

2/5 (金) ~ 2/15 (月) の行事

はじめよう、つづけよう。

「北海道スタイル」



～新型コロナウイルスに強い北海道をつくる～ 北海道スタイル

報道発表資料の配付日時 2月3日 (水) 15時00分

発表項目 (行事名)	ハワイ州・カリフォルニア州での北海道フェアの開催について ～新たに中食・デリバリーに挑戦～		
記者レクチャー のお知らせ	(実施日時)	発表者	
		発表場所	
概要	<p>道では、2月5日(金)から2月15日(月)の11日間、米国への道産品の輸出拡大やアイヌ文化の発信強化に向け、ハワイ州ホノルル市およびカリフォルニア州サンノゼ市の大手日系小売店および現地の道内企業と連携し、北海道フェアを開催するとともに、アイヌ文化のプロモーションを実施します。 (ハワイ州では4回目、カリフォルニア州では3回目の開催となります)</p> <ul style="list-style-type: none"> <li>今回のフェアでは、店頭での道産品販売に加え、新たに現地飲食店と連携し、道産食材を活用したメニューのデリバリーサービスを展開します。</li> <li>サンノゼ市のフェアでは、昨年好評だった道産牛肉に加え、新たに「十勝川西長いも」を販売するなど、農畜産物の販路拡大も推進します。</li> </ul> <p>(概要)</p> <ol style="list-style-type: none"> <li>ハワイ州ホノルル市 (2017年、道とホノルル市は友好提携を締結) 会場：ミツワマーケットプレイス・ワイキキ店 内容：①道内企業8社 (19品目) 及び現地流通道産品の販売 ※3月7日まで通常棚で販売を継続 ②現地進出道内企業 (山頭火、とんかつ玉藤 等) の3店舗と連携し、道産食材を使用したメニューの展開 ※店頭販売に加え、現地デリバリーサービスも活用 ③アイヌ工芸品販売やウポポイPR動画の放映 (2月5日～6日)</li> <li>カリフォルニア州サンノゼ市 (シリコンバレーの中心都市) 会場：ミツワマーケットプレイス・サンノゼ店 内容：①道内企業14社 (32品目) 及び現地流通道産品の販売 ※3月7日まで通常棚で販売を継続 ※昨年のフェアで初展開し好評を得た、対米輸出が可能な道内施設 (帯広市) で処理された牛肉を販売・PR。加えて、同フェアで初の取扱となるJA帯広かわにし「十勝川西長いも」を販売 ②現地進出道内企業 (山頭火) 1店舗と連携し、道産品を使用したメニューの展開 ※店頭販売に加え、現地デリバリーサービスも活用 ③アイヌ工芸品販売やウポポイPR動画の放映 (2月5日～7日)</li> </ol>		
参考	<p>上記運営受託事業者：アイヌ文化と連携した海外との経済交流推進事業委託業務受託コンソーシアム (代表者：(株)ITIL、構成員：(株)メガ・コミュニケーションズ) 受託事業名：アイヌ文化と連携した海外との経済交流推進事業委託業務 (北米) 添付資料：ミツワマーケットプレイス・サンノゼ店で配布するフェア用のチラシ</p>		
報道 (取材) に当たってのお願い	コロナ禍の中、米国への輸出拡大に向けて挑戦する取組であり、多くの道内企業にも知っていただきたいので、本事業についての取材・報道をよろしくお願いたします。		
他のクラブとの関係	同時配付 同時レク		
担当 (連絡先)	<p>経済部経済企画局国際経済室 (担当者：鈴木) TEL ダイヤルイン011-204-5342 内線26-609</p>		



# HOKKAIDO 2021

2.5 FRI - 2.15 MON

Sponsored by Hokkaido Government with support Mitsuiwa Marketplace

## AINU CULTURE SPECIAL

[EXHIBITION 2.5 FRI - 2.7 SUN]

“Upopoy(National Ainu Museum and Park)” has opened in Shiraoi town, Hokkaido on July, 2020 as a base for the revival and development of Ainu culture.



(Photos are Images)

Photo by : The Foundation for Ainu Culture.

Upopoy has fascinating facilities not only “National Ainu Museum” – the first museum of history and culture of Ainu. At “Workshop”, visitors can learn and try cultural experiences such as playing traditional instrument and cooking and tasting Ainu cuisine. Traditional dances and traditional instruments of Ainu are performed at “Cultural Exchange Hall”, “Craft Studio” offers demonstrations and workshops of Ainu crafts, “Gise(Traditional house)” takes visitors to the Ainu lifestyle in olden days. In addition, there is a shop which offers Ainu crafts, souvenirs and sweets that can be got only in Upopoy. Visitors can also enjoy food experience at wide variety of selections such as original dishes using traditional methods and ingredients of Ainu at restaurants, takeaway snacks and set menus at food court, and original deserts at cafés.



<https://ainu-upopoy.jp/en/>

### About Ainu culture

Ainu are Indigenous people of Hokkaido and nearby areas who have their own language and unique culture. Ainu people regard many things in nature as “Kamuy(spirit-deities)” since they have asked to nature for their lives such as food, clothing and housing and they always pray with dance or singing songs to Kamuy for showing their respects and appreciations. Those traditional performances are registered as an Intangible Cultural Heritage by UNESCO. Now Ainu people have same lifestyle as other Japanese people, on the other hand, they have been passionately working on preservation and handing down of traditions.

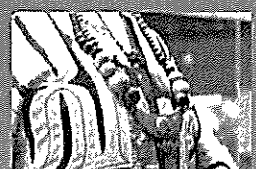
### About traditional Ainu cuisine

Ainu people had been living in a Hokkaido's harsh nature with hunting, gathering and fishing in mountains, forests, coasts, sea and rivers through all year around. While they were given foodstuffs from nature, they cooked with using seasonal wild animals, edible wild plants and seafoods. They ate “Ochau” – soup of fish or meat and vegetables, “Rataskep” – a mixture of wild plants and vegetables, and skewered fish or meat on a daily basis.

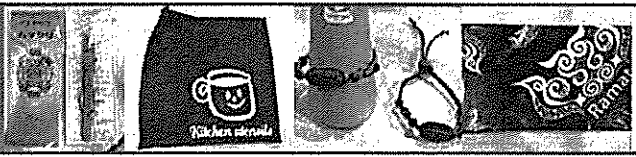


### Traditional Ainu craft

There were different types of clothing for daily life and for ceremonies. Those clothing were made from a variety of materials such as a bark, fish skin, animal fur and so on. Many things including necessities of life for example clothing and wooden crafts were designed with unique patterns which are characteristic of each regions, and this custom is said that the culture indigenous of Ainu.



**Exhibition and sale**  
(some items are in sold)



- ◎Bracelet
- ◎Coaster
- ◎Head dress
- ◎Mukuri
- \*Bamboo jaw harp
- ◎T-shirt and more

# HOKKAIDO

# 2021 AND AINU CULTURE SPECIAL

# 2.5 FRI - 2.15 MON

products for Demo sales/Limited 10 meals



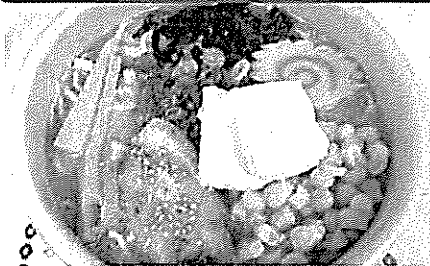
Santouka /  
Hokkaido Salmon & Ikura Don / 1 box  
(Using Hokkaido grown rice) **\$ 20.00** +TAX



Hokkaido grown WAGYU  
For Steak, Sukiyaki and Shabu-shabu  
LB

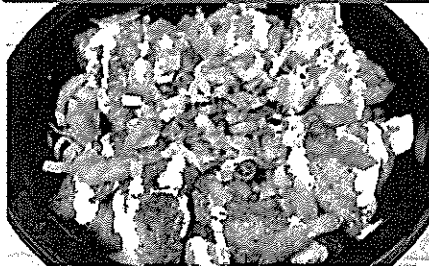
## SPECIAL PRICE

products for Demo sales/Limited 10 meals



Santouka /  
Hokkaido Miso Butter Corn Ramen  
1 bowl  
**\$ 13.50** +TAX

products for Demo sales/Limited 10 meals



Santouka /  
Hokkaido Zangi Don / 1 box  
(Using Hokkaido grown rice)  
**\$ 17.00** +TAX

products for Demo sales/Limited 10 meals



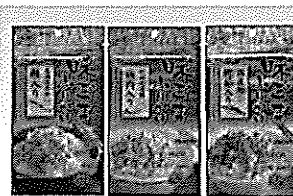
Santouka /  
Hokkaido Zangi Ramen  
1 bowl  
**\$ 16.00** +TAX



Syokuren Hokkaido /  
Hokkaido grown rice  
Yumepirika Oborozuki /  
1 bag (2kg each) **\$ 32.99**



JA Obihiro Kawanishi /  
Hokkaido grown Nagaimo  
(Chinese yam)  
LB **SPECIAL PRICE**



Hokkai Yamato / Aji Goma Furikake  
(Salmon/Ume/Bonito flakes) /  
1 bag (30g each) **\$ 2.99**  
※Aji Goma = Roasted and  
seasoned Japanese sesame



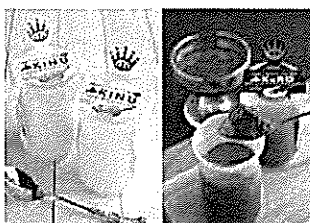
Unial /  
Kumazasa tea powder  
(from Kumazasa - Kuma bamboo leaves) /  
1 box (126g) **\$ 114.99**



Tokachi Milky /  
Hokkaido Tokachi Jersey  
Frozen yogurt /  
1 cup (80ml) **\$ 7.49**



Tokachi Milky /  
Hokkaido Tokachi Jersey  
Milky Ice cream /  
1 cup (80ml) **\$ 7.49**



Bake de Arles /  
Hokkaido Rich Milk Pudding,  
Hokkaido Rich Kuro-goma  
(Black sesame) Pudding /  
1 cup (75g) **\$ 6.99**



Three B /  
Bio God Tablets  
(from Tamogi-take mushrooms) /  
1 box  
(330mg \* 180 tablets) **\$ 73.99**