

Niigata Award News

2012/09/01 memorial issue

Winners are selected

Ms. Josette Sheeran is the winner of the Main Prize

The Board of Directors of "Niigata International Food Award Foundation" selected the second winners of the prize.

The foundation was established in March 2009 by the various contributors from Niigata's industrial, agricultural, academic, and administrative sectors aiming to honor the brilliant successes of those who are fighting to make quantitative and qualitative advances in the world's food supply. We are the second international food awarding system next to "World Food Award" which was established 1986 in USA.

Inspired by the history of Niigata, "a land of plenty", we wanted to make our own contribution to the field of food in the world and also to appeal the

About the decision of the winners of "The 2nd Niigata International Food Award"

Hajime Koizumi
Chairman of the Board of Directors

There are nominations from 15 countries for "The 2nd Niigata International Food Award" and the 3 winners are selected.

We are really grateful from the bottom of our heart for various nominators and the members of selection committee.

We hope to contribute for the development of the world and our region through our award, and try harder to establish the international stronghold of the information on food here in Niigata.

The awarding ceremony and the commemorative lectures will be held on this coming 15th and 16th of October in Niigata City. We appreciate much of your attendance.

Henceforth we wish your continuous support to our foundation and the warm understandings for the "Niigata International Food Award".

Niigata area as the food information exchanging point. We award once in two years. The last year, we received many nominees from 15 countries.

The screening committee that is headed by Prof. Hideaki Karaki who is the president of Kurashiki University of Science and the Arts started in March of this year and after 3 months the committee submitted the report to the board of directors that decided the winners in June.

The award has 3 categories of prize.

1) "Main Prize" (supplementary prize of 10 million yen) for the achievement in the all fields of food.

2) "Touzaburo Sano Special Prize" (supplementary prize of 2 million yen) for the improvement of the food production.

3) "21st Century Hope Prize" (supplementary prize of 2 million yen) for the possibility of young researchers.

The winners are as follows;

About Winners

Main Prize / Ms. Josette Sheeran
(Ex-Executive Director of World Food Program, USA)



Ms. Sheeran is the executive director of United Nations WFP since the last five years. Under her leadership the world responded to the historic human food needs with a record US \$5 billion in donations to WFP and greatly increased the donor base to more than 100 nations and increased private sector donations

from \$7 million in 2007 to \$150 million in 2010. She has championed and implanted the understanding among world's leaders that peace cannot be built on empty stomach. She transformed the WFP from a food aid to the largest and most effective and efficient humanitarian food relief organization.

Ms. Sheeran transformed the World Food Program from a food aid to the largest and most effective and efficient humanitarian food relief organization and introduced the use of food in innovative ways to phase out from relief to development assistance programs at the appropriate time for creating a better life for millions.

Ms. Sheeran's unqualified persistence to ensure that food and nutrition are central to the global leadership agenda culminated in the historic decision by world leaders at the G-20 Summit in Cannes November 2011 to strengthen humanitarian food supply systems, to remove food export restrictions for WFP's humanitarian food purchases — a first ever such achievement in the world.

It is a testimony to Ms. Sheeran's dedication and commitment towards access for food by the poorest and the hungry whenever needed.

The few examples below are further testimony of the new and improved tools that WFP has achieved and put into practice through the vision and strategy of Ms. Sheeran.

1. School Meals
2. Purchases for Progress (P4P)
3. Cash and Vouchers
4. Food for Assets
5. Focus on Women, Nutrition
6. WFP's Logistics

Ms. Josette Sheeran is Vice-Chairman of the World Economic Forum and a member of the Managing Board. She previously served as Executive Director of the United Nations World Food Programme and Chair of the UN High-Level Committee on Management. She has been named as Forbes 100 most powerful women and amongst Foreign Policy's Top 100 most influential "Twitterati". She serves on several boards including Mars Global Advisors, the Center for Strategic and International Studies Development Council and the US State Department's International Council on Women's Business Leadership Committee on access to markets. She was Under-Secretary for Economic, Energy and Agricultural Affairs at the US Department of State responsible for economic issues including development, trade, agriculture, finance, energy, telecommunications and transportation. In 2006 she was appointed to the High-level UN Panel on System-wide Coherence in the areas of development, humanitarian assistance and the environment. Ms Sheeran also served as Deputy US Trade Representative responsible for trade negotiations in Asia and Africa. She was Managing Director of Starpoint Solutions and was also President and CEO of Empower America. She has served twice as a Pulitzer Prize Juror and is a member of the Council on Foreign Relations.

Selection of candidates for the second Niigata International Food Award winners

Hideaki Karaki, PhD

Chairman of the Selection Committee



I am very pleased to announce that, in response to our call for the nominees, there were a number of nominations from fifteen countries all over the world.

As a rule, only one winner is planned to be selected for each of the Main Prize, The Sano Touzaburo Special Prize and The 21st Century Hope Prize. The Selection Committee members tried their best to select the best candidates by reviewing the documents and also by serious discussion.

For the Main Prize, document review was conducted by the Selection Committee for the evaluation of each candidate recommended from around the world. We also had a face-to-face discussion and suggested to the board those candidates who put the high score ranking.

For the Sano Touzaburo Special Prize and the 21st Century Hope Prize, there were candidates recommended from around the world. We made the similar selection processes and suggested to the board one or two candidates who put the high score ranking.

The final winners for these prizes were decided by the council based on the suggestion from the Selection Committee.

I would like to express my sincere thank to those who kindly made recommendations for excellent candidates, and also to the member of the Selection Committee for their effort.

Sano Touzaburo Special Prize／Prof. Masnao Umebayashi
(Professor Emeritus of Mie University, Japan)



Prof. Masanao Umebayashi wanted to change the situation of the world famous golden triangle that is the northern mountainous place of Thailand where farmers grow opium poppy for their

living by foresting with fruits such as plum and lime. He tried to make the effort that the agricultural system of the area should be changed to the “Productive Preservation of Food and life” which is the primary meaning of the agriculture. To his activity, Thailand Government gave “Friends of Thailand Award” in 2000, Japan Government gave Minister of Foreign Affairs award and Mie University gave President Special Award in 2008. And in 2009, he was introduced as the one of the “100 persons who changed the world” by TV Tokyo broadcasting in Japan.

This work had been achieved as the lonely voluntary work of Umebayashi himself because of his firm belief that the working should be using your own money and own body for the people. He worked every year without regard to various dangers. As the result of his relentless effort of 15 years, he planted 22,000 plum saplings and 16,000 lime saplings for free and to do these activities he stayed in Thailand for 3 months two times a year and that cost him 1,500,000 yen each year.

Prof. Masanao Umebayashi

He was born in Tokyo on 11th of August, 1933. He is 78 years old now. In the period of the war, he evacuated from Tokyo to the suburbs of Tsu city of Mie prefecture where his mother's parents lived for 6 months and returned Tokyo after the end of the war.

He graduated Seikei junior high, high school and Agricultural department of Tokyo University. After the school he worked at National Institute for Agro-Environmental Sciences for 7 years then moved to Mie University as a teacher and had been working there for 34 years. He took the degree of Agricultural Doctor from Tokyo University on October of 1969. He visited Swedish Agricultural Science University as a visiting researcher 2 times from 1974 to 1980. for 11 months. He became a professor emeritus of Mie University on September of 1997.

His special fields are soil science, plant nutrition, environmental chemistry and analytical chemistry. He is a foreign member of Royal Swedish Academy of Agriculture and Forestry.

He visited Thailand on 1979 as the first time, after that visited there 81 times and stayed there for 15 years in total.

His motto is “Dream and Play” and his nickname in Thailand is “MANAO” that means lime in Thai language and that came from the similarity of the pronunciation of his name “Masanao” and of course he planted many lime trees.

His effort presented the increasing profit to the farmers of the area and was noticed internationally as the reduction of the opium production.

By these result, he was awarded prizes above. But his passion was not stopped there. To pass down his will to the next generation, he started “Chang Mai Planting Event on Star Festival Tour” and he did the event 9 times already. That shows his eagerness about the work and his creativity. Mr. Umebayashi's accomplishment practices the old saying of “Continuity is the Power”. And also prove that the person who is over 70 years old can achieve many things if he makes the effort.

21st Century Hope Prize / Mr. Nnaemeka C. Ikeguwounu
(Executive Director of Small Holders Foundation, Nigeria)



Agriculture is the main source of livelihood of 80% of the 4.5 million people inhabiting the remote communities and villages of Imo State a rural state in south-eastern Nigeria.

However, agricultural extension services which should support farming have collapsed, due to the unavailability of input materials needed to support this service. The outcome is that small farmer's lacks access to reliable market information, advanced farming techniques for steady supplies of the market and uses outdated techniques which turns out small volume of products. Having been cut off from a crucial information system, small farmers living in Imo State, Nigeria are unable to boost their agricultural yields and income. This has greatly exacerbated rural poverty and food insecurity.

Growing up in a rural and poor community, Nnaemeka worked very hard on the farm with other members of his family and experienced poverty first-hand. However, he wanted to be a journalist but never studied journalism in university, because he failed the university entrance exam to study it twice. Nnaemeka ended up studying History and International Studies but still had the passion for journalism in him. Through his personal childhood and early adulthood life trajectory he discovered early that the poverty of rural poor farmers was due to lack of timely, relevant and well adapted information and the collapse of agricultural extension services. Poised to make a difference, in 2003,

Mr. Nnaemeka C. Ikeguwounu

Nnaemeka Ikeguwounu is a leading social entrepreneur and Executive Director of The Smallholders Foundation, a social development organization based in Owerri, Imo State, Nigeria which he founded in 2003 at the age of 21. The organization promotes sustainable agricultural development and environmental conservation beneficial to rural poor small farmers, through educational radio programs and field practical demonstrations. He holds a Bachelor of Arts Degree in History and International Studies from Imo State University, Owerri, Imo State, Nigeria and a Masters in Development and Cooperation from Institute for Advanced Studies, The University of Pavia, Italy.

Through his organization owned community radio station, The Smallholder Farmers Rural Radio (Farm 98.0 FM), Nnaemeka develops and broadcasts 10 hours daily agricultural, environmental management and market information radio programs in the local Igbo Language radio which informs, educates and improves the economic and environmental management capacity of 250,000 small farmer listeners living in 3 local catchment areas of Imo State, Nigeria. Since, 2007 65% of his radio program present listeners have increased their agricultural yield by 50% and their household income by 45%.

Nnaemeka founded The Smallholders Foundation, a rural development organization that will promote environmentally sustainable agriculture beneficial to rural poor farmers using educational radio programs and field practical demonstration.

In 2007, with the support of UNESCO International Program for the Development of Communication (IPDC) he established a community radio station known as The Smallholders Farmers Rural Radio (Farm FM 98.0). This community a radio station designs and broadcasts daily sustainable agricultural management, environmental conservation and market information in the local Igbo Language reaching 250,000 smallholder listeners living in 3 remote and isolated local government areas of Imo State, Nigeria, 10 hours broadcast each day.

Screening Committee

Hideaki Karaki / President of Kurashiki University of Science and the Arts
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Kanji Yamaguchi /Special Adviser, Okuno & Partners
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Goro Koide /Former President of the Japanese Association of Science & Technology Journalists
Masayoshi Konno /President of Nihon Shokuryo Shinbun (Japan Food News)
Shirou Hinata /President of Japan Agricultural News

About Niigata International Food Award

Purpose

The extreme inequality in the global supply and demand of food continues to make us worry, and the population of those who are unable to obtain the proper amount of food they naturally need to for their mental and physical welfare is increasing. The problems of overpopulation, climate change, soil erosion, water scarcity and war and the impact they have on securing a steady food supply can be felt throughout the globe. Faced with this reality, we establish the Sano Touzaburo Memorial Niigata International Food Award to honor those whose achievements greatly contribute to the peace and wellbeing of the world by improving the supply and quality of food, or by improving our understanding of the role it plays in our health. With this award, we seek to eliminate poverty and starvation, and pray for a world where each person can live a life of health and dignity.

About Niigata

Niigata Prefecture, one of the regions of Japan, is situated in the middle of the center of the Sea of Japan coast, and has traditionally been a place where farming and food industries have flourished. With its renowned rice, Niigata has become one of Japan's leading growers of food.

Further, the prefectural capital, Niigata City is located 300km north of Tokyo facing the Sea of Japan coast, and, with its many prosperous agricultural and fishing enterprises, is proud to be one of the foremost rural-type cities in Japan.

The "Niigata", in the award title, symbolizes the pride we have for the excellence in every food-related field, from food production, processing and distribution, to food culture, research, and education, that has been achieved in this region.

About Touzaburo Sano

With a population of 800,000, much of Niigata City is composed of wetlands that sit below sea level, giving it a long history of suffering and struggling with the elements of water and earth. Touzaburo Sano (1923-1994), worked to transform numerous mud paddy fields, where the mud was waist deep, into more productive rice fields, thereby solidifying food production foundation, and building future-oriented awareness. In addition, Sano also worked hard to improve farm production in China, where he played a large role in developing the San Jiang plain at the request of the Chinese government. We name the award after this great personage in our history, representing all those who worked to turn Niigata into *a land of plenty*.

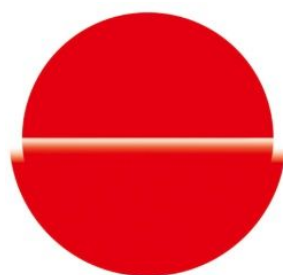
About the Prizes

"Main Prize" Field: (1) production and supply (2) Food and Health (3) All field that concerning to the Food and Education. For example, Farming & producing technology, Technical applications for the field of cereals & grains, Distribution systems, Food safety, Improving health through diet, International cooperation, etc.

The Trophy is the work of Prof. Ryouhei Miyata who is the president of Tokyo University of the Arts (National) and the supplemental prize of 10 million/yen.

"Touzaburo Sano Special Prize" Field: (1) For contributions in increasing food production or security of the food supply in developing countries. (2) Achievements in creating and developing sustainable, self reliant agricultural model. The Trophy and the supplemental prize of 2 million/yen.

"The 21st Century Prize" Field: Same as "Main Prize" but mainly for the eligible younger person (below 45 age in principle). The Trophy and the supplemental prize of 2 million/yen.



Niigata Award

Niigata International Food Award Foundation

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Name	Affiliation / Position
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Hiroshi Shindou	General Manager, Business Promotion Division, The Daishi Bank, Ltd.
Masahiro Nozaki	President, Ichimasa Kamaboko Co., Ltd.

Niigata International Food Award Foundation

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