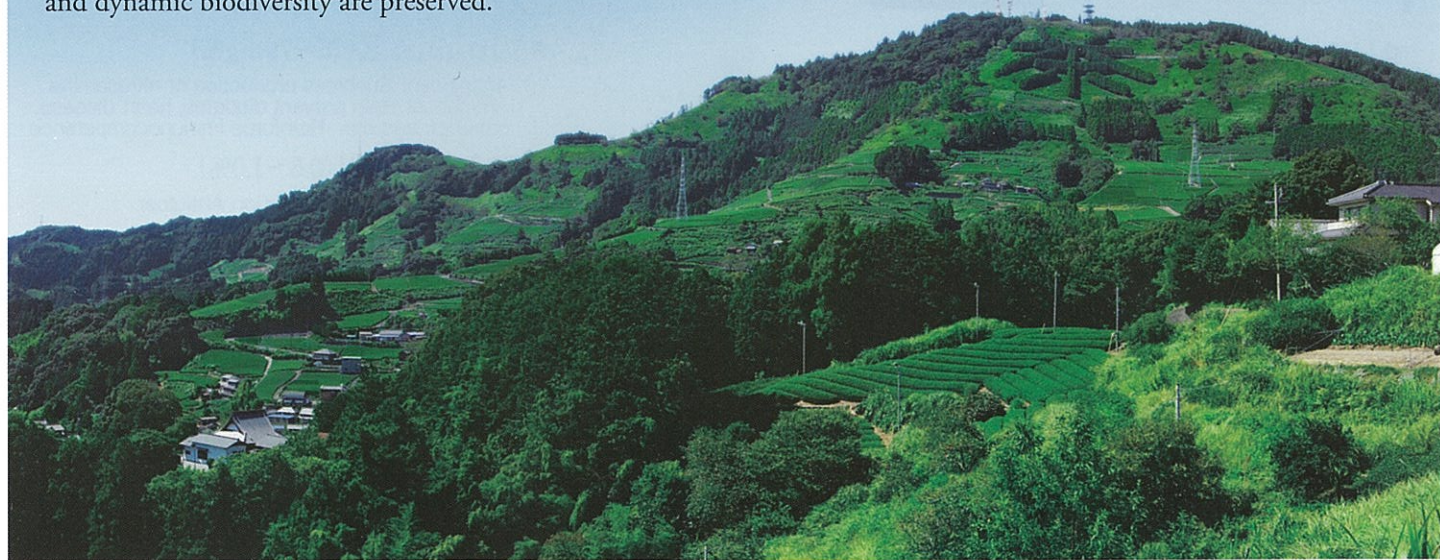


Takegawa, Green Tea Producing Center of the World with Pride

Green tea farmers' handwork to produce better tea is awarded the top class green tea in the world.
Takegawa is extremely valuable farming area where coexistence of agricultural activities and dynamic biodiversity are preserved.



Globally Important Agricultural Heritage Systems Traditional Tea-grass Integrated System in Shizuoka (Chagusaba)

Chagusaba Farming Method is a traditional agricultural technique in this area. It maintains grasslands around tea fields to supply mulch and improve the quality of tea. Green tea farmers cut the grass in late autumn. Then they dry and cut them to cast in between the tea bush farrows. This time and labor consuming process is added to regular green tea farming to produce high quality green tea leaves. The decreasing number of plant species in Japan such as Sasayuri (*Lilium Japonicum*) and Kawanadeshiko (*Dianthus Superbus*) grow in this area. You can also find many animals and insects including grasshoppers called Takegawa fukibatta which are indigenous species in Shizuoka. This farming method has preserved the coexistence of agricultural activities and biodiversity.

*Chagusaba Farming Method in Shizuoka was designated as Globally Important Agricultural Heritage System(GIAHS) in 2013.

GIAHS

GIAHS is the acronym of the official term, Globally Important Agricultural Heritage Systems, a program established in 2002 with the purpose of conserving and sustaining traditional agricultures and cultures as well as landscapes that are in decline due to the effects of globalization, deterioration of the environment, and increasing populations. The Food and Agriculture Organization of the United Nations (FAO), an international organization aiming at ensuring food safety, established GIAHS with the purpose of passing down to future generations not only globally important agricultures and land usage, but also cultural elements related to agriculture, including ecology systems, landscapes, customs, and traditional cultures.



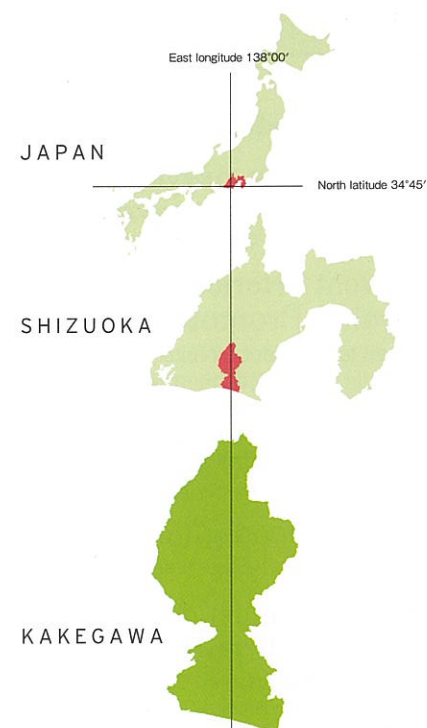
Globally Important
Agricultural Heritage System
Traditional Tea-grass Integrated
System in Shizuoka



Health Benefits of
Takegawa Tea



Takegawa Tea



City of Takegawa Tea Promotion Section

1-1-1 Nagaya, Takegawa, Shizuoka 436-8650 JAPAN Phone: +81-(0)537-21-1216 Fax: +81-(0)537-21-1212

<http://www.city.takegawa.shizuoka.jp/>

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Healthy Taste

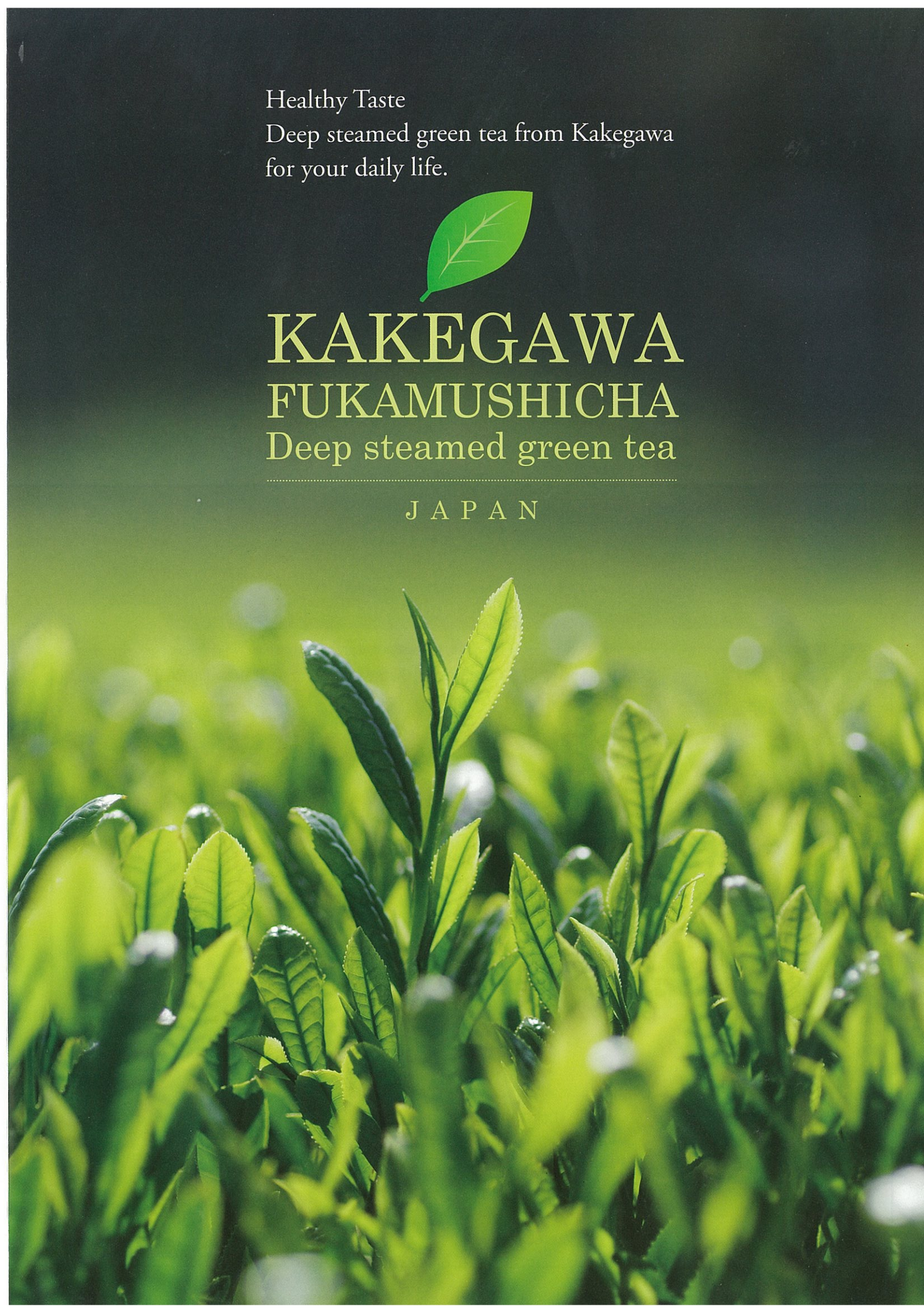
Deep steamed green tea from Takegawa
for your daily life.



TAKEGAWA FUKAMUSHICHA

Deep steamed green tea

J A P A N



Daily life with Kakegawa green tea.

Kakegawa city is one of the top green tea producing centers in Japan where the climate is perfect for growing green tea and nature is abundant.

Fukamushicha, deep steamed green tea is a perfectly fit for the quality of tea leaves in Kakegawa.

You can enjoy the deep green color and natural sweet taste.

After being basked fully in the sun while growing, tea leaves are steamed

for a longer period than the typical green tea during manufacturing Fukamushicha.

This extra steaming breaks down the fibers furthermore resulting

to easily extract ingredients such as beta-carotene, vitamin E, Chlorophyll in addition to catechin and theanine.

They are known to have preventive effects on lifestyle-related diseases.

Include Kakegawa deep steamed green tea in your daily meals for your healthy long life just like people in Kakegawa.

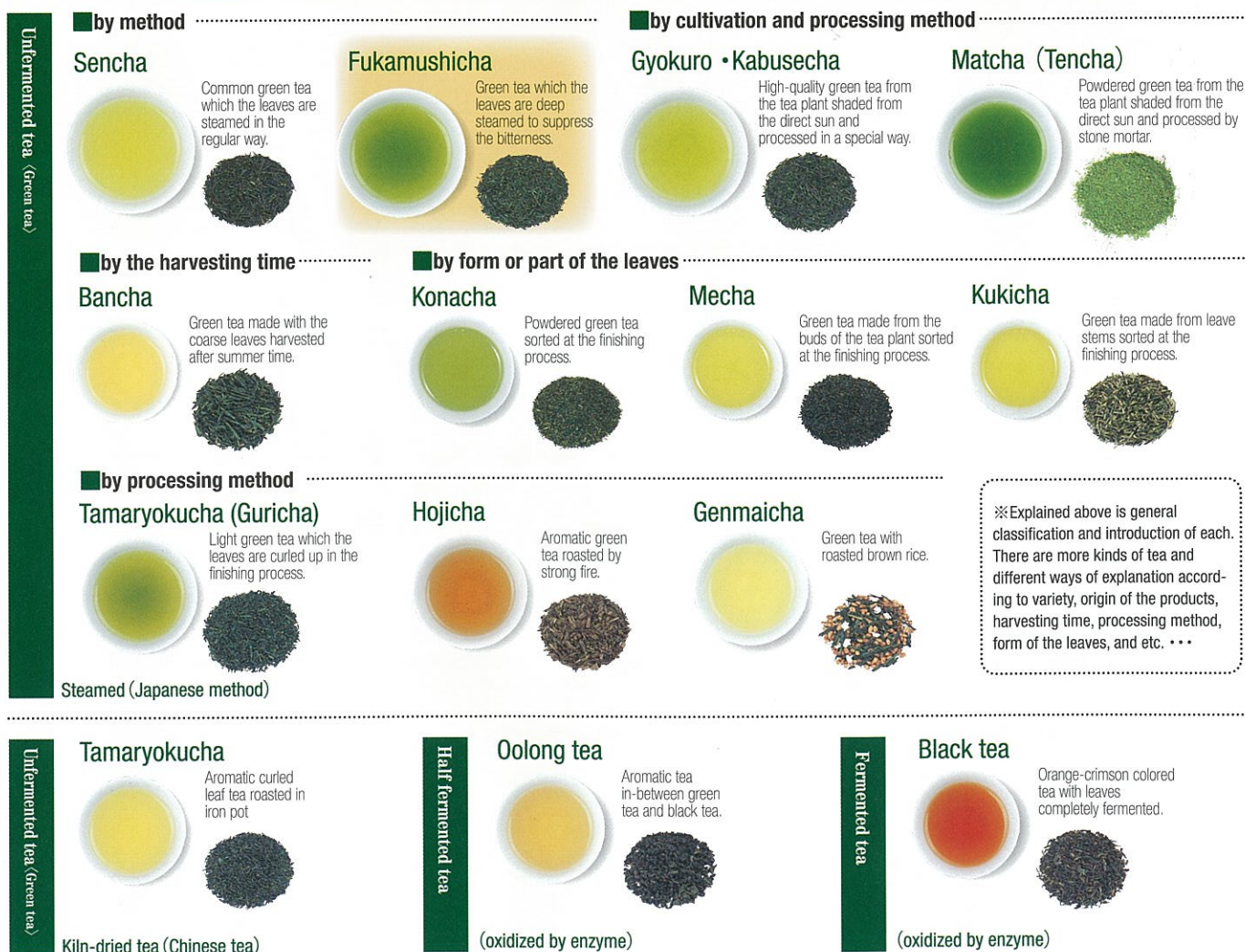
Kakegawa rates the lowest percentage of death by cancer among cities with population more than 100 thousand in Japan. The city spends 20% less than national average on medical expense for elderly people. People in Kakegawa die of heart disease 15 % less than Shizuoka prefectural average, and 30% less on cerebrovascular diseases.

* Reference: Special Report on Demographic Statistics by the Ministry of Welfare and Report by Cancer Policy Information Center of Japan Health and Global Policy Institute

* Reference: Kakegawa Study (June, 2009 - March 2012, Commissioned project by Kakegawa city from the Ministry of Agriculture, Forestry and Fisheries)



Classification of green tea and their characteristics



Ingredients and Physiological Effects of Green Tea

Explanation of the Ingredients and Physiological Effect of Green Tea

Insoluble Components 70~80%

- **Dietary fiber (30~40%)**
⇒ Prevent constipation, colon cancer, heart diseases, diabetes, and etc.
- **Protein (glutelin) (24%)**
⇒ Nutrient
- **Beta-Carotene (13~29mg%)**
⇒ Provitamin A Antioxidant Anticancer Help prevent heart disease, cataract, and etc. Reinforce immunocompetence

Soluble Components 20~30%

- **Catechin-type (10~18%)**
⇒ Antioxidant Antimutation Anticancer Inhibit blood cholesterol to rise, Inhibit blood pressure to rise
- **Compound Tannin (0.4%)**
⇒ Antioxidant Anticancer
- **Flavonoid (0.6~0.7%)**
⇒ Strengthen vessel wall Antioxidant Anticancer Prevent coronary-artery disease Deodorization etc.
- **Caffeine (3~4%)**
⇒ Stimulate central nervous system Prevent sleepiness Cardiostimulant Diuretic effect Promote metabolism
- **Conjugated Polysaccharide (0.6%)**
⇒ Inhibit blood pressure to rise
- **Vitamin C (150~250mg%)**
⇒ Anti-scurvy Antioxidant Inhibit production of nitrosamines Anticancer Prevent cold Antiallergic Reinforce immune system



- **Vitamin E (25~70mg%)**
⇒ Antioxidant Suppress production of nitrosamine Anticancer Help prevent diabetes, heart disease, cataract, and etc. Reinforce immunocompetence
- **Chlorophyll (0.6~1.0%)**
⇒ Prevent cancer Antimutation Anticancer Deodorization
- **Minerals (insoluble) (2~3%)**
- **Vitamin B2 (1.4mg%)**
⇒ Prevent angular stomatitis Antioxidant
- **Theanine (0.6~2%)**
⇒ Hypotension Coordinate brain and neurological function
- **Gamma-Aminobutyric Acid (Gaba) (0.1~0.2%)**
⇒ Hypotension Inhibitory neurotransmitter
- **Saponin (0.1%)**
⇒ Anti-asthma Anti-bacterial Hypotension
- **Aromatic Components (1~2mg%)**
⇒ Aromatherapeutic effect
- **Dietary fiber (Pectin) (soluble) (3~6%)**
⇒ Promote bile acid excretion Lower blood cholesterol
- **Minerals (3~4%)**
⇒ Fluorine: prevent tooth decay
Zinc, manganese, copper and selenium: Antioxidant Anticancer

Functionality of Green Tea

Introduction of functionality of green tea researched and announced medically.

- **Effective to prevent cancer.**
Green tea catechin suppresses growth of carcinogenic substances very effectively in human cells.
- **Prevent arteriosclerosis and stroke. Promote hypotension.**
Green tea provides inhibitory action for substances rising in blood. Green tea promotes enhancing the rate of HDL known as a good cholesterol and prevents arteriosclerosis. Green tea that contains high rate of gamma-aminobutyric acid promotes hypotension. (Proven by Kakegawa Study)※
- **Lower blood glucose level.**
Polysaccharide helps to prevent diabetes.
- **Prevent teeth decay. Restrain breath odor.**
Catechin and fluorine help to prevent teeth decay. Flavone helps to restrain breath odor.
- **Prevent food poisoning.**
Sterilizing power of green tea is effective against cholera germs, dysentery, vibrio parahaemolyticus, pathogenic E. coli bacteria O-157, and rotavirus.
- **Improve intellectual activity and exercise capacity.**
Caffeine stimulates central nerves in cerebrum and improves intellectual activity and exercise capacity. Also caffeine is known to provide cardiostimulant action, diuretic effect and spiritually calming effect.
- **Prevent aging.**
Green tea can suppress production of free radicals and lipid peroxide in our bodies and prevent aging. Green tea is more effective than vitamin E and can strongly suppress mutation and have anti-oxidative effect.
- **Beauty and Health.**
Vitamin C in green tea is relatively resistant to heat and can preserve for a long time. Taking abundant vitamin C increases resistance against infection of viruses and is effective to prevent many kinds of sicknesses. Vitamin C also works to build skin elasticity and helps to retain moisture in skin. It also prevents forming melanin pigment which creates blotchy complexion.
- **0 Calories and Abundant Minerals.**
Green tea is high in alkalinity and has many kinds of minerals to prevent acidification of our bodies. Green tea has no calories.

