

THE HARUKO

Local Topics from Haruno Town



AKIHA Shrine

A relationship with God of Fire

----- AKANE, MATSUYAMA

In the Akiba faith, it is believed the god of fire protects people from fires, and Akiha Shrine, located in Haruno Town, is the center of the religious faith. You can see the Golden Torii Gate at the Shrine.

During the Edo period, most buildings were made of wood. As a result, fires were

Frequently reported.

It was in this time that the Akiba faith became popular nationwide. It is said that about 3 million people believed in the Akiba faith.

At the same time, in Haruno Town, glass was being made and the glass was then used to build the Lower Shrine of Akiha Shrine. As Akiha Shrine worships the god of fire, it is believed that people started to make glass in this town under the protection of the god.



from Shizuoka to Nagano

The Salt Road , a 200 kilometers journey

----- SHUN, HASEGAWA

The Salt Road was used to carry salt produced in coastal areas to inland areas before the transportation network was established in Japan. There used to be six main Salt Roads; Chikuni Road, Asuke Road, Ina Road, Hokkoku Road, Sanshu Road, and Akiha Road.



In Shizuoka Pref., Akiha Road runs through from Omaezaki, Shizuoka to Shiojiri, Nagano. The distance is about 200km. Along

the way, there are many names associated with salt, such as shioma-chi (salt town) in Shizuoka. As a road of worship to Akiha Shrine, Akiha Road was also very prosperous during the Edo period. Many people walked along this road to visit Akiha Shrine.



Stone Monument of the Salt Road at Haruno Town

AONERI

Ultimate Sweets

----- EISUKE, SAKIYAMA

Aoneri is a popular product of Haruno Town, produced 90 years ago by Japanese confectionery artisans in Haruno. We interviewed the owner of the shop called "Gekkaen".



Q&A

Q: How many types of Aoneri do you sell?

A: 4 kinds

- green tea
- anko (white bean paste)
- chestnut
- kiwifruit (local produced)

It seems many local people buy white bean paste Aoneri.

Q: What is the most popular sweet item?

A: Of course, Aoneri. The seasonal sweets, such as Kashiwamochi and Ohagi, also seem to sell well in a short period of time.

They use azuki beans from Hokkaido and let their customers know where their ingredients were produced. It is because they want their customers to feel safe knowing where they get the ingredients.



Aoneri is sold exclusively in Haruno Town, and they believe building a good relationship with customers is more important than anything else.