

Nakaumi Fruit Park

Nakaumi Fruit Park, a seasonal attraction operated by a local agricultural group, primarily produces strawberries and sweet potatoes. The group focuses on regenerating the region's abandoned farmland—a growing problem as the population ages and few of the younger generation choose to pursue the farming lifestyle. In Tottori Prefecture alone, thousands of hectares of productive farmland have been abandoned in recent years, and unused areas continue to increase. As a cooperative with its own market, the group has been able to restore some of this farmland to productivity. It also practices universal employment by hiring people regardless of age, gender, disability, or nationality, trying to set an example for other organizations.

At Nakaumi Fruit Park, which is located next to the Yonago Waterbird Sanctuary, nine greenhouses produce 25,0000 strawberries of several varieties annually. From November to May, the park operates a “strawberry-harvesting experience,” where customers pay a fee that allows them to pick and eat strawberries on-site, as well as take some home. There is a similar “sweet-potato-digging experience” in the fall. The company also produces more than 200 tons of sweet potatoes each year, some of which are exported to Asian markets such as Hong Kong.