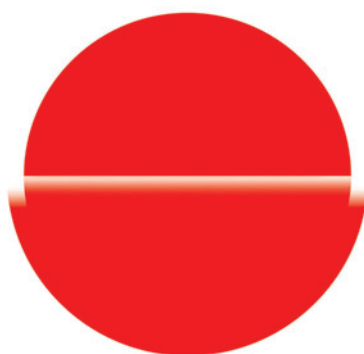


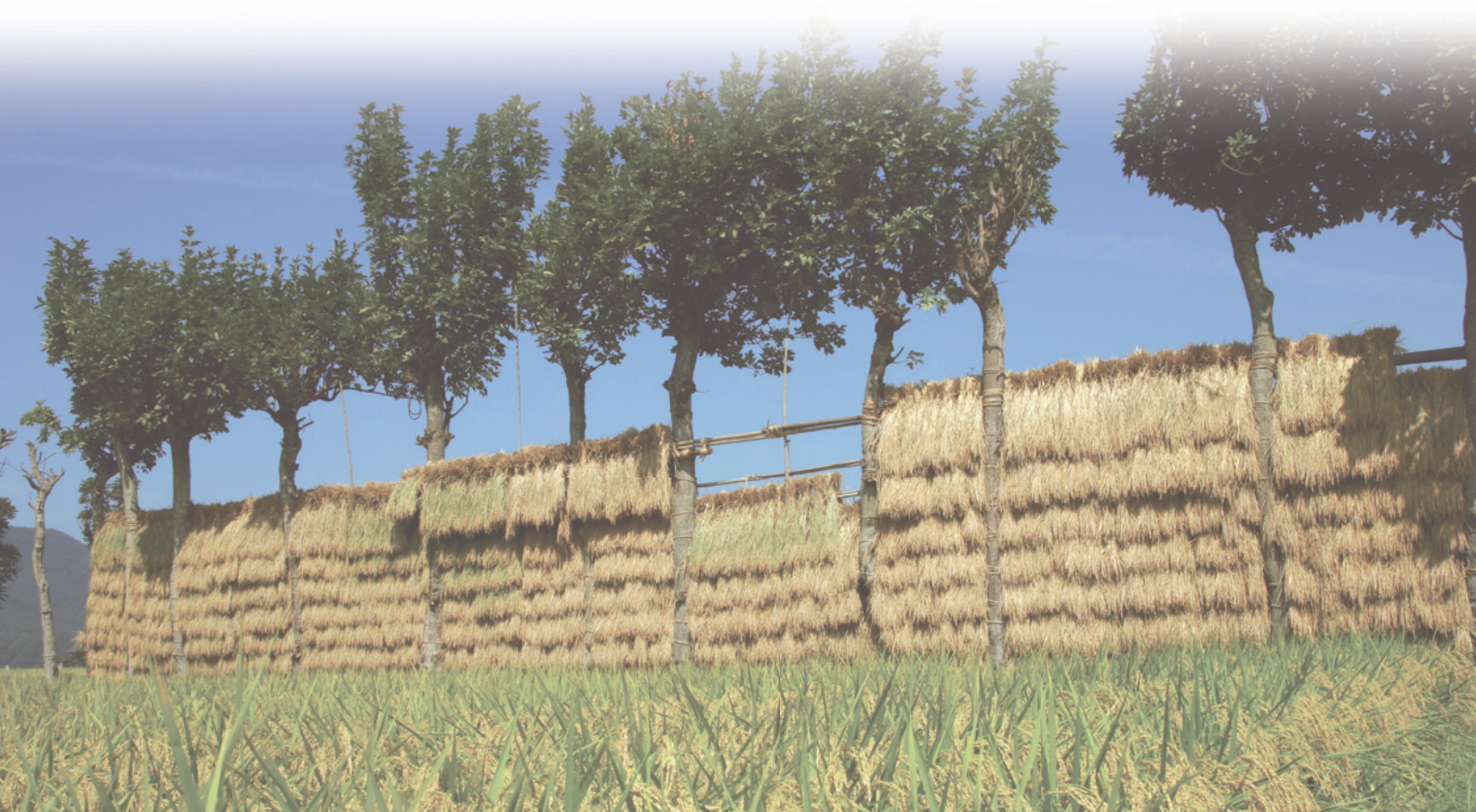
THE SEARCH FOR FOOD INNOVATORS CREATING A BETTER LIFE

**In Memory of Sano Touzaburo**  
**Niigata International Food Award**

2nd Guidelines for Candidate Nomination



Niigata Award



Rice field in Niigata

**Niigata International Food Award Foundation**

<http://www.niigata-award.jp>

# Regarding the “Sano Touzaburo Memorial 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, disaster 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.

## Award Summary

This award can be explained as follows.

### THE SEARCH FOR FOOD INNOVATORS CREATING A BETTER LIFE

For the above objective, we will be gathering nominations for the award from nominators from Japan and the rest of the world from September through November. The established awards are as a general rule one “main prize” (an award certificate, a commemorative handicraft, and a monetary award of JPY ¥10 million), and as a general rule one “Touzaburo Sano Special Prize” (an award certificate, a commemorative handicraft, and a monetary award of JPY ¥2 million), and as a general rule two “The 21st Century Hope Prize” (an award certificate, a commemorative handicraft, and a monetary award of JPY ¥1 million). Candidates will be selected by a screening committee (Chairman/ Hideaki Karaki, Vice President of the Science Council of Japan), and the board of trustees will decide who the final winners are. The prizes are awarded once every 2 years, and the second award ceremony and commemorative lecture will be held in connection on 23th, 24th, 25th, of November in 2011.

## Theme

“Food & Life” is the basic theme of our awards.

There are countless people residing across the globe who find their health and even their lives in peril because they are unable to secure enough food for themselves and the food they do have is non-nutritious, or even dangerous. We seek to honor those who (individual, group and organization) are facing this reality, and saving lives, improving livelihoods, and restoring dignity in the field of food.

## Eligibility

The category of “food” encompasses three fields — ①Growing and Supplying/Provisioning ②Dietary Health ③Food Education. The three interconnected fields must be addressed comprehensively. With the above prerequisite in mind, the eligible fields for the “main prize”, and the “special prize”, are listed below. The words enclosed in parenthesis ( ), are merely examples.

### 1 Main Prize

- (1) Technical applications for the field of cereals & grains (preservation & processing, etc.)
- (2) Farming & Production (breeding, cultivation techniques & technologies, land improvement, soil erosion & desertification prevention, irrigation, flood control, etc.)
- (3) Distribution Systems (Development of stable supply systems, improvement of trade rules & regulations)
- (4) Food Safety (establishing and clearing links between certain foods and harmful health effects, etc.)
- (5) Improving Food in Developing Countries (nutrition, safe drinking water, school lunches, etc.)
- (6) Improving Health Through Diet (Health effects on food, an epidemiological study into disease prevention)
- (7) Food/Agricultural Education (schools, regional areas, industry education models & practices, fostering a spirit of self reliance in the people of a country, technology transfer and follow up, etc.)
- (8) International Cooperation (Particularly the various activities of NGOs)
- (9) Other (real-world application of political, economic, social, or educational initiatives that contribute to the security of the global food supply.)

### 2 Special Prize (2 Categories)

#### A Sano Touzaburo Special Prize

- (1) For contributions in increasing food production or security of the food supply base in developing countries.

- (2) Achievements in creating & developing sustainable, self reliant agricultural models.
- (3) Containing (1) or (2) and also contributing to achieve the effective international cooperation.

#Special Note for "Tozaburo Sano Special Prize"

- ① "Tozaburo Sano Special Prize" established to hope the appearance of the second and the third Tozaburo Sano who would have inherited his indomitable spirit and high principle. Add to the present valuation, we greatly expect the possibility of the achievement in the future.
- ② As a general rule, the candidate should not be the prize winner of the notable award. (ex. Nobel Prize, World Food Prize, Japan prize, Kyoto prize)

#### B The 21st Century Hope Prize

- (1) Eligible fields of contribution are the same as those listed for the "main prize".
- (2) Prize is awarded to a young person (below age 45) for outstanding research or achievements. And to encourage a candidate for joint research and development with the enterprises or the other organizations to contribute for the world.
- (3) This prize does not require that the candidate demonstrate repeated proof of the success of their research or actions. Rather, it places more importance on thoroughness of research and planning, vision and future viability.

### Considerations

- (1) Candidates Nationality, ethnicity, gender, or religion will not be considered. The only criterion is that the candidate be a currently living person. However, achievements made in the service of a government agency or group will not be considered for the award unless the achievements of the individual or group in question went above and beyond their responsibilities.
- (2) Nomination Limits You can nominate up to three people for each prize. Organizations count as one person. You can not nominate the same candidate to plural prizes at the same time. We accept the unaccepted candidate of the first award of 2010. In that case, please don't forget to add the new achievement if there is.
- (3) Nomination Form To be filled out in English or Japanese. Please use our fixed form and make it within 2 pages. You can download the "Form" from our website.
- (4) Return of Documents Documents sent in will not be returned.
- (5) Private Information and the Case of Release As a general rule, all information in the nomination will remain completely confidential. But there would be the case to release the contents with the approval of the nominee and the nominator to promote the joint research, further development or the practical use.
- (6) Self Nomination The nominator may nominate his or her self.
- (7) Deadline Until the end of November, 2011.
- (8) Submission Please submit the nomination form either electronically or by mail to the office of the Niigata International Food Award. If you have supporting data, Please send by electronic media such as CD or DVD.
- (9) Contact E-mail : info@niigata-award.jp  
Address : Niigata International Food Award Foundation  
Niigata City Office Hakusan-ura Annex 1, 4F 1-425-9 Hakusan-ura,  
Chuo-ku Niigata-shi, Niigata-ken 951-8131 JAPAN  
Fax : +81-25-201-8902  
URL : <http://www.niigata-award.jp> (Nomination form can be download from the homepage)
- (10) Other Additional documents may be requested from you during the screening process.

### Screening Rules

- 1 Regional or individual efforts, with universal applicability to the world.
- 2 The main prize is not meant to be an award to praise the value of anyone's academic research. It is an assessment of achievements at the level of improving people's lives by making new discoveries and developing new technologies.
- 3 Long-term, sustainable initiatives, with a comprehensive, integrated outlook.

### Screening Committee Chairman

Hideaki Karaki, PhD  
(Vice President of the Science Council of Japan, Professor Emeritus, Tokyo University)

### The Foundation

A gathering of volunteers from industry, academia, and government in Niigata Prefecture who, with the hope for peace and prosperity in the world, formed a nonprofit foundation in March of 2009, The Niigata International Food Award Foundation (Hajime Koizumi, Chairman of the Board of Directors), in order to establish an international prize in the field of food. The foundation is not sponsored by a large corporation or a wealthy patron, it is run by numerous donations from food industries, farmers groups, land improvement groups, and many other businesses and individuals in Niigata Prefecture.



## The First prize period "Niigata International Food Award"



### Laureates

#### Main Prize

Dr. Monty Patrick Jones  
(Executive Director of Forum for Agricultural Research in Africa)

#### Sano Touzaburo Special Prize

Prof. Yuan Longping  
(Chief Researcher of China National Hybrid Rice Research & Dev. Center)

#### 21st Century Hope Prize

Dr. Fumihiro Fujimori  
(Associate Professor of Tokyo Kasei University Domestic Science Dept. Environmental Education Course)



### Monument of Main Prize "Springen"

This monument called "Springen" which is created by Prof. Ryohei Miyata from Sado city of Niigata. He is work in the metalworker and president of Tokyo University of the Arts. The theme of the craft work is "Leap and Hope". Two dolphins boldly jumping the air to go forward into the future.



Niigata Award

### Niigata International Food Award Foundation

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