

Japan Fisheries Research and Education Agency(FRA)

Original mascot character selected for the Chitose Salmon Museum

- “Sake Masumi-chan” is the name of the original mascot character selected for the Chitose Salmon Museum.
- Beginning this season, visitors to the permanently established “Salmon Trout Interaction Corner” will be able to enjoy personal experiences such as feeding cherry salmon juveniles.

In April of this year, the Japan Fisheries Research and Education Agency (FRA) opened the Chitose Salmon Museum, after the former public information and exhibition facility in Chitose City, Hokkaido, underwent a major renovation.

As part of the renovation, it was decided to create a mascot character image that conformed to the idea of making the facility “intelligible and appealing to most age groups, from children to the elderly.” So, FRA concluded a comprehensive cooperation agreement with Joshibi University of Art and Design to involve its students in a project to draw up candidate characters. Visitors rated the proposed candidates on 14 points and voted for their choice in a general election. The outcome was “Sake Masumi-chan.” Our intention is to have this character play an active role within exhibition commentary and on our homepage from now on.

Another new feature, which will be set up on a permanent basis with the salmon run this fall, is the “Salmon Trout Interaction Corner.” Beginning this winter, visitors will be able to interact personally with salmon anytime in various ways, including touching parent chum salmon and their eggs as well as feeding the juveniles of cherry salmon.

The best time to see the fall colors in the Chitose Salmon Museum region is from the middle to the end of October. As FRA periodically updates area information on its Facebook page, visitors are urged to check the site before starting their trip to confirm fall-color status and road conditions:

<https://www.facebook.com/fra.go.jp/>

■ Profile of the Mascot Character

Name: Sake Masumi-chan

Age: 1,000 years (translation of “chitose”)

Personality: Spirited, cheerful and clever girl sporting her trademark salmon-egg headband. Loves to talk, going on and on about “salmon” with visitors. But she also has a shy side. When she’s happy or embarrassed, her cheeks flush red.

