



Just join us.

Passing on the cycle of grass and flame to the future.

阿蘇草原再生
プロジェクト
Aso Grassland Regeneration Project





LEARN



VOLUNTEER



ENJOY



EAT



BUY



DONATE

Actions we can take starting today to protect the grasslands of Aso.

There are many things you can do to protect Aso's grasslands. For example...

Come to Aso and enjoy sightseeing.

Dine on Akaushi beef cuisine.

Make a donation.

Participate in volunteer activities.

Learn about grasslands.

The important thing is just to get involved, in whatever way you can.

Whether the grasslands of Aso will still be here in the future, say 10, 30, or 50 years from now, is up to us today.



We love grasslands.

ASO GRASSLAND

About the grasslands of Aso

The enchantingly beautiful grasslands of Aso are said to have existed for over a thousand years. Japan's climate, with its four distinct seasons and high rainfall, means that vegetation easily gives way to trees, which soon cover the land in forest. As such, grasslands cannot be maintained by the forces of nature alone. The grasslands of Aso have been sustained through the activities of local communities who have burned the grass, grazed livestock, and harvested grass for their livelihoods. In other words, these grasslands are the product of a long history of cooperation between people and nature.



Methods used to maintain grasslands

Controlled Burning



Grazing



Grass cutting



CRISIS

The grasslands of Aso under threat

Grasslands were once a valuable resource for building homes, raising livestock, and providing fertilizer for agriculture. However, changes in agricultural practices and lifestyles, such as mechanization, the widespread use of chemical fertilizers, and the decline of thatched roofs, have diminished the need for grasslands as a resource. Furthermore, rural depopulation and population aging have led to a shortage of people to carry on the tradition of controlled burning, putting the grasslands of Aso at risk of disappearing.

Causes of grassland loss

Decline in grazing



Lack of people to carry out controlled burning



Changes in lifestyle



Around 1900



Classification of land use

Forest

Pasture, grassland, bare land

Farmland (dry fields)

The area of grassland has decreased to less than half over the past century.

2007



According to a 2016 survey conducted by Kumamoto Prefecture, only around 40% of ranch associations responded that they could continue grassland maintenance activities such as controlled burning or creating firebreaks for more than 10 years. While many associations believe that they can maintain these activities with their current members, they anticipate difficulties in the next generation. Looking ahead to 30 years from now, the situation is expected to be extremely challenging.

ABOUT

The Aso Grassland Regeneration Project

There are many things we can do to protect grasslands. First, we need to generate interest in grasslands by raising awareness of the issues. Then, we need to make it easier for people to get involved with grasslands. Our mission is to create these opportunities to bring people and grasslands together.



Aso Grassland Regeneration Project

Some of the things we do



PR activities to increase volunteers and donations



Collaborative products to fund grassland conservation



Events utilizing grasslands



Project website creation and administration

STORY

Visuals that tell the story of the grasslands

The main visuals symbolizing the project were created by Asuka Watanabe, a long-time art director for FUJI ROCK FESTIVAL, one of Japan's premier rock music festivals. She visited Aso, learned about the area, and captured her impressions and discoveries in visuals based on the theme of the annual cycle of the grasslands of Aso.

Collabo #1

Rice flour muffins inspired by the four seasons of Aso's Grasslands



[Green] Fresh green grass shooting up

Pistachios, Kumamoto blueberries, and white chocolate

[Red] Flames from controlled grassland burning

Kumamoto beets, cranberries, and strawberries

[Brown] Grassland covered with autumn grasses

Kumamoto black tea, Kumamoto chestnuts, and walnuts

[Black] Grassland after burning

Black cocoa and Kumamoto bankan citrus

PRODUCT

Original product development

We also develop collaborative products with companies using the project's key visuals. A portion of the sales is donated to grassland conservation activities. Our first collaboration was with Kosugi Resort, who developed four types of rice flour muffins using ingredients mainly sourced from Kumamoto and Aso, inspired by the changing seasons of Aso's grasslands.

Are you interested in working with us?

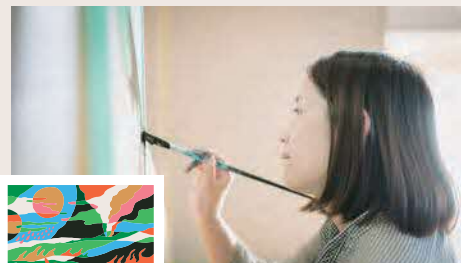
The Aso Grassland Regeneration Project is looking for companies interested in collaborating with us on product development.

Inquiries

Aso Grassland Regeneration Project Office
(located inside ASO&Co.)

Tel: +81-96-288-3353

Email: info@asoandco.com



To find out more, read an interview with Asuka Watanabe on our website





Just join us.

Passing on the cycle of grass and flame to the future.



Just join us.

Passing on the cycle of grass and flame to the future.

Green turns to gold, then to black, and finally back to green.

Some natural environments can only be preserved through human intervention.

We are looking for people who share our dream of continuing
the 10,000-year-old relationship between humans and grasslands.

