

Niigata Award News

2012/11/15

No.14

(Awarding ceremony issue)



Niigata Award

Schedules

15th(Mon.) Oct.2012

Morning:Courtesy Visit to the Mayor

Afternoon:Press conference, Award ceremony,
Award banquet

16th(Tue.) Oct.2012

Morning:Commemorative Lectures by Winners

Afternoon:Lecture at University

The Second Award Ceremony of "Niigata International Food Award"



The second Awarding ceremony and related events of the Niigata International Food Award had been held on 15th and 16th of October, 2012. At the only one international food award ceremony in Japan, there are many guests from various fields and all over the world. Here, we report on the ceremony and the related events.

Three winners with the trophy.

(From left: Mr. Ikegwuonu, Ms. Sheeran, Mr. Umebayashi)



Awarding Ceremony (Main Prize to Ms. Sheeran, Sano Touzaburo Special Prize to Mr. Umebayashi,
21Century Hope Prize to Mr. Ikegwuonu)

The Second Award Ceremony of “Niigata International Food Award”

The ceremony started with the congratulatory address of Mr. Eiichiro Washio who is the parliamentary secretary of the Minister of Agriculture, Forestry and Fisheries, then the screening report from Prof. Hideaki Karaki who is the chairman of selection committee. After Chairman Karaki, President Koizumi presented the trophy, award certificate and the symbolic cheque of supplementary prize to the winners.

Other congratulatory address from the Mayor of Niigata City, Masato Itoh of FAO Liaison Office chief of Japan, Ms. Pattarat Hongtong who is the minister-counselor of the Kingdom of Thailand, Mr. I.V. Ogah who is the Vice Ambassador of Federal Republic of Nigeria. At the end of the Ceremony, our vice president and the president of Niigata University Mr. Fumitake Gejyo made the address of acknowledgement.



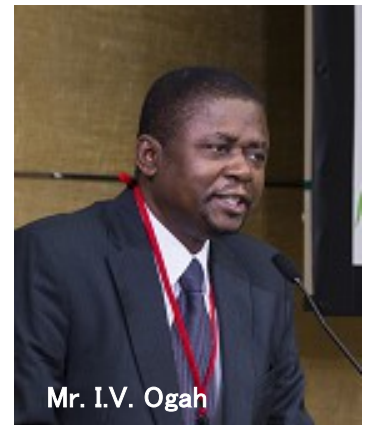
President Koizumi is presenting the trophy to Ms. Sheeran



Mr. Eiichiro Washio



Ms. Pattarat Hongtong



Mr. I.V. Ogah



Trophy of Main Prize

Made by Mr. Ryouhei Miyata who is the President of Tokyo National University of Fine Arts and Music, and a native of Sado Island of Niigata Pref. He is the world famous metal artist and the title of this piece is “Springen” which expressed “Leap(Spring) and Hope to the Future”.



Mr. Fumitake Gejyo



Mr. Masato Itoh

Award Banquet



Mr. Kunio Mori

The reception started with the congratulatory address of the Mr. Kunio Mori who is the Vice Governor of Niigata Prefecture, Mr. Mohamed Saleheen who is the representative of UN World Food Program of Japan Office.

Guests and attendants of the Food Symposium named “Food Focus” that would be held next day had also joined the reception.

Mr. Yasushi Yoshida who is a member our board and the president of Bourbon Corporation made the closing address.



Mr. Mohamed Saleheen



Mr. Yasushi Yoshida



Japanese Traditional Dance performance at the beginning of the Banquet, and Niigata domestic dishes at the reception.



Commemorative Lectures

At 10:00 O'clock of the 16th of October, following the opening greetings by our president Koizumi, the commemorative lectures of 3 winners started.

Summary of Lectures

Ms. Josette Sheeran.

“The winner of the Main Prize”

(Former Executive Director of UN/WFP./Vice Chairman of World Economic Forum.)

Also today, one child has died of starvation in every 10 seconds.

Every year, tens of thousands persons pass away by the cause which can be prevented.

World famous medical journal “Lancet” introduced the article which said it became clear that starvation caused the bad influence to the growth of the premature brain.

The proper nutrition should be given to children till 2 years old because if the growth of brain is retarded by the malnutrition it's function wouldn't be back later. Till 2 years old is the most important period for the brain forming. One of our effort to the problem is the chick-pea (*Cicer arietinum*) paste distribution to Pakistan. Chick-pea has high nutritional value and the type of paste is easy to take by the children without water.

Japan is one of the top three supporters of food in the world. Food problem is directly related to the human security. The leaders of the world have to join up to solve the problem.

Mr. Masanao Umebayashi

The winner of “Sano Tozaburo Special Prize”

(Professor Emeritus of Mie University)

I has been a forestry volunteer for 18 years to plant fruits that replace opium poppy in the mountainous area of Thailand which called “The Golden Triangle”.

At that time, extermination of the opium poppy field became the international problem but both

Mr. Hajime Koizumi



Ms. Josette Sheeran



Thai and Japan government didn't want to send the experts to such a dangerous place. When I retired the university and was thinking about my new life, I decided to start the "one man grass-roots movement" to help the area where no one wanted to go and to help. I research the area then bought the saplings of plum and contributed them to the community and planted them all by myself at my own expense.

I started from the 300 saplings now there are 22,000 plum trees and 18,000 manao trees. I experienced various things and the area is still somehow dangerous place because the mafia doesn't like the person who destroys their source of money. So I am acting very carefully. I want to continue this work as long as I live.

Mr. Nnaemeka C. Ikegwuonu

The winner of "21 Century's Hope Prize"

(Executive Director of Smallholders Foundation, Nigeria)

Many small-scale farmers (smallholders) are very poor though they work very hard.

The reason why is that they are lack of various knowledge about farming. They need skills and science to be strengthened.

I decided to establish the FM radio station for them on 2007. We are broadcasting various skills about the farming, how to supply materials and information of markets. And our foundation is also supporting young persons who want to do farming business. There is so huge amount of possible farming land in Nigeria that we made vegetable field of foundation's school and by the profits from the garden our young students cultivated their own vegetable fields at their houses.

Our goal is that these young students could live their own lives through agriculture.

For the purpose we are educating them with the concept of "Agriculture is Business".

After these guidance, now 1,615 our graduates started their own vegetable fields at their houses Please visit Nigeria, see what we are doing and support us.

Mr. Masanao Umebayashi



Mr. Nnaemeka C. Ikegwuonu



Special Lectures at Universities

On 16th of October, special lectures were held at 4 universities that requested the lectures of the prize winners.



The Main Prize winner Ms. Josette Sheeran delivered lectures at Niigata University and Niigata Prefectural University to 400 students. There were many lively questions from students and she answered comprehensibly to each questions.

Ms. Sheeran talked that I am happy to have a chance to inform about the starvation and the poverty which are the serious problems of the world to the young people directly. And I am very glad if there is a student who would have an interest in the theme and he or she would be going to get the food related job in the future.



200 students and faculty gathered to audit the lecture of Mr. Umabayashi at Niigata University of Pharmacy and Life Sciences.

He orated about his volunteer work in the mountainous area of Thailand where he guided in the forestry movement all by his own expenses to the local farmers to change the crops from opium poppy to the fruits and contributed to improve and stabilize their lives. After the lecture, a student asked him, "How make it be useful for foreign countries what I am studying now in the future?" Another student said that "I was impressed by the charm and difficulty of the field of food and agriculture."



Mr. Ikegwonu delivered the lecture at Niigata University of International and Information Studies for 100 students. In Nigeria, there are many small-scale farmers and they don't have information tools such as TV, radio and cell-phone so the methods to tell them the useful information to them have been very limited. He established the FM radio station after getting over the many difficulties and delivered the transistor radio if necessary, broadcasting about the sustainable agriculture, environmental preservation and market information. Now they have 250,000 smallholders as subscribers. There are so many questions from attendants that the scheduled time was exceeded.

Courtesy Visit to the Mayor Shinoda



In the morning of 15th of Oct., 3 winners visited the Mayor Shinoda with our chairman Koizumi at the Mayor's special reception room in the City Hall of Niigata. The meeting had been proceeding in a sociable atmosphere. The Mayor offered them his congratulations and told about the significance of the award, history and background of the food in Niigata.

The each winner talked about the history of their activities and all of them are taking this opportunity of the award as the encouragement to their works. They also said that they want to advertise about existence of the award to the world.

Press Conference

On 15th of October, before the award ceremony, Press Conference was held at the Toki Room of Hotel Nikko Niigata. Local, national and foreign presses gathered there.



Projects on commission of the City of Niigata



From 16th of Oct. to 17th, “Food Focus” was held at Toki Messe International Conference Center.

“Food Focus” was the name for the series of symposium, lectures and discussion which consisted from “Compass Session”, “Academic Session” and “Guidance Session”.

(And at the same place, “International Food Trade Fair” and “Flower Trade Fair” was held for 3days that is from 16th to 18th.)



【Part One】Creative City Through Gastronomy

Compass Session

Compass session was mainly for the persons who work at the food related companies. The theme of this session was “Sustainable Society Trough Foods” and there were 2 Parts of Panel Discussions.

【Part One】

Creative City Through Gastronomy : Panel Discussion by 2 members of UNESCO’s Creative Cities Network of Food and Turuoka City, Niigata City both cities were filing their application to UNESCO now. 2 Members are Popayan City of Columbia and Jeonju City of Korea

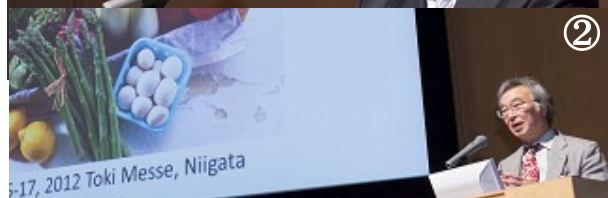
【Part Two】

Foods of Niigata・Let’s Talk About the New Phoenix Society:

Now the human society is in the term of paradigm shift. The sense of value is changing in many fields including food. The title of phoenix means FEENICS that indicates the each field of Food, Economy, Education, Nature, International, Care, Safety. We would better construct the New Model for local community to adapt the new value for every field. That will be the new way of thinking and life.



【Part Two】Foods of Niigata・Let’s Talk About the New Phoenix Society



Academic Session



Guidance Session

5 Lectures were held under the theme of "Introduction to the Future of Food" on 17th of Oct. Titles and lecturers were as follows.

- ① "Seek for New Business Standard"
Kanji Nakano :
Chairman of the board of Mitsubishi Shokuhin Co., Ltd.
- ② "Summarized Commentary on Academic Session"
Tetsuya Konishi :
Professor of Niigata University of Pharmacy and Life Science
- ③ "Think About the Function of Food for Health from the View Point of Medicine and Nutrition"
Akihiko Saito:
Professor of General Institute of Medicine and Orthopedics, Niigata University.
Reiko Watanabe:
Professor of Health and Nutrition Department, Niigata Prefectural University.
- ④ "Japanese Food Marketing in America"
Mr. Nathan Rhoden:
Crisis Management Education & Exercise Center
- ⑤ "New Proposal to the Food Industries" Sub Title:
"The future of the Food Industries Through the Cooperation of Industry-University-Local Government Complex"
Motoni Kadowaki:
Professor of the Food Science Center of Niigata University.
Hiroyuki Suzuki:
Leader of The New Food Valley Promoting Team, Niigata City.

Academic Session

This session was held on 16th and 17th of Oct. mainly for the researchers of industries and universities. There were many speakers from all over the world. The theme was the various function of foods.