

## Example of “Seed for Sustainability”

Title of your Seed

Fish Meal Project to revive eutrophic lake and sustainable society

Things to be answered:

1. Where the Seed has been sown

1. Region: [Lake Kasumigaura](#)

2. Country: [Japan](#)

2. The aim of the Seed:

- [Improve water quality and conserve ecosystem of Lake Kasumigaura and Kitaura](#)
- [Enhance the primary industry situated in the basin.](#)
- [Provide consumers safe and healthy food with narratives.](#)

3. The name of the actor

[Asaza Fund](#)

choose the category of it (multiple choices possible)

Yourself (Student)

The research

Business, enterprise

Citizen group

Government

4. Period of the Seed(The length of the implementation so far)

[2 years \(2004 Nov~\)](#)

Optional

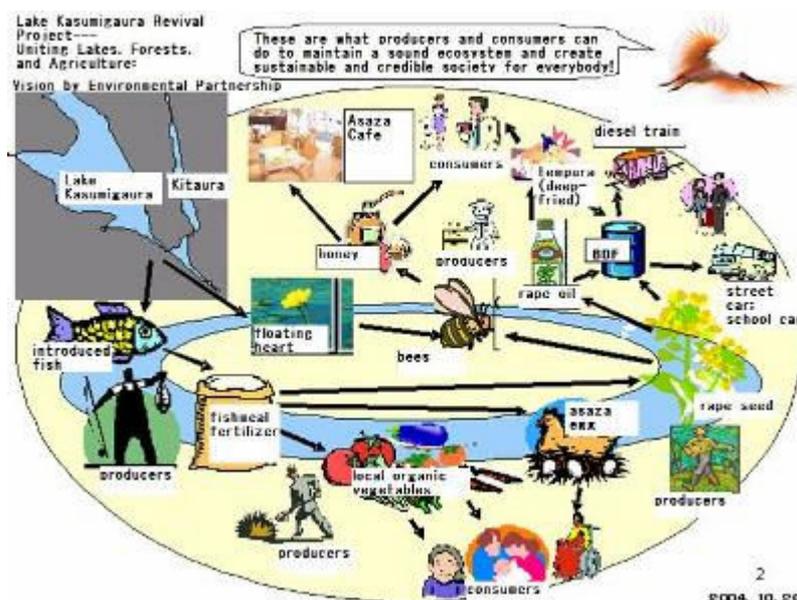
Figures (ex. photo, illustration) : Max 400px\*300px, Two fig. at most.

[JPG, GIF, PNG only permitted]

title [Vision of Lake Kasumigaura Revival Project by Environment Partnership](#)

source [http://kasumigaura.net/asaza/opinion/guild04\\_10/image/plan2.gif](http://kasumigaura.net/asaza/opinion/guild04_10/image/plan2.gif)

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Key words : ( Please write 5 key words of the Seed)

Eutrophication; fish meal; agriculture; Lake Kasumigaura, Japan; consumers

Please summarize your Seed in 100 words.

Fish Meal Project is about removing introduced fish species from Lake Kasumigaura and Kitaura to manufacture fishmeal for harvesting “Happy Lake” brand vegetables and eggs at farms, creating a billion yen market (2004-06). Introduced fish species decreased a number of native fish species in the lake. Yet, fishermen have not catch them because of any market value. Removal of introduced fish species is also advantageous in removing nutrients that cause eutrophication. To tackle this vicious cycle, “Environmental Partnership,” a coalition of two non-profit organizations and a firm, buy introduced fish from fishermen. Project consults researchers for marketing and ecosystem safety. (100 words)

Key Questions:(No more than 100 words each.)

1. What happened by the Seed and Who did it?

- Remove introduced fish from the lake with phosphorus and nitrogen {fishery association}
- Produce fishmeal (13 tons) and fertilizer (27 tons) {firms}
- Produce “Happy Lake” brand vegetables (cucumbers, lotus roots, spinach, potherb mustard) and eggs (expected 500 tons a year), {14 cucumber farmers of co-operative; 2 poultry farms}
- Create Asaza Cafés {new entrepreneurs}
- Sell the brand at Tsukiji, Co-ops, and retail stores, creating a billion yen market {firm}
- use rape seed oil for bio-diesel train and bus {college, government, etc}
- Eat safe and healthy food {consumers}(92 words)

2. What was the impact of the Seed and What were the success factors?

The impact was both big and small. It was big in terms of increasing awareness of ecosystem of Lake Kasumigaura and Kitaura; introducing new sustainable brand, and connecting a network

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of consumers, fishery, agriculture, and the lake. It was small as a market of ¥1 billion. Success factors were 1) partnership; 2) satisfactory interest of participants; and 3) ground in scientific researches and opinions. (63 words)

### 3. What were the greatest roadblocks (obstacles) in implementation?

There were no previous experiments similar to Fish Meal Project, so it was difficult to explain each beneficiaries the benefit and risk of the project. For example, fishmeal producer did not want to take risk of producing new products that will not be sold. The project is also difficult to coordinate more than seven groups. In addition, bio-diesel train plan of the project is deferred by the decision to admit bankruptcy of Kashima Train (which runs around the Lake) by Ibaraki Prefecture. (82 words)

### 4. How did you/they overcome these obstacles?

In order to overcome difficulty in making new network, Environment Partnership members repeatedly recognized their positive vision and goals. They also made effort in finding common interest among new participants. In order to expand Lake Brand market value, Environment Partnership listened to marketing professionals. In order to achieve bio-diesel train plan of the project, they collected signatures and pressured the Ibaraki mayor. Acceptance of abolishment of the train is currently under reconsideration. (72 words)

## Optional

### Reference(s)

Asaza Fund <<http://www.kasumigaura.net/asaza>>

Asaza Fund. Interview. 9 Nov 2007.

## Applicants' opinion on the Seed

### 1. Advantages which YOU think this Seed has (100 words)

1) One of advantages, which this Seed has, is wide marketing through co-ops spread in the Lake Kasumigaura Basin. When Happy Lake vegetable is widely sold in the basin, environmental consciousness of people rises, and impact on the income of primary industry becomes huge. 2) Second advantage is that consumers are health and safe-oriented. Happy Lake Brand is nutrient-rich and fresh-colored. 3) Third advantage is partnership. Each professional (fishermen, consultant; conservation researchers, NPO) provide sufficient knowledge base and technology for the project to continue. Safety of fish is evaluated by a national government agency. (94 words)

### 2. Improvements which YOU think this Seed has (100 words)

This seed needs to improve productivity of manufacture to answer increasing demand for fishmeal by farmers. To do so, fishmeal producer wants to find a way to manage excess production for risk management. Environmental Partnership needs to find alternative to conventional wisdom. Right now, fishmeal producer uses a type of fair trade, but this system

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needs extra time for annual updates. Another improvement might be selling fishmeal with rice bran produced at *yatsuda*, a rice paddy cultivated for improving water catchment. Farmers suggest that fishmeal is best mixed with other fertilizers. Finally, increasing partners will be long-term improvements. (99words)

3. Are you a main actor of this Seed? (choose either one)

Yes  No

→ Applicants who answered "Yes", answer to the followings:

\* How were you involved in the Seed, and what did you learn from it? (80 words)

→ Applicants who answered "No", answer the next question:

\* How did you find this Seed, and why did you choose it as a case? (80 words)

I found the Fish Meal Project from a university professor. I chose this project as a case because it is on-going and successful as a business. From this case I learned that to do an action, a wide network of people is needed. Asaza Fund bridges existing social infrastructure of organizations, individuals, and corporations, with common interest. In addition, I found that what constitute sustainable society is creative ideas, such as turning unwanted introduced fish species into something valuable. (79 words)