



Try your hand at farm work  
**Agriculture Field**

In this area you can see what a real farm is like. Play with animals, gather vegetables or have a ride on the tractor! There are also many different booths thanks to the Nougou-Joshi Project!

Numbered tickets will be used at the Petting Farm and Gathering Vegetables area due to time/participant limits. Please check details at each booth.



**A1 Farm of Experience**

Try milking a real cow or feed a calf in Marunouchi, right in the middle of the city.

**A2 Appearance of Rural Landscape in Tokyo**

Japan's unique country scenery comes to Marunouchi's Naka-dori street. Take photos in front of scarecrows, rice bales, and racks of drying rice!

**農業女子PJ**

**A4 toyo housing**

Display of the moveable 'mini N-kyo koya' for markets.

**A6 Nougou-Joshi Project**

Introduction of Nougou-Joshi Project activities.

**A8 Nougou-Joshi Kitchen Car**

Buy smoothies and ice cream made with peaches and other fruits. [only on Sat 5th]

**A12 Toyoshima Co.,Ltd.**

Food textile - vegetable colors in your life' vege-dyed items for sale.

**A14 FUMAKILLA LIMITED**

Pasona Agri-partners Inc.

Pansy group planting. / Herb planting.

**A16 ISEKI & Co.,LTD.**

Display of the tractor and tiller produced by Nougou-Joshi and chance to ride in the driver's seat.

**A5 NTT DOCOMO, INC.**

Display/explanation of Docomo's farm communication devices and efforts in agriculture.

**A7 Daihatsu Motor Co.,Ltd.**

Nougou-Joshi Marche Market run by 15 Nougou-Joshi members, using the Daihatsu HIJET.

**A11 Isetan Mitsukoshi Ltd.**

Display of year-end gifts created together with Nougou-Joshi. [only on Sat 5th]

**A13 TOKYO FM**

Explanation of TOKYO FM's farming aid program. Agri-rhythm.

**A15 MARUYAMA MFG. CO., INC.**

TOWA CORPORATION

Karu-no' mowing machine display and chance to dress like the Nougou-Joshi. / Display/sale of gloves made through the Nougou-Joshi Project.

**A9 Animal Crossing: New Leaf**

Get in-game items for 3DS game Animal Crossing: New Leaf!

**A10 Mercado TokyoNodai & Marunouchi Honey Project**

Includes Tokyo Nodai brand goods and new products made with Marunouchi Honey

**Rest Area**  
~Gyoko-dori~

A space to sit, relax, and enjoy food bought at Japan Harvest. Also includes a Dance&Play performance by the Hokkaido Sapporo Intercultural and Technological High School brass band!

**01 Dance&Play performance schedule**

30min each  
Sat 5th: 11:00-12:00/13:30-14:30/15:30-16:30  
Sun 6th: 11:00-15:30

What is Dance&Play? The dancing brass band - a new brass band performance style from Hokkaido.

**02 Stage Schedule [Sat 5th only]**

Events will be held on the Marunouchi Building 1F 'Marucube Stage'. Come and join in!

**12:00-12:50** 'Let's Eat Breakfast! Talkshow'

Special talk show about 'breakfast' by 3 personalities representing Japan in the area of food.

**13:10-14:00** 'JAPAN HARVEST 2016 Special Stage'

Stage event with special guest Mashu Baker, gold medalist at the Rio Olympics.

**14:30-15:30** 'Nougou-Joshi On-Off Makeup and Fashion Show'

(supported by KOSÉ, Toyoshima, Mont-bell) Special project by Nougou-Joshi models, joined by popular stylist Kyoko Kame!

**03 Food, Agriculture, Forestry and Fisheries Award for University Students** [Sun 6th, 11:30-14:20]

An event at 3x3Lab Future showcasing the daily activities of student groups involved in food, agriculture, forestry, and fisheries around the country, with the most outstanding group awarded the MAFF Minister's Prize.



とうふつの森 presents  
**Treasure Hunt Quiz Rally**

©Nintendo

**How to Join**

**1 Solve the puzzles!**

Find the treasure chests inside the grounds of Japan Harvest 2016 by solving the 5 puzzles at the bottom of the middle page of this pamphlet.

If the puzzles are too hard to solve, look for the Treasure Hunt Hints at the Information Tent. ①

\*Puzzle 1 can only be solved by collecting hints at the 3 given places.

**2 Find the treasure chests!**

Once you've figured out where the treasure chests are, go and find them at that place! When you find a chest, write down its secret code in the space under each puzzle.

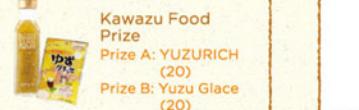
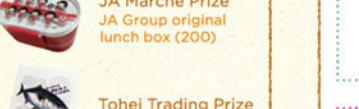
**3 Match the answers!**

When you have found all 5 treasure chests, match up the answers at the Treasure Hunt booth at the **Japanese Food Fountain**. If all the secret codes are right you can win prizes in the raffle draw!

**[Rally Rules]**

- The Rally is free to join.
- Be careful when taking part.
- Each person can only match answers once.
- One prize per person.
- Even if you know the secret codes, don't tell others or shout them for everyone to hear.
- We are not responsible for any damage to property or accidents that might happen during the event.

**Prize Information**

	Animal Crossing: New Leaf amiibo+ Prize amiibo+ Animal Crossing various series titles (5,000)		Treasure Hunt Quiz Rally Participation Prize JAPAN HARVEST x Animal Crossing: New Leaf original stickers (10,000)
	Asagiri Yogurtion Pork Cooperatives Prize Prize A: Asagiri Yogurt meaty spaghetti sauce (200) Prize B: Asagiri Yogurt specialty shop 'Tonchinkan' dipping sauce (10)		Kawazu Food Prize Prize A: YUZURICH (20) Prize B: Yuzu Glace (20)
	Sakata Seed Prize Salty vegetable (1,000) *actual product may vary from photo		JA Marche Prize JA Group original lunch box (200)
	CFSCI Prize ChaCha Manmaru Cookies (10)		Tohei Trading Prize A4 clear file (130)
	Nichirei Prize Sinsyu Sakurai-Wagy sliced round meat 400g (for Sukiyaki) (20)		Japan Sauce Industry Association Prize Sauces from around Japan (100) *may not choose sauce type
	Ninbin Prize Smart sharpener, quality dried bonito, wooden mallet set (3) *photo is of smart sharpener only *colors may vary		Marukome Prize One-shot Kiwami (3)

**JAPAN HARVEST 2016**

Food, Agriculture, Forestry and Fisheries Festival

**JAPAN HARVEST 2016**



Learn! Experience! Eat!

**丸の内農園**

Marunouchi Farm



**Sat 5 - Sun 6 November, 2016**

**11:00-16:00**

Venue: Marunouchi Naka-dori, Gyoko-dori

<http://tabeyo-kokusan.jp/japan-harvest2016>



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にんべん

マルコム

農業女子PJ

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docomo

日用品 フマキラ

三越伊勢丹ホールディングス

PASONA

サカタのタネ

DAIYOSHIMA

TOWA

トヨシマ

TOKYO FM

Marunouchi Farm lets you enjoy learning and trying everything from farm work to delicious food in 4 different areas.

A market full of farm produce

**Waku Waku Marche**

This area is packed with farm produce specially chosen by growers. For two days only, this original market brings together vegetables grown by university students and country areas.

Agriculture, Forestry and Fishing Academy

**W1 JA Marche**

Taste/buy fresh farm produce and finished products brought directly from growers by JA.

A forest filled with regional goods

**Sanpin Forest**

In this area you can discover different regional products from around Japan. A range of rare regional products is waiting for you!

FOOD ACTION NIPPON AWARD 2016

-winning products

Award-winning products to taste or buy.

Fukui Prefecture

**S2 JA Marche**

Great tastes from Fukui, the home of Koshihikari rice.

Ryukyu Shokugei Co.,Ltd. (Okinawa)

Try the chef's yakitori made with Okinawa Fukuju Free Range Chicken, raised on chemical-free, Okinawa feed!

Asagiri Yogurtion Pork Cooperatives (Shizuoka)

Tasting of pork raised on lactic fermentation feed at the foot of Mt. Fuji and containing Omega-3, as well as green tea and other finished products.

Local Production for Local Consumption

An introduction of outstanding menus and activities tackling local production for local use.

Local Treasures - GI Products

Explanation of the Geographical Indication (GI) Protection System and registered products.

A fountain of Japanese food discovery

**Japanese Food Fountain**

An area to discover new ways of eating, cooking, and lots of other information based around food. Packed with a fresh fascination for food!

Japanese Style of Food Education

An introduction to food education initiatives by companies.

Umaimon Koshien

Buy original foods created by high school students who passed selection trials around Japan.

TOHEI TRADING CO.,LTD (IZU PENINSULA LOCAL FISH KINGDOM)

Ito Peninsula cuisine! Premium potato Mismi croquettes and ItoNuggets made with mackerel.

Washoku Culture Corner

Display and taste comparison of Japanese food essentials such as dashi and miso. Also try making dried bonito flakes.

JAPAN SAUCE INDUSTRY ASSOCIATION

Various sauces from around Japan - compare the flavours on croquettes.

JAPAN SOY SAUCE ASSOCIATION

Taste 5 types of soy sauce, buy rice crackers made with 5 different soy sauces.

Nichirei Corporation

Taste teppanyaki made with a 'pure Japanese chicken' select breed raised on the company's own farm.

Japan Livestock By Product Association

Fried offal tasting and free recipe books for offal dishes.

Vegetarian food and Japanese organic cotton

Buy dishes with 100% plant ingredients - no animal products such as meat, fish, eggs, dairy, or honey.

Some stall-holders or content may vary.

Also, please be aware that products for tasting/sale have limited stock.

# 丸の内農園

Marunouchi Farm



# WELCOME TO MARUNOUCHI FARM

i = Information Tent



## とびだせ amiibo<sup>+</sup> どうぶつの森 presents Treasure Hunt Quiz Rally

Solve the puzzles and find 5 treasure chests hidden on the grounds!



### Question 01

First, go to the 3 Info Booths and fill in 1-3.

Booth A ⇒ eat\_happy

Booth B ⇒ agritokachi

Booth C ⇒ APIQ!!

Then you only need to know the alphabet table to learn where the treasure is hidden!

Answer

### Question 02



Look for the biggest medal with the hidden gold crown.

Answer

### Question 03



Head towards.

Answer

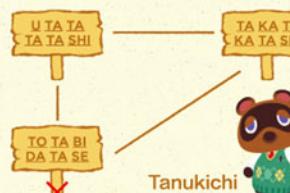
### Question 04



When you make the Sun of the Farm Goddess on this map, the treasure's location will be clear.

Answer

### Question 05



Tanukichi

✗ marks the spot where I hid the treasure.



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