

New Citrus from Ehime

A presentation was held on February 11 in Tokyo, where a new citrus fruit developed in Ehime, Beni Princess, was introduced to about 30 media representatives and influencers. The citrus will be on full sale from March. Ehime Governor Nakamura and others spoke about the 20-year development process, highlighting the fruit's rich sweetness and jelly-like texture inherited from the prefectural original citrus fruit, Beni Madonna.

The Prefectural Mandarin Research Institute (Uwajima City) began to develop the new citrus in 2005, crossbreeding two varieties, Beni Madonna and Kanpei. It was trademarked in 2019 and has been on trial sale since 2011. Its shipping season is from March to April.

The governor looked back on the 2018 Western Japan heavy rain disaster, which caused severe damage to the orchards. At that time he told the dozens of producers who gathered at the research institute, "When the recovery is complete, a new variety will be released. We will grow it as a symbol of restoration."

After that, all of the producers continued producing. Fumitaka Fujiwara, the director of the research institute said, "We will work with producers to improve production techniques so that people will say it's delicious."
(February 12, Ehime Shimbun)

Ehime Food Promoted in India

On February 5, Ehime held an event to promote the local food with an eye toward expanding exports, at the Consulate General of Japan in Chennai, the capital of Tamil Nadu State in southern India. About 30 people from the state government, local economic organizations, and hotel officials were invited to the event, and they were treated to sushi and sashimi made with farmed tuna, yellowtail, and sea bream, as well as jakoten, fried sardine cake, and citrus juice.

At the event, the governor of Ehime introduced Ehime as the number one fish farming producer in Japan, and that its strengths lie in its research and technological capabilities, such as mixing citrus fruits into fish feed to eliminate the fishy smell.

Raja, Minister of Commerce and Industry of the state, who had signed a memorandum of economic exchange with Ehime, welcomed the event, saying, "There is no doubt that our relationship with Ehime will deepen. I'm looking forward to the sashimi and juice." It is said that although there is no custom of eating raw fish in India due to the issue of keeping it fresh, Japanese food such as sushi is steadily spreading and is seen as fashionable and healthy. The guests enjoyed the freshness of the food, just like in Japan.
(February 6, Ehime Shimbun)

Play the Piano at Matsuyama Station

JR Shikoku, Shikoku Railway Company, set up a "Street Piano" which anyone

can enjoy playing from February 22 to March 9 at the Matsuyama JR Station to familiarize people with the new station.

The “Love Piano” was rented from the Yamaha Music Japan Co., Ltd., Yokohama, for a limited time.

The piano is placed in front of the waiting area on the second floor of the station, and can be played from 10:00 am to 9:00 pm. JR. Shikoku said “Come and enjoy the piano through your eyes and ears, since even the appearance of the piano is very gorgeous.”

(February 6, Yomiuri Shimbun Online)

A Bicycle International Conference to be Held in Matsuyama

“Velo-city”, an annual world cycling summit, will take place in Matsuyama May 25 to 28 in 2027. The main venue will be the Ehime Budokan. Ehime prefecture had been struggling to host it, and won the bid. It will be the first time to be held in Japan.

Velo-city is the yearly flagship event of the European Cyclists' Federation and co-organized with a host city. It started in Bremen, Germany in 1980. The prefecture submitted the application to the Federation last September. After the inspection of the federation members, the decision to hold the event in Matsuyama was made. The experience of holding the international cycling event “Cycling Shimanami” was highly evaluated.

The conference will be attended by more than 1,000 delegates from more than 60 countries. The agenda will be like a city plan by utilizing bicycle. A bicycle parade may be held.

Governor Nakamura said at a press conference on January 30, “It is obvious that the event will raise the awareness of Ehime prefecture, and it is expected to contribute to an increase in the number of visitors and stimulate the prefectural economy. Jill Warren, CEO of the ECF, having attended the conference online said “I felt that the cycling culture has permeated Ehime, and am sure that many bicycle lovers will be interested in Ehime through Velo-city 2027.”

For further information: <https://www.velo-city-conference.com/>

(February 1, Yomiuri Shimbun Online)

Startup Support Company to Open in Matsuyama

Relic Inc., a Tokyo company supporting new business development, will open a branch office in Matsuyama, and signed a Business Location Agreement Plan with Ehime prefecture and Matsuyama city. Mr. Takaaki Kitajima, CEO/Founder of Relic Inc., said that there was much room in the primary industry, a key industry in Ehime to improve productivity and create new projects by digitalization. They aim to establish projects and content in Matsuyama which can be well-received all over the world.

Relic has been involved in the development of more than 4,000 new

businesses since 2015. It will be their first branch office in Shikoku. They will support the creation of new business by making use of the technology and products of enterprises in the prefecture, and vitalize the regional economy.

They also plan to foster and employ local personnel with strong skills in digitalization in cooperation with local universities. The number of employees of the Ehime office starts at 4, and is planned to expand to 30 by the 2028 fiscal year.

(January 29, Asahi Shimbun Digital)

Ehime Publication Culture Award to Ehime SGG

The Ehime SGG Club, Matsuyama Branch, English Translation Group, won the translation category of the Ehime Publication Culture Award.

Nine members of the group translated a Meiji period travelog by an English teacher at Matsuyama Middle School from the US, Henry Gabriel Hawkins (1866-1939). He stayed in Matsuyama from 1892 to 1894, several years before Natsume Soseki came there. This is a precious record of Matsuyama, a rural city that was modernizing a quarter century after the Meiji Restoration. It describes places and customs that are familiar to today's residents, such as Matsuyama Castle and the Dogo Autumn Festival.

The group members said they wanted to convey how an American viewed what Matsuyama was like. They began the translation in 2021, when many of their normal activities were suspended due to the COVID-19 pandemic. They verified the content and annotated it with historical facts. It took about two years to complete. The group plans to publish English compositions by his Japanese students this spring. They are also eagerly interested in exhibiting the original texts in Matsuyama, which are kept at Millsap College in the US. "Nihon de sugoshita 20 ka getu (Twenty Months Spent in Japan)", Sōfūsha Publishing, 1,100 yen.

(January 24, Ehime Shimbun)