

Oshu Shiroishi Umen Promotion Ordinance

March 3, 2014
Ordinance No. 9

In our homeland Shiroishi, with the clear and abundant water of the Shiroishi River originating from the majestic Zao Mountain Range, and the warm climate, among the many blessings of rich nature, Shiroishi umen has been produced for over 400 years and has been loved and cherished as a healthy food. In recognizing the importance of passing down this historically nurtured traditional food culture to future generations, we aim to promote Shiroishi umen and contribute to the regional economy.

(Purpose)

Article 1: This regulation aims to contribute to the revitalization of the local industry through the promotion of Shiroishi umen and its consumption, development of related projects, and nurturement of the love for the hometown.

(Role of the city)

Article 2: The city of Shiroishi shall make efforts to actively participate in expanding the consumption and promotion of Shiroishi umen.

(Role of business operators)

Article 3: Business operators related to Shiroishi umen (hereinafter referred to as “related business operators”) shall proactively work to expand the consumption and promote Shiroishi umen, such as through technological innovation for the preservation of the tradition, and they shall make efforts to cooperate with the city and other business operators.

(Cooperation of citizens)

Article 4: Citizens shall make efforts to cooperate with the city and related business operators in promoting Shiroishi umen.

(Shiroishi Umen Day)

Article 5: To achieve the purpose of this ordinance, Shiroishi Umen Day shall be established.
2: Shiroishi Umen Day shall be the 7th day of each month.

Supplementary Provision

This ordinance shall come into force from the date of promulgation.