

## 8. Shimada Commercial High School

### Developing Souvenirs with Local Resources

Area around Kawane Onsen  
(promoting the appeal of a stay-type tourist destination)

We here at Shimada Commercial High School aimed to develop souvenirs using resources from the local Kawane Onsen area.

First, we attempted to devise food products using tea. However, the problem was found that it was not possible to mass-produce for continuous sales. This was due to the products having a short shelf-life, which may lead to unsold food to become unnecessary food waste. Therefore, we decided to come up with a new product once again.

From there we worked to collaborate with farmers and companies in Shizuoka Prefecture. Through our efforts we were able to create a hand cream using strawberries locally grown here in Shizuoka Prefecture. We were able to commercialize the hand cream and sold it in limited quantities.

However, although strawberries are a specialty of Shizuoka Prefecture, they cannot be considered a specialty of Kawane Onsen, so we will continue our research next year.



Strawberry hand cream brochure cover

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