

## FEATURES

# Specialty Products Driving Local Revitalization (Part 1)



Photo: JA Miyazaki Economic Federation



Photo: JICA



Photo: Yakumo Town Museum



Photo: Waachu Co., Ltd.

Above left: High-quality fully ripened mangoes from Miyazaki Prefecture    Above right: Shearing sheep to harvest wool  
Below left: Bears at school. A math class is in session.    Below right: Colorful *kyusu* teapots are popular items overseas. Many are displayed in the company's store.

All over Japan, the development of specialty products that make the most of regional resources is helping to revitalize local economies. The One Village, One Product (OVOP) Project, which originated in Oita Prefecture, continues to serve as a model for local revitalization on an international scale. This issue of *Highlighting Japan* introduces readers to a variety of specialty products that have sparked local revitalization, such as carved wooden bears, ironware, and silk, as well as wine, mangoes, and even wool felt products from the Kyrgyz Republic that have been created with Japan's international cooperation.

