

**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 Nougyou-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!

**A3 Harvesting Vegetables**  
Have a go at gathering cherry tomatoes, red chili, and other vegetables. (can be taken home)

## 農業女子PJ

**A4 toyo housing**  
Display of the moveable 'mini N-ryo koya' for markets.

**A5 NTT DOCOMO, INC.**  
Display/explanation of Docomo's farm communication devices and efforts in agriculture.

**A6 Nougyou-Joshi Project**  
Introduction of Nougyou-Joshi Project activities.

**A7 Daihatsu Motor Co., Ltd. Nougyou-Joshi Marche**  
Market run by 15 Nougyou-Joshi members, using the Daihatsu HIJET.

**A8 Nougyou-Joshi Kitchen Car**  
Buy smoothies and ice cream made with peaches and other fruits. [only on Sat 5th]

**A11 Isetan Mitsukoshi Ltd.**  
Display of year-end gifts created together with Nougyou-Joshi. [only on Sat 5th]

**A12 Toyoshima Co., Ltd.**  
Food textile - vegetable colors in your life! - vegetable-dyed items for sale.

**A13 TOKYO FM**  
Explanation of TOKYO FM's farming aid program, Agri-rhythm.

**A14 FUMAKILLA LIMITED Pasona Agri-partners Inc.**  
Pansy group planting. / Herb planting.

**A15 MARUYAMA MFG. CO., INC. TOWA CORPORATION**  
Karu-no' mowing machine display and chance to dress like the Nougyou-Joshi. / Display/sale of gloves made through the Nougyou-Joshi Project.

**A16 ISEKI & Co., LTD.**  
Display of the tractor and tiller produced by Nougyou-Joshi and chance to ride in the driver's seat.

**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**  
30mins each

Sat 5th: 11:00-12:00-13:30-14:30-15:30-  
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 'Nougyou-Joshi On-Off Makeup and Fashion Show'**  
(supported by KOSÉ, Toyoshima, Mont-bell)  
Special project by Nougyou-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.

**とびだせ どうぶつの森 presents Treasure Hunt Quiz Rally**

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**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**.  
\*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 amibo+ Prize**  
amibo+ Animal Crossing various series titles (5,000)

**Asagiri Yogurton Pork Cooperatives Prize**  
Prize A: Asagiri Yogurton meaty spaghetti sauce (200)  
Prize B: Asagiri Yogurton specialty shop 'Tonchinkan' dipping sauce (10)

**Sakata Seed Prize**  
Speedy vegetable (1,000)  
\*actual product may vary from photo

**CFSCI Prize**  
ChaCha Manmaru Cookies (10)

**Nichirei Prize**  
Sinsyu Sakurai-Wagyu sliced round meat 400g (for Sukiyaki) (20)

**Ninben Prize**  
Smart sharpener, quality dried bonito, wooden mallet set (3)  
\*photo is of smart sharpener only  
\*colors may vary

**Treasure Hunt Quiz Rally Participation Prize**  
JAPAN HARVEST x Animal Crossing: New Leaf original stickers (10,000)

**Kawazu Food Prize**  
Prize A: YUZURICH (20)  
Prize B: Yuzu Glace (20)

**JA Marche Prize**  
JA Group original lunch box (200)

**Tohei Trading Prize**  
A4 clear file (130)

**Japan Sauce Industry Association Prize**  
Sauces from around Japan (100)  
\*may not choose sauce type

**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>

**Special Sponsors**

三菱地所グループ Ligare  
ECOZERIA 三菱商事

**Sponsors**

日本醤油協会 Nニチレイ  
一般社団法人 日本ソース工業会

**Support**

日本食料品協会 一般社団法人 日本昆布協会  
一般社団法人 日本昆布協会 一般社団法人 日本昆布協会

**農業女子PJ**

DAIHATSU docomo 日用品賞 フマキタ  
ISEKI KOSÉ 三井物産 三井物産  
PASONA 三井物産 三井物産  
toyo housing TOYOSHIMA 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**  
Agriculture, Forestry and Fishing Academy  
Buy farm produce and finished products made by university students. A special portable 'Vege Shrine' is also on display.

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

**Sanpin Forest**  
A forest filled with regional goods  
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**  
Award-winning products to taste or buy.

**Fukui Prefecture**  
Great tastes from Fukui, the home of Koshihikari rice.

**Ryukyu Shokukei Co., Ltd. (Okinawa)**  
Try the chef's yakitori made with Okinawa Fukuyuki Free Range Chicken, raised on chemical-free, Okinawa feed!

**Asagiri Yogurton 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.

**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 Mishima 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.

**Let's Eat Breakfast!**  
Rediscover the wonder and charm of Japanese food, as well as the need and importance of breakfast.

**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.

**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!

**J2 Treasure Hunt Raffle booth**  
Go in the draw to win amazing prizes by solving all of the Quiz Rally puzzles on the back!

**J4 Access International**  
PR for a lifestyle magazine launched in February 2016, which focuses on enjoying the slow life.

**J6 JAPAN SAUCE INDUSTRY ASSOCIATION**  
Various sauces from around Japan - compare the flavours on croquettes.

**J8 JAPAN SOY SAUCE ASSOCIATION**  
Taste 5 types of soy sauce, buy rice crackers made with 5 different soy sauces.

**J10 Nichirei Corporation**  
Taste teppanyaki made with a 'pure Japanese chicken' select breed raised on the company's own farm.

**J12 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

Kokusai Bldg.

Hibiya-dori

Meiji Yasuda Seimei Bldg.  
-Marunouchi MY PLAZA-

Marunouchi Naka-dori Bldg.

Mitsubishi Shoji Bldg.

Yusen Bldg.

01  
Dance  
&  
Play

Eating area



Rest Area  
~ Gyoko-dori ~



Eating area

Eating area

Eating area

Treasure Hunt  
Raffle booth

J1

J2

i

Eating area

i

Eating area

A4

A1

A5

A6

A2

A3

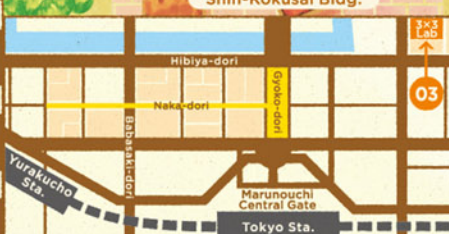
--Yurakucho



W1 Agriculture, Forestry and Fishing Academy

W2 JA Marche

Shin-Kokusai Bldg.



Marunouchi Central Gate

Tokyo Sta.

S1 FOOD ACTION NIPPON AWARD 2016 -winning products

S2 Fukui Prefecture Japan local products exhibition The Central Federation Societies of Commerce and Industry

S3 Ryukyu Shokukei Co., Ltd. (Okinawa)

S4 KAWAZU FOOD LTD. (Oita)

S5 Asagiri Yogurt/Pork Cooperatives (Shizuoka)

S6 Excellent surroundings for Food and Agriculture

S7 Local Production for Local Consumption

S8 Local Treasures-GI Products

S9 Shin-Tokyo Bldg.

J3 Japanese Style of Food Education

J4 Treasure Hunt Raffle booth

J5 Umainon Koshien

J6 Access International

J7 TOHEI TRADING CO., LTD. (IZU PENINSULA LOCAL FISH KINGDOM)

J8 JAPAN SOY SAUCE ASSOCIATION

J9 Let's Eat Breakfast!

J10 Nichirei Corporation

J11 Japan Livestock By Product Association

J12 Vegetarian food and Japanese organic cotton

J7 Washoku Culture Corner

J8 JAPAN SOY SAUCE ASSOCIATION

J9 Let's Eat Breakfast!

J10 Nichirei Corporation

J11 Japan Livestock By Product Association

J12 Vegetarian food and Japanese organic cotton

A1 Farm of Experience

A2 Appearance of Rural Landscape in Tokyo

A3 Harvesting Vegetables

A4-A8, A11-A16 Nougou-Joshi Project

A9 Animal Crossing: New Leaf

A10 Mercado Tokyo Nodal & Marunouchi Honey Project



[Sat 5th only]

### Question 01

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

Booth A ⇒ eat\_happy 1

Booth B ⇒ agritokachi 2

Booth C ⇒ APiQ!! 3

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

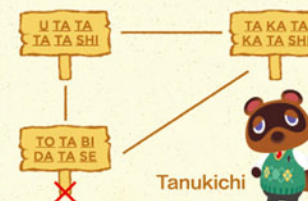
### Question 04



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

Answer

### Question 05



X marks the spot where I hid the treasure.

Answer

### とびだせ どろぼう presents Treasure Hunt Quiz Rally

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

