

OYAMA LIBRARY: OUTREACH TO FARMERS TO SUPPORT LOCAL AGRICULTURAL INDUSTRY



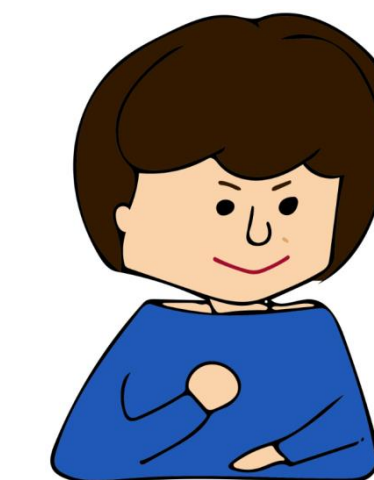
Rice paddy art work
Oyama, Japan

Oyama Library
in old days..



Only children and
mothers dropped by
to borrow books...

BUT!!



Ms. Kurihara

Let's support key
players in the
community to vitalize
local economy!!

Mayor →

2005
Business Seminar



It's a
seminar
for me!



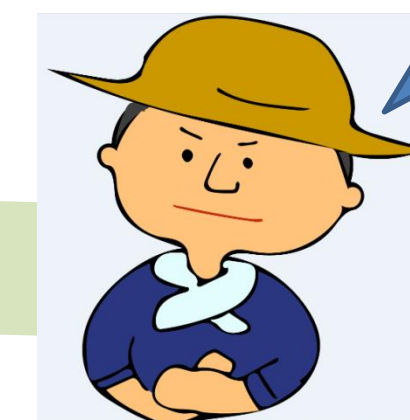
Citizen
(dairy farmer)

2007

Launched Farmer-
Support project!



Official



Farmer

How come a
library can
support
farmers?

I can't go to
the library
with boots

I know
nothing
about
agriculture!



Librarian

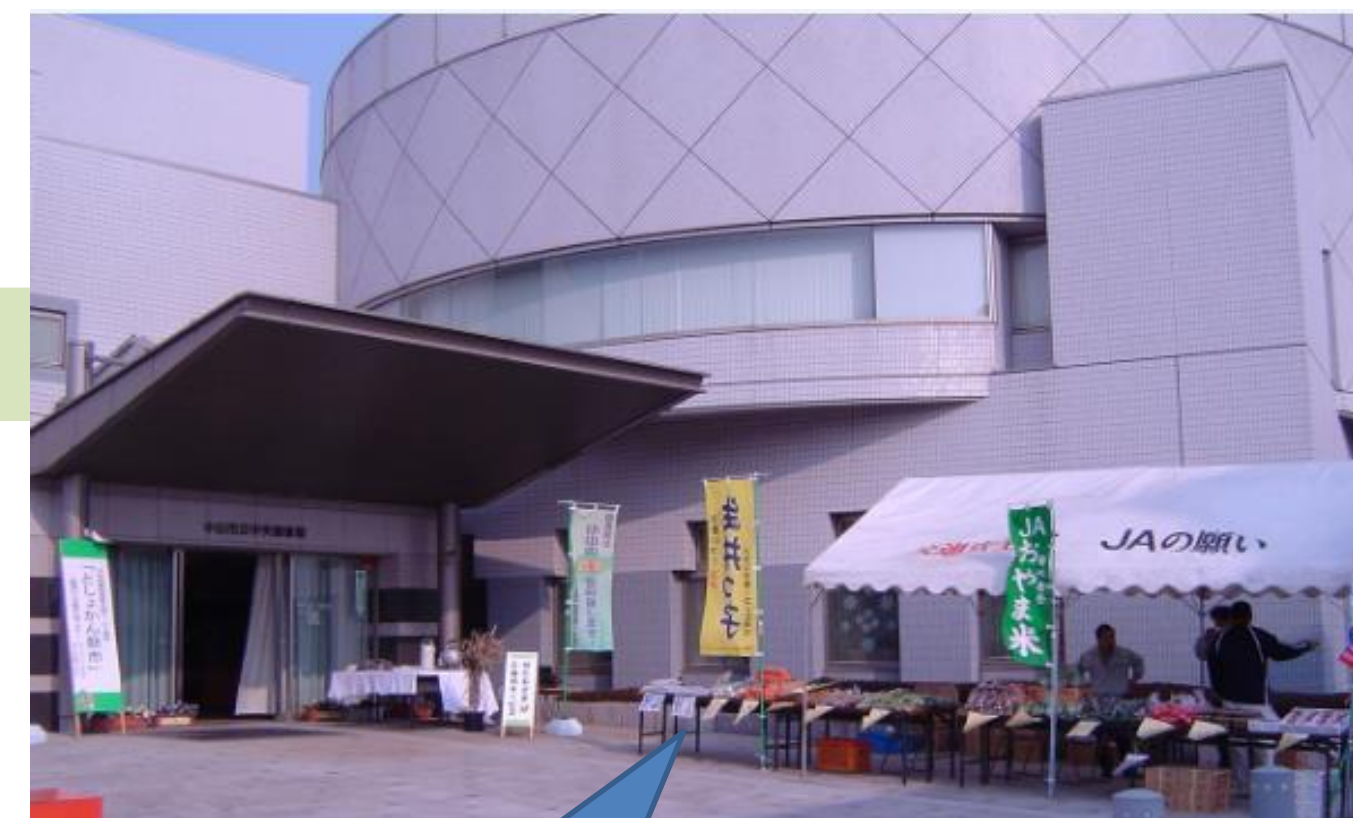
Oyama Farmers' Festival



The Library's
booth



Farmers' market at Library



Sell local
crops at
library!!

Consulting at Library



I'm troubled
with pests...

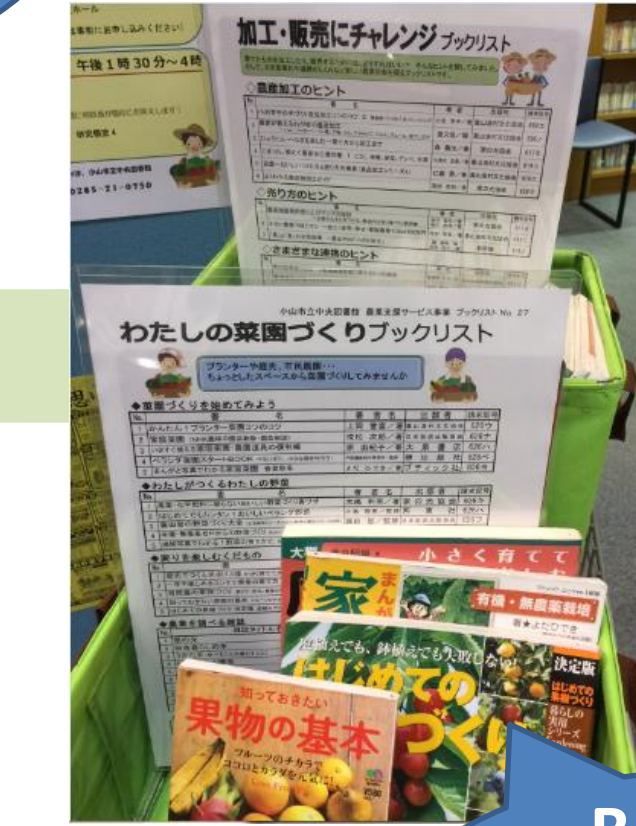
Oyama Brand website



Developed & operated by Library

Let's learn
about our
local
products!

Booklists



Borrow
those books
to study more
at home!

Agri. Collection
Display Corner

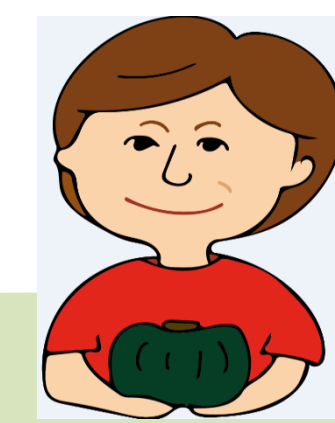


NOW!!

The library has helped 11 people's starting business!!



Ms. Noguchi started
a frozen yogurt shop.

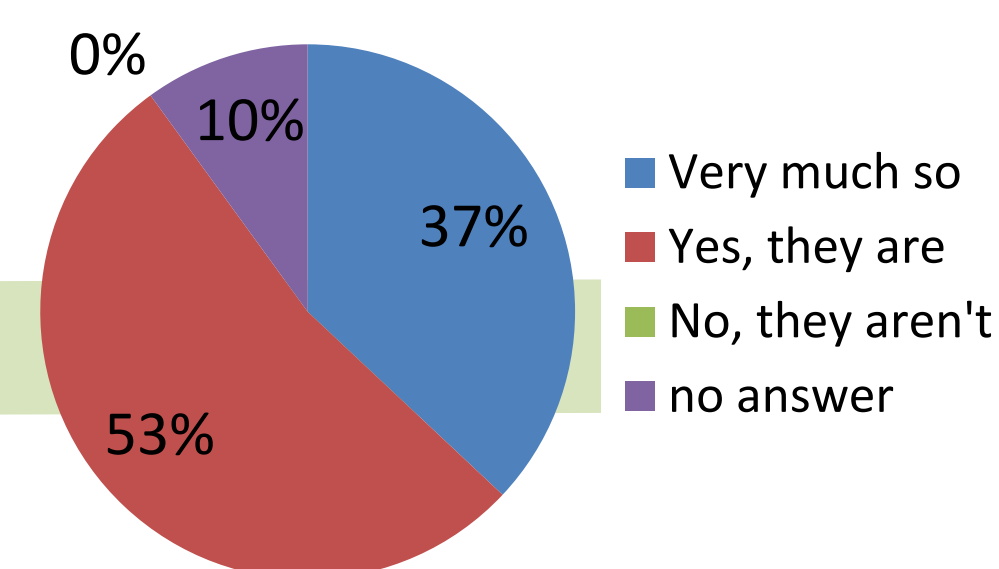


Ms. Yamanaka
opened a shop
selling her veges.



Mr. Miyamoto moved
in the town and
started farming.

2015 Library Users Survey



Q. Are the Library's business
supports useful for you?

The library keeps promoting unique local products!



A speaker made of
a large fruit



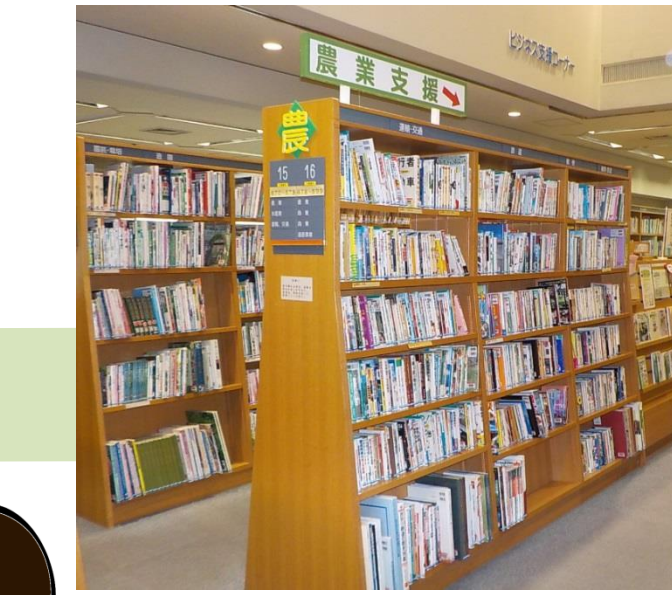
Bamboo
coals

Roots pickles



Okedama toy
(beanbag placing)

Agriculture Collection Business Collection



The library that makes rich
lives and communities

