

A48 Wakayama Shin-ai Junior and Senior High School

With 'Ume sports drink', we want to make 'Ume' more famous and increase its consumption

### The problem we face

There are not enough successors for Ume farmers of today. 😞

### The effects of Ume

Ume includes lots of...

1. Parassium  
→ prevent high blood pressure
2. Calucium  
→ make strong bones  
→ fatigue recovery
3. Citric Acid  
→ prevent fatigue



### Our concept:

#### "make Ume powder"

- put Ume powder into sports drink
- distribute the powder at 2020 TOKYO OLYMPICS and make Ume known to people from all over the world.
- There will be more people who will be interested in working in Ume industry!

### Our Goal:

To increase the number of people who want to work as Ume farmers by increasing the popularity and the consumption of Ume. 😊



### We got inspiration from Cambodia.

Cambodia used to be a district producing the world's best pepper.

However, agriculture itself and human resources for agriculture have been damaged by the civil war in 1970's.

One Japanese man, Kurata Nobuhiro, went to Cambodia to revive the pepper industry.

Cambodia pepper became famous all over the world and the number of people who participate in producing pepper increased in Cambodia.