



表1. Direct Economic Effect of Tsuno Wine in Tsuno Town (unit 1,000yen)

	Grape purchased	Local Products Sold	Donation to Tsuno Town	TOTAL
1996	6,648	8,610	0	15,258
1997	20,268	43,064	20,000	83,332
1998	23,850	36,474	0	60,324
1999	36,040	32,363	20,000	88,403
2000	46,150	31,071	30,000	107,221
2001	46,486	31,368	20,000	97,854
2002	45,584	29,131	30,000	104,715
2003	52,663	26,383	30,000	109,046
2004	48,597	34,104		
2005	48,396	29,130		
2006	45,969	18,755		
TOTAL	420,651	320,453	150,000	891,104

Local Product Sales: Sales of local products at Tsuno Winery

**Ideas for Community-based Business**

Development of community resources utilizing wine making technique

Plum Wine → Vitalization of mountain region

Development of distilled alcoholic beverage → Distilled spirit, Grappa

Development of liqueur → Utilization of local fruit

Development of mineral water → Conservation of nature around Osuzu Mountain



**Cultural Contribution**

- Wine Festival (Once a year since 1997)
- Concert (Once a year since 2003, Jazz, Okinawa Music, etc.)
- Tsuno Wine Cup Football Tournament (High School, Junior High School, Elementary School, Preschool)
- Junior High School Softball Tournament for Tsuno Wine Flag
- Information Magazine “CORK” (Twice a year, Introduce Tsuno Town)
- Lectures (Tree Doctor, Volunteers, Community Business etc.)
- Tsuno Town Fireworks Event (Planning Committee, Fund-Raising)







