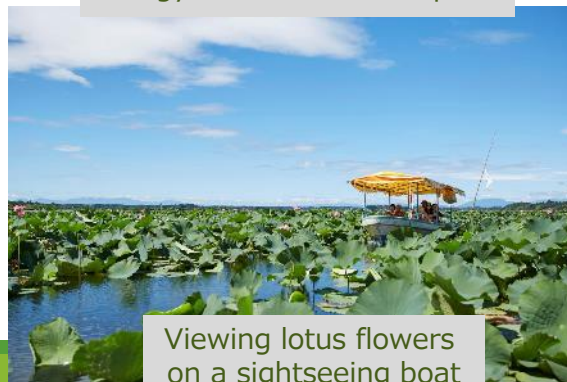
A town with Meiji-era architecture



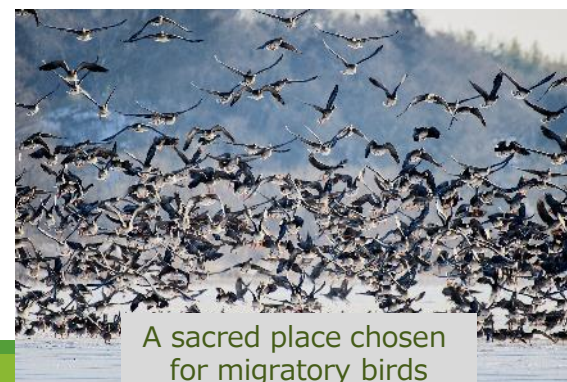
Delicious rice and local sake



Lotus blooming in Izunuma



Viewing lotus flowers on a sightseeing boat



A sacred place chosen for migratory birds



The Bird Experience

## 2. About Izunuma Nosan (Company Profile)

Company Name	Izunuma Nosan Co., Ltd.
establishment	October 1, 1988 (Legalization May 1, 1989)
employee	33 people
Description of Business	agriculture(pig farming, paddy rice, fruit trees), meat product manufacturing industry, meat processing industry, prepared food manufacturing industry, confectionery manufacturing industry, ice cream manufacturing industry, alcoholic beverage manufacturing industry (sake), food and beverage industry, sales of local agricultural products, mail order sales...other
Main Products	Izunuma Ham (SUFFA・IFFA Gold Medal) 、Izunuma park( Pure red pig) (registered trademark)
Management Philosophy	With " <b>Transforming agriculture into food</b> " as our starting point, we are grateful for the blessings of local people and nature to the fullest.
Recent Awards	2019 6th Industrialization Food Industry Director-General's Award 2021 Minister of Agriculture, Forestry and Fisheries Award 2023 Tohoku New Business Award

※2017年 In order to refine local resources as attractive farm stay experience content, we established "Tome Food and Agriculture Experience Network". (Members : Tome City、 Brand Research Institute, Inc. 、 Izunuma Nosan Co., Ltd. )

## 2. About Izunuma Nosan (production · Manufacturing Department)



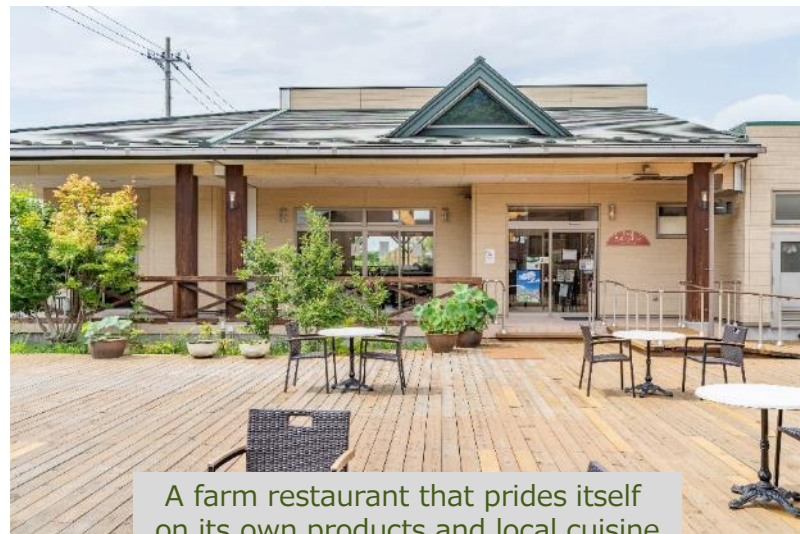
## 2. About Izunuma Nosan (business · Sales Department)



Private Label Izunuma Ham Series



Direct sales market where you can buy local specialties



A farm restaurant that prides itself on its own products and local cuisine



Ham sausages win gold medals in international contests



There is also a stall in the direct sales market



Inside the farm restaurant: Up to 80 seats

## 2. About Izunuma Nosan (Attraction Department)



Handmade wiener experience (5~40 people)



Blueberry picking (June~July)



Handmade pork bun experience (8~40 people)



Prosciutto owner experience (preparation of aged prosciutto)



Provision of camping and glamping space



Provision of farm barbecues and venues

## 2. About Izunuma Nosan (Food education)



「Food, agriculture, and environmental education on the stage of "Fuyumizutanbo(Rice fields that are watered even in winter)"  
(rice planting、Survey of living things、rice reaping & Online Learning)



Goat care experience



Farming Experience



Factory tour

# 3. Aiming for the industrialization of rural areas

(exchanges in which local residents play a leading role)



Farming Experience



BBQ connecting with producers (Shiitake mushroom farmer)



Making strawberry daifuku



Shimenawa Experience



Local Cuisine Experience (japanese pickles)



Local Cuisine Experience (Hatto)



Local Performing Arts Experience



Farmhouse Vacation Rentals



Fudo Footpath



Migratory bird watching



Izunuma and Uchinuma cleanup activities



Izunuma Fisherman's Experience

# 3. Aiming for Rural Industrialization (Business Strategy)

<establishment~2003> theme : Industrialization of agriculture (Made in izunuma)  
We have been working to add value to local resources through the sixth industrialization of agriculture.



<2004~Present> **theme : Rural industrialization (Welcome to izunuma)**  
Through initiatives such as food and farming experiences and farm stays, we are practicing the creation of a sustainable farming model.

## 【Our Vision】

To create a place where local residents coexist with nature, the number of people interacting with each other increases, there are places to work where they can earn money for their daily lives and leisure, and where there are many residents who are proud of their local .

**Realization of highly sustainable and optimal rural spaces = Rural industrialization**



# 4. Introduction of experiential content

category	summary	remarks
<p>Cooking experience</p> 	<p>It is a cooking experience using local ingredients. The purpose of this program is to provide students with an opportunity to learn about the joy of cooking and to deepen their understanding of domestic agricultural and livestock products and local food culture.</p> <p>【Example Programs】 Handmade sausages, pizza, Blueberry Mousse, Pork buns, Strawberry Daifuku, local cuisine (Hatto・Preserved food, etc.)</p>	<ul style="list-style-type: none"> <li>①Duration : 1.5 hours~</li> <li>②Capacity : 5~50people</li> <li>③price : 2,200 yen/person~</li> </ul> <p>【Examples of use outside of tourism】</p> <ul style="list-style-type: none"> <li>◎ Educational trips</li> <li>◎ Welfare and Welfare</li> <li>◎ Events for business partners</li> </ul>
<p>Farming Experience</p> 	<p>Through experiences such as planting and harvesting vegetables, planting and harvesting rice, the purpose of the program is to deepen exchanges between consumers and producers who have few opportunities to become familiar with agriculture on a daily basis, and to deepen their understanding of agriculture.</p> <p>【Example Programs】 rice planting, weeding, rice reaping, Experiences related to vegetable and fruit cultivation (example : Log shiitake, Root crops such as lotus root, Leafy vegetables, blueberries, etc.)</p>	<ul style="list-style-type: none"> <li>①Duration : 2 hours~</li> <li>②Capacity: 5~50 people</li> <li>③Price: 2,200 yen/person~</li> </ul> <p>【Examples of use outside of tourism】</p> <ul style="list-style-type: none"> <li>◎ Educational trips</li> <li>◎ Contribution to Local Communities</li> <li>◎ Mental health care</li> </ul>








# 4. Introduction of experiential content

category	summary	remarks
<p>Nature Experiences</p> 	<p>The purpose of this program is to learn about the current situation of the Ramsar wetlands "Izunuma and Uchinuma" through observation of flora and fauna and environmental conservation activities, and to think about the coexistence of people and nature.</p> <p><b>【Example Programs】</b>            Fudo Footpath、 Bird Hunting Cycling、 Lotus cherry blossom viewing、 Migratory bird flight・Roosting observation、 Fisherman's Experience、 Environmental Conservation Activities (Cleanup activities、 Observation of living things)</p>	<p>①Duration: 1 hour ~            ②Capacity: 5~50 people            ③Price: 2,200 yen/person~</p> <p><b>【Examples of use outside of tourism】</b>            ◎ Educational trips            ◎ Contribution to Local Communities            ◎ SDGs activities</p>
<p>Traditional Performing Arts・Event Experience</p> 	<p>This is an experiential program related to performing arts, festivals, and traditional events that have been passed down in the region for a long time. The purpose of this program is to learn about the themes of "making," "eating," and "being grateful" that have been cherished by the community through hands-on experience.</p> <p><b>【Example Programs】</b>            Yagyū Shingan-ryū (Miyagi Prefecture Designated Intangible Cultural Property) 、 Sanuma deer dance (Tome City Designated Intangible Folk Cultural Property) 、 Mochitsuki・Event Food Experience</p>	<p>①Duration: 1 hour ~            ②Capacity: 5~50 people            ③Price: 2,750 yen/person~</p> <p><b>【Examples of use outside of tourism】</b>            ◎ Educational travel            ◎ Inspection training</p>

# 4. Introduction of experiential content

category	summary	remarks
<p>other</p> 	<p>We also accept farm barbecues using local ingredients, prosciutto owner experience, farm camping using glamping tents, accommodation experiences using vacant houses in Izunuma, and arrangements for farmers' lodgings.</p>	<p>①Duration: 1 hour ~                  ②Capacity: 5~50 people                  ③Price: Negotiable</p> <p>【Use Cases】                  ◎ Educational trips                  ◎ Employee trip                  ◎ Anniversary project</p>
<p>Online Experience</p> 	<p>This is a program where you can learn how to make sausages online using the popular product "Wiener Kit", which ranked first in Japan in a survey by a major travel information magazine. You can experience it at home, so you can participate with peace of mind even if you have difficulty going out or have small children.</p> <p>【Contents of the "Wiener Kit"】                  Ground beef : 300g×3、 spice : 3 sachets、                  Sheep intestines : 1 pc、 Pastry bag : 3sheet、 spinneret : 1、                  How to make guide : 1sheet                  ※With 300g of meat, you can make about 12 sausages of 5~8 cm.</p>	<p>①Duration: 1.5 hours ~                  ②Capacity: 10 people ~                  ③Price: 5,940 yen/person~</p> <p>【Use Cases】                  ◎ Trade Union Recreation                  ◎ In-house social gatherings                  ◎ Events for business partners</p>

# 4. Introduction of experiential content

category	summary	remarks
<p>Farm Restaurant</p>    	<p>It is a restaurant where you can luxuriously enjoy pure red pork from Date and pork from Miyagi Prefecture. In addition, we use ingredients from the attached direct sales shop, such as locally harvested vegetables. It can be used for a wide range of purposes such as parties, social gatherings, entertainment, and light meals.</p>	<p>①business hours : 11 : 00~21 : 00 ②Number of seats: 80 ③other : • For groups/tour conductors/drivers Has a menu • For vegetarian allergies Consultation is possible • Wheelchair accessible</p>
<p>Direct Sales Market</p>   	<p>You can buy Date's pure red pork, an assortment of Izunuma ham series, local seasonal vegetables, and souvenirs. At the stall corner, we sell gelato made with milk made in Miyagi Prefecture, red pork buns, minced cutlets, franks, side dishes, etc.</p>	<p>①business hours : 9 : 00~18 : 00 ②Parking: 50 cars free (Bus parking space available) ③other : • Courier service of purchased products is accepted. • Suggestions for group souvenirs are possible. • Wheelchair accessible</p>

# 5. spring (April ~ June) Model Courses

A plan to enjoy a rural village and a handmade experience in spring (Recommended for 5~40 people)

## Local Cuisine Experience Plan (Estimated price : 5,500 yen/person~)

9 : 50	arrival
10 : 00~11 : 00	Farming Experience or Fudo Footpath (Classroom lectures in case of rain)
11 : 00~12 : 30	Local Cuisine Experience (Hatto soup & Rice balls) ※Cooking experience followed by lunch
12 : 30~13 : 00	shopping (Direct Sales Market)
13 : 00	departure

## Wiener making experience plan (Estimated price : 6,600 yen/person~)

9 : 50	arrival
10 : 00~11 : 00	Farming Experience or Fudo Footpath (Classroom lectures in case of rain)
11 : 00~12 : 30	Food and Agriculture Experience(Handmade wiener) ※The sausages you make can be taken home and wrapped.
12 : 30~13 : 30	Lunch (Farm Restaurant)
13 : 30~13 : 50	shopping (Direct Sales Market)
14 : 00	departure



Fudo Footpath  
(Local Walks)



Local Cuisine  
Experience



Hatto soup



Handmade wiener  
experience



Example of a  
restaurant menu



Direct Sales Market

# 5. Summer (July~August) Model Courses

**Lotus in Izunuma, Plan to enjoy summer ingredients(Recommended for 5~40 people)**

Lotus appreciation & Farm BBQ Plan (Estimated price : 5,940 JPY/person~)	
9 : 50	arrival
10 : 00~10 : 30	Lotus appreciation in Izunuma (pleasure boat)
10 : 30~12 : 00	Food and Agriculture Experience (Handmade wiener experience)
12 : 00~13 : 00	Farm barbecue with made wieners
13 : 00~13 : 20	shopping (Direct Sales Market)
13 : 30	departure

Blueberry Mousse Making Experience Plan (Estimated price : 4,400 yen/person~)	
9 : 50	arrival
10 : 00~11 : 30	Food and Agriculture Experience (Handmade Blueberry Mousse Experience)
11 : 30~12 : 30	Lunch (Farm Restaurant) Sample the mousse you made for dessert
12 : 30~13 : 00	shopping (Direct Sales Market)
13 : 00	departure



Fudo Footpath



Handmade wiener experience



Farm barbecue



Blueberry Mousse



Example of a restaurant menu



Lotus growing in clusters in Izunuma

# 5. Model course for autumn and winter (October ~ December)

**The Bird Experience, Plan to enjoy local ingredients (Recommended for 2~10 people)**

## Day 1

13 : 30	arrival
13 : 30~14 : 00	orientation
14 : 00~16 : 00	Walking around Izunuma • experience (Making Falling geese, etc)
16 : 00~17 : 00	The Bird Experience (Observation of migratory birds roosting)
17 : 00~17 : 30	break • shopping (Direct Sales Market)
17 : 30~18 : 30	dinner (Farm Restaurant)
18 : 30	dissolution

## Day 2

5 : 50	arrival
6 : 00~7 : 00	The Bird Experience (Flying off)
7 : 30~8 : 30	breakfast(Local cuisine)
8 : 30~9 : 00	break • Shopping (Direct sales market)
9 : 00	dissolution



Walking around Izunuma



Observation of migratory birds roosting



Dinner (shabu-shabu set)



Flying off observation



Breakfast (Hatto soup)

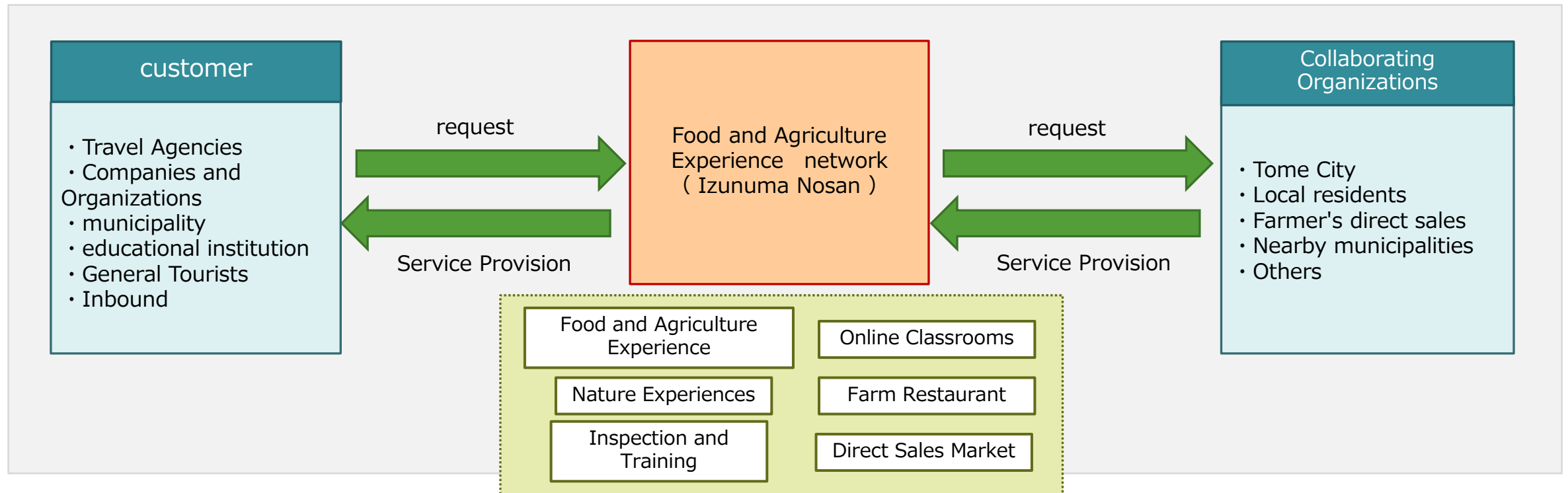


**Bird Experience Flyoff Video**

# Conclusion

## 【Features of our company】

- We propose story-based programs with themes of "nature," "agriculture," and "food," which are difficult to plan in general tourist destinations.
- In addition to seeing and listening, there is also an experiential element, and the guide conveys the charm of rural villages in a fun and easy-to-understand manner.
- If the tour is held, we will act as a local concierge and will handle coordination from pre-arrangement to the end of the tour with a single window.  
【Travel service arrangement business (Miyagi Prefectural Governor Registration No. 27 · Registered on April 8, 3rd year of Reiwa) 】



- About the property : We can introduce you to ①Nearby Hotels,②Vacation rental facilities in Tome City,③Glamping equipment · Tent Rental.