

津波被害の地から 先端技術で周年栽培 「さんりく星苺」

Sanriku Hoshi-Ichigo (strawberry)
are harvested year-round in ultra-modern hothouses
on former tsunami-ravaged land



三陸沿岸には津波被災跡地が広がり、用地の利活用に苦慮していました。地元新潟で博士号を取得した太田祐樹さんは復興に向けた研究の為に岩手に移住、その研究成果を活かし、被災跡地を再生させる新たな産業を興そうと起業。津波で傷ついた土地に向き合い、試行錯誤を重ねながら、夏は涼しく冬でも暖かい三陸の気候を活用した独自の栽培技術確立しました。現在、国産夏イチゴ「さんりく星苺」の栽培と安定供給を実現する事業を展開しています。将来的には生産量をさらに増やし、三陸を新しいイチゴの大産地として育て上げるため、日々挑戦を続けています。



地場産の「気仙杉」を活用した施設でイチゴを栽培しています。

Strawberry hothouse built from locally sourced Kesen-sugi cedar.

Huge swathes of the Sanriku coastline were devastated by the tsunami, leaving behind areas of land with limited potential for use. After obtaining his PhD in his hometown of Niigata, OTA Yuki moved to Iwate to pursue research focused on post-disaster reconstruction. Building on his findings, he launched a business aimed at creating a new industry to help revitalize the disaster areas. He spent considerable time tailoring his agricultural system to the Sanriku climate, which is relatively cool in summer and warm in winters, as well as the local soil that had been degraded by the tsunami. Today, Sanriku Hoshi-Ichigo produces a consistent supply of strawberries all year round. OTA continues working to expand production, with a goal of eventually transforming Sanriku into the new center of strawberry production in Japan.

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