

World Fairtrade Day 2018 at Nagoya Supporting the Humanitarian Goals

by Jonathan James DEVLIN and Nicole Samalea TENA

The 'World Fairtrade Day 2018' was held at the Nagoya International Center on May 12, 2018. As students from the NUFS Mass Media Research Group, we attended the event as volunteers. We helped organizers, business owners, and other volunteers from the local community.

The business owners of Fuku-suke, Green Wave, Bandu Ethical+Plus, YMS Cafe, and Aoyagi Coffee Factory, high school students, and members of younger and older demographics spoke to us at the event.

What is Fairtrade and World Fairtrade Day?

Fairtrade is an international movement based around improving the lives of the producers of various crops and goods such as cocoa, coffee, cotton or clothing, mainly located in South America, India, Africa and South-East Asia.

Fairtrade International, the organization that oversees the Fairtrade mark, began in 1988 with a small-scale project in the Netherlands. Since then, they've expanded across Europe, America, and Asia and continue to do so.

Fairtrade is not a charity organization; it is a way to connect small scale producers with merchants whom they would otherwise be unable to sell to fairly. This is motivated by humanitarian goals such as ending uncompensated labor in developing countries.

How do people view Fairtrade?

There is little advertisement or brand recognition, leading to a limited understanding of how Fairtrade operates, or benefits participants.

A family of three, and an elderly man were unaware of the work that goes into fairtrade or its advantages but were aware of the brand, while



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younger demographics found fairtrade through celebrity endorsements spread online. One of our interviewees spoke enthusiastically of how these endorsements, such as Justin Bieber promoting fairtrade initiatives and products, encouraged him to learn more. This encouraged other event attendees to learn more as well.

High schools ordering Fairtrade coffee and educating their students on Fairtrade's core principles is a rising trend. One high schooler, who volunteered at the event, indicated that their high school was teaching students about fairtrade and set up a fairtrade certified cafe at their school.

How accurate are those views?

Fairtrade's mission is to reduce the exploitation of workers in developing countries, reduce child labour, and raise awareness of corporations' mistreatment of labourers overseas.

For example, Fuku-suke is a fairtrade clothing brand in Nagoya which directly purchases cotton from Senegal and India. To ensure that the end

product is safe, Fuku-suke washes and sterilizes the cotton. They pride themselves on their close connections with female workers from these areas who hand-pick and create their products.

Green Wave is one of Japan's biggest fairtrade-associated activist groups and operates all over the country. To promote biodiversity within Japan, part of the UN's Biodiversity Initiative, they specialize in selling, transporting, and planting various greenery in Japan. This began in 2011, scheduled to end in 2020, the effects of their activism in preparation for the 2020 Tokyo Olympics. When we interviewed them, Green Wave warned that low levels of biodiversity can lead to food shortages and disease.

Yoko, one of the main traders behind 'YMS Cafe,' shared her experiences with the workers she supports in Sumatra, Indonesia. She visits the producers and oversees the coffee production, allowing her to have transparent business relationships.

Mr. Aoyagi is the manager of the coffee brand 'Aoyagi Coffee Factory', a fairtrade-certified coffee brand. His viewpoint is that fairtrade is no longer a niche, and is becoming a household name in Japan with most people having a basic understanding.

However, he adds that more exposure is always welcome and sees his younger audiences as carrying the responsibility of sharing this information.

Is it worth supporting?

Fairtrade is worth supporting. Evidence of this is reflected in a survey of 469 households in 4 different developing countries: those who possessed fairtrade certification were paid more, on average, for their coffee crops.

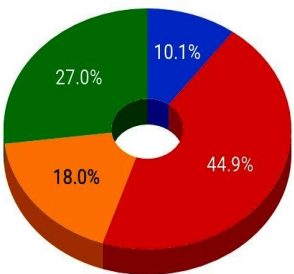
The same was found during a survey of Mexican coffee growers who were paid, on average, 12 cents more per pound of coffee sold.

This article is supported by NUFS domestic students, Hanae Higa, Renya Hakamata.

Stress Among the Student Body and How Students Cope

By Cassandra Williams and Nadia Sampson

Activities Students Do To Relieve Stress



● Reading 読書 ● Music おんがく ● Yoga/ Exercise ヨガ/うんどう ● Other その他

Being a university student is very stressful and without realizing it stress can be very damaging. Stress is defined as an emotional strain or tension resulting from adverse or demanding circumstances.

To find out what kind of stress affected students on campus ninety-four people were interviewed. Sixty-five percent of the respondents were female and thirty-five percent were male.

Sixty percent of the respondents were Japanese and the remaining forty percent were exchange students from countries such as the United States,

Australia, and Canada.

Stress can be something that is happening to you in your head or things that are happening outside in your environment.

According to Healthline author Ann Pietrangelo and Stephanie Watson, the most common effects of stress are irritability, anxiety, depression, headaches, and insomnia as well as a general degradation of the body's other functions such as concentration, memory, and appetite control.

(source: www.healthline.com/health/stress/effects-on-body)

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From left: Hanzawa, Narita, Okawa, Shimizu. At Nagoya University of Arts and Sciences.

Four young artists think art can help to create awareness

by Demi S. HARRIS & Shelby D. DAUGHTON

“Art” can have an assortment of reactions. Some people say that art is a work of skill; or that certain processes must be followed to achieve a "genuine" piece.

Other people may say that art is used to explain the political or cultural background of a place or time. We interviewed four NUAS students about their work and philosophy.

These are four artists who think art can help to create an awareness; that art can facilitate communication and the understanding of memories.

Yu Shimizu is a graduate student studying English and Photography. His photography is largely personal. One of his projects is a book called "Tender Memory".

Inside, there are photographs and song lyrics that Shimizu gathered over a period of time. After his father passed away, he went on a reflective journey through his memories.

He spent about a year and a half taking photographs of places and things that reminded him of memories he and his father shared.

Pictures of lonely campfires and empty chairs symbolize what his father has left behind. Perhaps this piece has helped to bring Shimizu closure, while also inviting outsiders an intimate glimpse into the moments he shared with his father. In the next five years he wants to continue his studies and explore the abstract ideas of existence and nonexistence.

Nanami Hanzawa is a fourth year student, majoring in photography. Hanzawa starts off by saying what she enjoys doing: observing photography that centers on social and racial issues.

She makes it clear that that is not what her photography is based on. She pulls out a huge portfolio filled with her work called "Observation of the

World."

While flipping through the pages, she mentions that her photos are never planned-they're taken whenever she feels happy. Looking at her work, whether it be the lone wedding dress or the friend on the beach at night, one can feel her happiness because a feeling of warmth emits off the pages.

In five years, Hanzawa says that she would like to be an art curator. She explains that the job of a curator isn't as extravagant here in Japan as it is in other places, so she may go elsewhere to curate.

Kai Narita is a fourth year student whose studies include installation-art, a genre of art that takes advantage of the space it takes up to relay a message.

He shares that he doesn't have a strong recollection of his childhood memories, only bad ones. His father made a lot of family videos when he was little. In a piece he displays these videos on an old TV in a mostly empty room.

The only other features in the room are flowing white curtains blowing from a stationary fan and a small radio dangling from the ceiling. Interpretation of this piece varies, from warm to cold and empty.

It's meant to create a picture of Narita's childhood. When asked where he sees himself in the future he shares that he is keen to travel outside of Japan, especially Scandinavia.

Takanori Okawa is a fourth year student, majoring in installation art. Okawa's art is different from Narita's in that Okawa makes video games, including a game called "Last Whisper." Okawa collected the last "words" of people and put them in his video game.

These last "words" are the last tweets the people have posted on Twitter before they died. A

figure runs through a field, bursting through tweets. The game reflects on society's relationship with technology in this day and age. "Couldn't this be controversial?" We asked Okawa.

Okawa retorted that it could be controversial but because Twitter is a public platform, the de-



Demi S. HARRIS & Shelby D. DAUGHTON (right)

ceased person's tweets are public too. Also, he welcomes criticism because it creates an open discussion. In five years, Okawa hopes to be an indie game maker.

Getting the opportunity to interact with upcoming artists is eye opening. These interviews remind us that art can mean something entirely different for us than the person next to us.

Whether it be from somewhere in Scandinavia, somewhere curating great pieces, making indie video games, or exploring the idea of existence and nonexistence, we hope that these artists will continue to bring awareness and communication through their work.

This article is supported by NUFS domestic students, Yuto Shinoda, Kenta Yamashita.

Food

Kinshachi Yokocho Nagoya Castle

Tasting Traditional Nagoya Foods

by Anna Spitzer and Cassandra Evangelista

Newly opened on March 29, 2018, at the Main and East gates of Nagoya Castle, lie the Yoshinao and Muneharu cultural zones of Kinshachi Yokocho.

Named after the first and the seventh provincial rulers of the Owari Tokugawa clan, these districts grant visitors the experience of tasting traditional Nagoya food, souvenir shopping, and live performances.

Nestled within the bustling Yoshinao Zone is a unique tofu shop. Established in 1943 by his grandfather, the current owner Yuji Kawaguchi named it Kawaguchi Nagoya Tofu because Kyoto is known for tofu, but he wanted the world to know that Nagoya is good at making tofu too.

Traditional and modern tastes

Kawaguchi Nagoya Tofu mixes the traditional and modern tastes of Nagoya cuisine, making all items on the menu in-house. A variety of foods are offered, made from a family tofu recipe that has been passed down through three generations to Kawaguchi.

To make his tofu, Kawaguchi starts with 60 kilograms of soybeans from Aichi prefecture. These *fukuyutaka* are soaked, boiled, mashed and formed into blocks of tofu.

While other tofu producers make about 1500-2000 blocks of tofu with the same amount of beans, only 400-500 blocks are produced here, resulting in a rich, creamy texture. Each batch of tofu is unique, depending on the environmental conditions such as the season and temperature.

In addition to small batches, the use of CIMg (magnesium chloride) to aid in the coagulation



Mr. Yuji Kawaguchi talks about charm point of tofu.

process sets Kawaguchi's tofu apart from other tofu manufactures.

CaSO4 (Calcium sulfate) is used in big factories to consolidate the tofu because it produces more tofu, but yields diluted soymilk. Kawaguchi's tofu is used to create a variety of foods ranging from soft serve ice cream to tofu pound cake and other baked goods.

Food: with Love and Dedication

Kawaguchi Tofu attracts various types of customers, ranging in both cultural background and age. On weekdays, the majority of customers are elderly people, while weekends see younger people and families.

Patrons are very diverse: 40-50% of customers are from China or other countries. Customer favorites are the fresh tofu (yosedofu) and the vanilla-flavored ice cream. Since children are not big tofu fans, Kawaguchi looked for ways to entice them with sweet desserts.

His soft serve tofu ice cream is adorned with an edible gold leaf, and has been referred to as "Instabae," pictures that look good on Instagram. Many young Japanese people are attracted to this item for its Instagram allure as well as the taste.

Now that summer is here, Kawaguchi hopes to offer 'kakigori' with soymilk syrup, a type of shaved ice/soymilk dessert. There was a time when he believed people would not want to buy tofu, considering it to be a "cheap food." Changing the way tofu was made attracted more customers, and introducing soft serve tofu ice cream has been a "game-changer." Since opening in Kinshachi Yokocho, the ice cream is the first new item that has been sold.

The recipe, making one liter of ice cream, uses 200 grams of tofu, making it very healthy and giving it the perfect texture. Just to hear how satisfied his customers are with the tofu and many of the products makes Kawaguchi very happy.

This is the first time for Kawaguchi to have his own shop. To widen his distribution, he has decided to sell tofu to other companies and restaurants, such as Yabaton (矢場とん), creating a promising partnership and a friendly tourist environment.

Besides tofu-based items, Kawaguchi Nagoya Tofu offers miso-paste covered 'dengaku' tofu, miso pastes, fermented vegetables, and other soy products. Kawaguchi uses the highest quality ingredients, and the food is made and served with love and dedication. Kawaguchi envisions the customer's smiling faces when he makes tofu. To him, good food is honest food made from pure and quality ingredients.



Anna SPIZER & Cassandra EVANGELISTA (right)

As foreign students from the United States, being granted the opportunity to meet such an amazing man and the company in which he takes such deep pride was inspiring. Tofu is eaten often in the United States as a health food, but we have never had the same high-quality tofu that we tasted at Kawaguchi Tofu. We strongly recommend a visit to Kawaguchi's restaurant, and can assure you that the experience will last a lifetime!

This article is supported by NUFS domestic students, Kotomi Kawano, Sayaka Nishii.



The friendship between

NAGOYA & TURIN

By Alessia TRUA



Interview with Miss Ito at Nagoya City Hall.

Did you know that Nagoya and the city of Turin in Italy are sister cities? Alessia Trua from Turin University visited the International Exchange Section of Nagoya City and reported about the intercultural exchange in both cities.

NAGOYA & TURIN: the story of a friendship

I have been studying at NUFS since August 2017 as an exchange student from Turin University.

When I joined the NUFS Newspaper, it took me a while to decide what I wanted to write about, but I looked inside myself and I found the answer in the relationship between Nagoya and Turin and in what both cities mean to me.

At Turin University I gained my Bachelor's Degree and now I have almost completed my Master's Degree in Translation Studies.

Turin has always fascinated me for its richness of history and art, so I thought that my knowledge of Turin combined with my experience in Nagoya could offer me an interesting perspective to share.

In order to do this, first in collaboration with

Turin Department of International Affairs and European Projects I gathered some information about the origins of this relationship; Nagoya and Turin have been sisters cities since 2005 and they have kept a strong bond ever since.

Second, with the help of NUFS Newspaper Advisor, Kazuhiko Kojima, I had the opportunity to talk with Miss Yuka Ito of the Nagoya Bureau of Tourism, Culture & Exchange from whom I learnt about the current status of the relationship and some future projects.

This year in March a group of representatives of Nagoya City Art Museum met with the Vice Director of GAM (Turin Gallery of Modern Art) and they discussed the possibility of holding an exhibition of So-fu Teshigawara in Turin in

2020. Teshigawara (1900-1979) was the first son of the ikebana artist Wafu Teshigahara.

He broke away from his father and developed his own style, thus becoming the founder of Sogetsu School. He claimed that ikebana should respect the individuality of the person arranging flowers.

Another possible collaboration between the two cities could be an exhibition of Felice Casorati's works held in Nagoya City Art Museum in 2021. Casorati (1883-1963) was a painter who distinguished himself for "magic realism", a style which expresses a realistic view of the world, at the same time revealing some magical elements.

During his life he was in contact with Antonio Fontanesi, an Italian painter well-known in Japan for introducing the techniques of oil painting to his students at the Technical Fine Arts School in Tokyo.

Starting with the first contacts in 2000 with a series of technical and economical exchanges between FIAT and Toyota, the relationship between Nagoya and Turin grew up until 2005 when they became sister cities.

Some of the crucial events which established a durable relationship between them were Aichi Expo (2005) and Turin Winter Olympics (2006). Consequently, Turin gifted Nagoya with a playground installed in Meno Park in Nagoya, and Nagoya in turn gave ten cherry trees which were planted in Turin's Valentino Park.

In 2015 the 10th Anniversary of this relationship was celebrated with many events in both cities, the most noteworthy being "Nagoya Day", whereby Nagoya's millennial history and its cultural heritage were showcased.

Moreover, since 2017 Nagoya's Kita High School and Koyo High School have been in touch with Turin's Liceo Scientifico (high school) of Convitto Umberto I.

Another interesting fact is that some elementary and middle schools in Nagoya during days dedicated to the celebration of sister cities serve special meals during lunch, such as risotto or gelato (ice cream) .

Japanese teacher, It's My Dream!

To conclude, what I wish for the future of the relationship between Nagoya and Turin is that they both keep on discovering the richness of each other's culture and that they can find even more occasions to share it.

After graduation I would like to work as a Japanese teacher in my country or in a field that promotes cultural exchange, in particular between Turin and Nagoya.

In the meantime, I really appreciate the period I spent in Nagoya because NUFS provided me many opportunities to improve my language skills in class, but also to interact with the local community.



selves stressed by their relationships with other people online to try to, "spend a whole day without carrying around these relationships like ants."

He asserted that such an action would make the stress more tolerable in the future.

For advice on how not to be trapped by stress we asked students from NUFS and NUAS about the activities they did to relieve stress. Nearly half of the respondents chose music as their outlet for relieving stress and over eighty percent did their stress relieving activities in their home at nighttime.

When students were asked about why they did the activities they did, forty-four percent replied that they were concerned about their health and about relieving tension.

Others liked being social with family and friends or focusing on goals.

One student stated that, "You should always set aside some time to ease your stress. It will help you out in the future and more than make up for any inconvenience it may cause."

Another student stated that, "I think it is important to do something productive. Suppressing your stress and hurting other people will only destroy you."

Not being stressed out is important because not taking care of stress before it gets out of hand can be dangerous to your health and well being.

Other ways that students can maintain the well being of their mental health is by seeking professional help.

At NUFS, students have the opportunity to talk to a mental health professional. Students can go to the Les Halles first floor health center (レアール1F 保健センター). It is open from 10 a.m. to 5 p.m. on Monday thru Friday.

For more information please visit:
<http://www.nufs.ac.jp/campuslife/support/health-center/counseling/index.html>.

This article is supported by NUFS domestic students, Maiko Kyoutou, Mika Hashiko.

Stressful Situations for Students



● Test テスト ● People 人々 ● School 学校 ● Work アルバイト
● Language Learning 言語学習 ● Other その他

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For more detailed advice, we asked Noriyuki Takeuchi of the Contemporary International Studies department.

He started off by saying that stress comes from many factors in life. For many college students, he reasons, stress can come from being overcommitted to numerous relationships on social media.

"You can see what people are doing in an instant so you feel as though you must give them a like." He recommends for those who find them-