

Land use and development of the tea industry in the foot of Mt. Fuji, Shizuoka Prefecture



Uchiyama area in Fuji City



The hilly land throughout the south foot of Mt. Fuji is a place that has been used as shared land by the people of the region for at least the past 200 years.

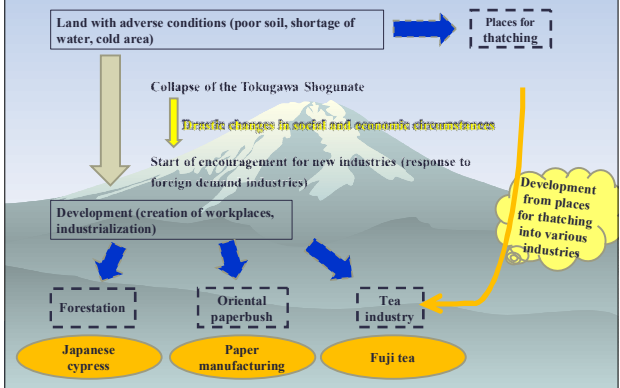
Common land in Uchiyama area, Fuji City

“Uchiyama”: According to ancient documents from the early 1800s, this term indicates the hilly land that extends to the base of Fuji on the West side of the mountain ridge path that stretches from Echizentak, Yobiko, and Otake to the Southwest. The East side of that mountain ridge path is called the “Sotoyama.”

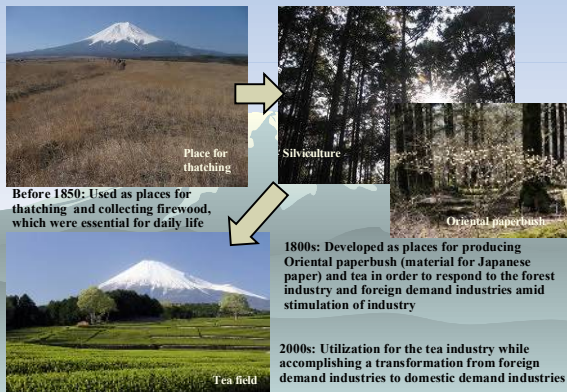
The property ward of the Uchiyama area is approximately 2,300ha, and residents join it as a common mountain area of 19 villages other than the ancient Imaizumi Village, with equal rights and obligations for all Uchiyama areas. Residents do not take definite portions of the property of this Uchiyama area. Instead, they think that “all of the property belongs to themselves, yet at the same time all of it does not belong to themselves.”

The vast common land of the Uchiyama area receives benefits from collaborative use and management, and it has played an immeasurable role in public benefits such as watershed protection.

Changes in common land of the Uchiyama area



Changes in land use in the Uchiyama area



Changes in major types of tea in Japan

History of types of tea

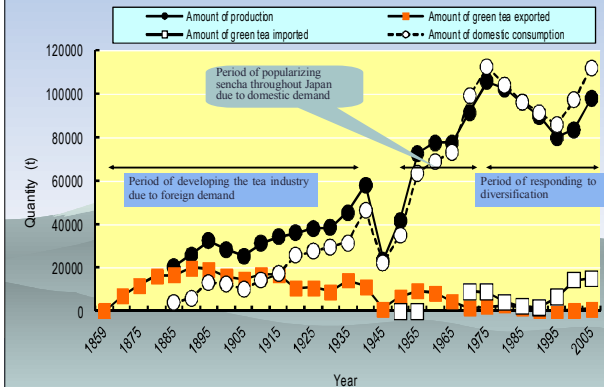
- 800s – 1200s: Dancha (for the upper classes)
- 1200s and onward: Maccha (for warriors and the upper classes)
- 1600s and onward: Maccha, sencha, kamairicha (for the upper classes)
- Bancha (for common people)
- 1850s and onward: Sencha, bancha
- Various teas for exporting (for exporting)
- 1900 and onward: Machine-produced sencha (for domestic use)



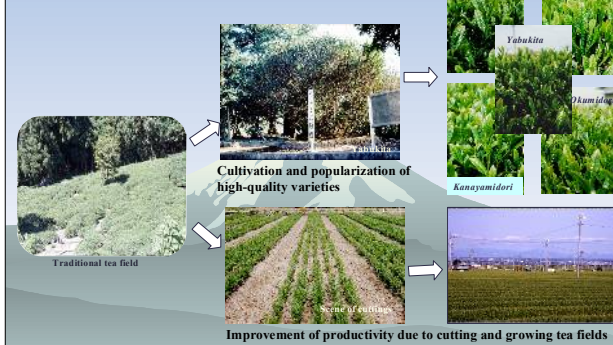
Formation of the tea industry as a foreign demand industry



Changes in tea production, imports, and exports in Japan



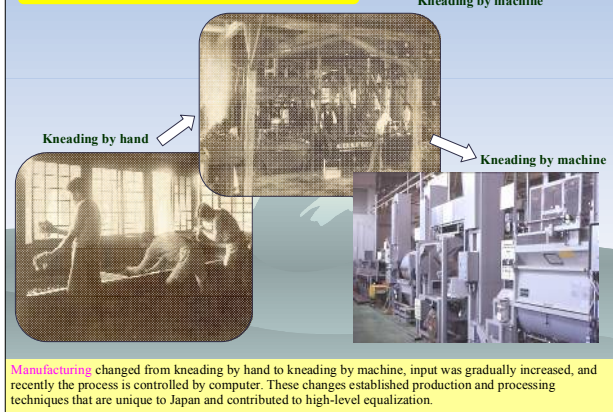
Changes in tea fields due to introduction of varietal tea



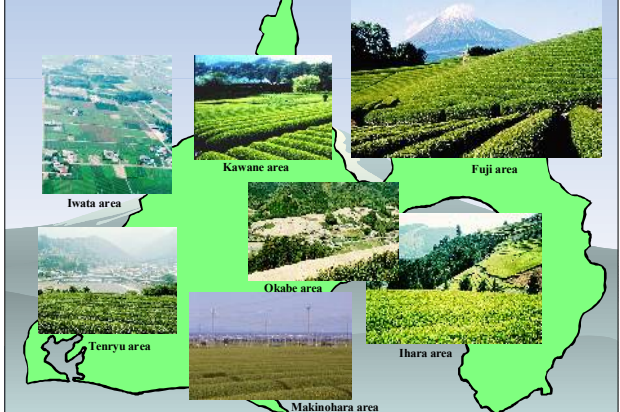
Changes in picking methods



Changes in manufacturing methods



Tea production areas in Shizuoka Prefecture



Tea production in Japan

Fuji City's tea industry in Shizuoka Prefecture			
	The amount of production	Area	Amount of production
	100 million JPY	ha	t
Shizuoka Prefecture	581	19,200	35,800
Fuji City	20	1,030	1,919
Ratio (%)	3.4	5.4	5.4

Prefecture	Area (ha)	Production amount (1,000t)
Shizuoka	19,900	39,900
Kagoshima	8,530	24,100
Mie	3,270	7,620
Kumamoto	1,640	1,740
Kyoto	1,560	2,970
Fukuoka	1,580	2,330
Miyazaki	1,620	3,830
Saitama	1,130	926
Saga	1,030	1,930
Other	7,940	6,754
Total	48,200	92,100

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The history of Fuji tea

Edo period (1600s): Tea was roasted in kettles in Obuchi, Omiya, Shiraito, Inokashira, etc., and manufacturing was centered on sun-dried bancha and kettle-roasted black bancha that were simply kneaded on mats.

(1700s): Production increased. Bancha was sold in the Koshin area and surrounding regions.

(Early 1800s): Introduction of a tea manufacturing method that used tea driers.

Edo period – Meiji period (Mid 1800s): Invigoration of the tea industry due to the opening of the Port of Yokohama. Increase in the area of tea fields as a result of land reclamation. **Manufacturing of Tenkaippin tea.**

Meiji period (Late 1800s): Introduction of tea-manufacturing machines

Taisho period (Early 1900s): Popularization of tea-manufacturing machines. Emergence of collaborative factories and sales of unprocessed leaves.

Showa period (Mid 1900s): Thriving period for the tea industry due to rapid economic growth. Increase of tea fields with excellent varieties. Change to use of large-scale machines for production and processing.

Showa period (Late 1900s): Maturation of the tea industry

Heisei period (Early 2000s): Diversification of tea

Tea in the 1800s

Tea that was cultivated in the foot of Mt. Fuji since long ago experienced an increase in demand as an export item due to the opening of the Port of Yokohama, and at the same time there was an increase in the cultivation of tea throughout the Fuji region and sales routes also expanded. Amid such circumstances, "Tenkaippin tea," which received accolades both domestically and from other countries, was created.



Received in 1876 from a foreign tea trader that highly praised Nomura's tea. It later became the source for the Tenkaippin name.

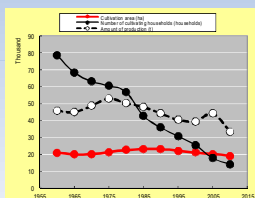


Tea in the 1990s and later

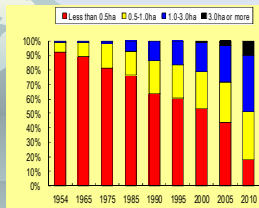
The tea industry stagnated despite increasing use of machines. There was a search for a new tea industry by eliminating the distortion between supply and demand and creating new demand. Creation of a brand by forming a set of tea and Mt. Fuji, which is known throughout the world!?



Drastic reduction of farmers and expansion of scale



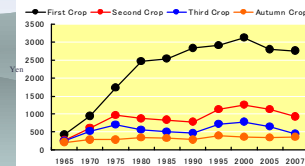
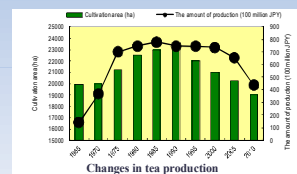
Changes in the number of households that cultivate tea in Shizuoka Prefecture



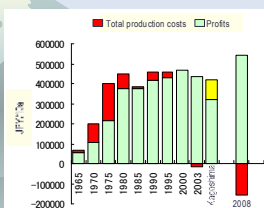
Changes in the number of households that cultivate tea in Shizuoka Prefecture

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Changes in amounts of tea production and tea value according to tea period



Changes in the price (yen/kg) of dried tea leaves by tea period



Changes in profit compared to production cost

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Brand creation

Transmitting the Fuji brand!



about 1000

About the Fuji brand project
Japan's tallest mountain, Mt. Fuji, which is gaining momentum to be registered as a World Cultural Heritage! The foot of Mt. Fuji has many specialty products that show the "blessings of Mt. Fuji." We are aiming to promote regional development and invigorate industries by practicing industries agricultural, forestry, and fishing products produced in Fuji City and characteristic services, etc. as a "Fuji brand" and transmit it throughout Japan in combination with a project to improve its image.

Fuji brand homepage, Launched March 5
<http://www.fujibrand.jp>



1. Revival of Tenkaippin tea
2. Collaborative work (Puregreen)

天下第一品茶所

Received in 1876 from a foreign tea trader that highly praised Nomura's tea. It later became the source for the Tenkuippin name.

Masterpiece of tea manufacturing that required 19 hours to make. Made by three Bodo siblings of the Okino style in 1906. (Taken from "The New Method of Tea Manufacturing by Hand-ascending.")

Masterpiece of tea manufacturing that required 19 hours to make. Made by three Ikeda siblings of the Okitsu style in 1906.
(Taken from "The New Method of Tea Manufacturing by Hand-kneading")

The image shows the front cover of a book titled "ALL ABOUT TEA" by William H. Jones. The cover is a dark green, textured material. A gold-colored rectangular label is centered near the top, containing the title "ALL ABOUT TEA" in a serif font, with the author's name "WILLIAM H. JONES" below it. Below the label is a decorative gold-colored crest featuring a central shield with a crown on top, flanked by ornate scrollwork and floral patterns. The spine of the book is visible on the left edge.

It seems that during the era when exports were booming, “basket-fired” kagocha was called Tenkaichi, and teas that were simply high-end were sometimes commended as Tenkaichi.

Using God hands to make Fuji tea into a brand!!!

三井物産 株式会社 Sanwa Trading Co., Ltd.

新しい娯楽で体も心もまたまだ伸びる

130年ぶり、第2回
「第1回」の格闘

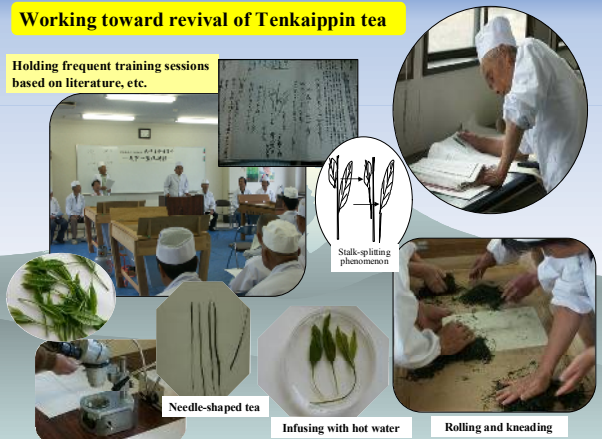
天下 国技協会に力する

真のブランド
育成への挑戦

天下 再生で富士系振興に活動路を

三井物産 株式会社 Sanwa Trading Co., Ltd.

Holding frequent training sessions based on literature, etc.



The individually-picked new sprouts are treated with steam. This is an important operation that influences quality.



The revival of Tenkaippin tea: From kneading on tatami mats to pressing and rolling

Kneading on tatami mats is the most important operation in the Tenkaichi manufacturing process. The kneading is done strongly while attention is paid to make sure that the stalks split.



Kneading on tatami mats



Pressing and rolling

The revival of Tenkaippin tea: From ball-breaking to kneading to separate leaves

Many stalks split in Tenkaippin tea, and because each individual leaf is long and they are entwined, they are carefully unraveled and made long and thin by kneading to separate them.



Ball-breaking



Kneading to separate leaves



Kneading to separate leaves, and tea leaves



The revival of Tenkaippin tea: From kneading between the hands to drying

Tea leaves are taken by hand and kneaded strongly so that each individual leaf is elongated.



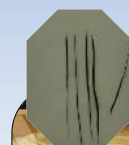
Kneading between the hands



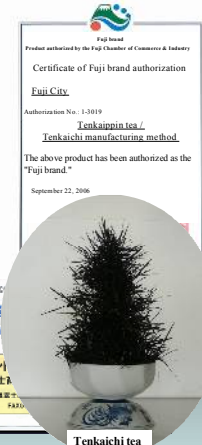
Drying



The revival of Tenkaippin tea



Formed by finished tea leaves



Tenkaichi tea

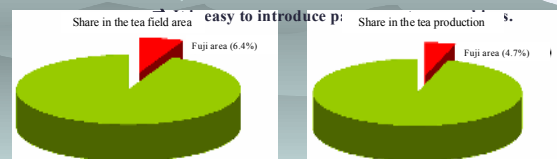
Collaborative work (covering, picking, etc.)



Agricultural cooperative corporation
Puregreen

Characteristics of the area

- Production area with a 5% share within the prefecture
- Tea production per unit of area is lower than the prefectural average.
- Tea growth is slow and easily affected by market prices.
- Gently sloping land of the south foot of Mt. Fuji



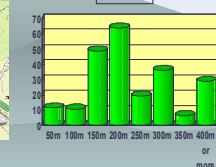
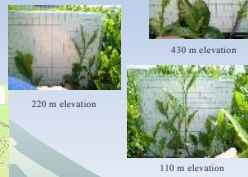
Characteristics of collaborative operation

1. Creation of tea fields using elevation difference



Using elevation difference to bring about a tea period that covers about 1 month

Growth states of new sprouts
(photographs taken May 1, 2006)

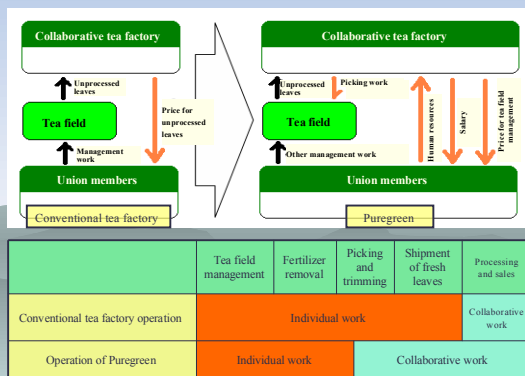


Operation of a tea factory by collaborative work (covering, picking)

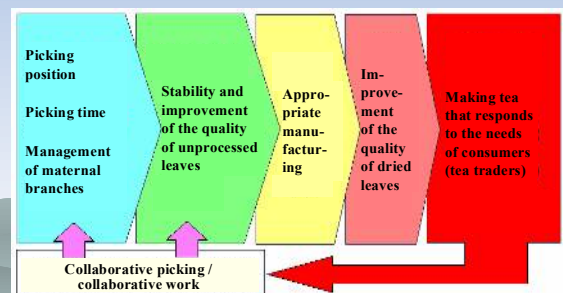


- The quality of dried tea leaves is flexible to respond to the needs of buyers.
- Efficient collaborative picking work using the passenger-type picking period

The mechanism of collaborative picking



The future direction of collaborative picking



- Mechanism that is possible to respond to buyers' needs
- Centralization of everything from information collection to production management

Thank you for your attention.
We hope you will enjoy Fuji tea.