

Global Name : Michi-no-Eki

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After experiences of Great East Japan Earthquake, it has become clear that Michi-no-Eki can function as a core for local disaster recovery. Several Michi-no-Eki concluded the Mutual Support Agreement in cases of disaster, with local governments, such as the group of 10 Michi-no-Eki, in the Southern region of Gifu Prefecture.

In addition, after approximately 20 years since the start of the Michi-no-Eki program, many Michi-no-Eki functioned as the nuclear community development. The program of Michi-no-Eki is useful to narrow the gap between the urban and the rural areas, as the proceed earned remains in the area.

Each Michi-no-Eki is geared to its local culture offering a variety of activities and products. The people of all ages, including men and women senior citizens, actively participate in the program. The growers, personally arrange the produce along with their photographs in the designated space on the sales counter. Most important, pricing of the products is determined by the individual grower.

Many people in Asia, Africa and Central America, are interested in the Michi-no-Eki program. In order to introduce the program in other countries, the very important factor is getting local people involved and committed enthusiastically. In addition, supports from the national and the local governments are critically important. We are hoping our session in the Public Forum will provide a new momentum for your understanding and appreciation how Michi-no-Eki program becomes very effective in times of disaster.

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