



# Obihiro Pioneer

Tourism and Goodwill Exchange Section Newsletter

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## All About Milk #1: Cows

## 牛乳の全て#1:乳牛

Due to its space, climate and land, Tokachi is the center of Japan's milk industry. Because milk is such a strong part of the local culture, I will be starting a series of articles teaching you all about milk in Japan, from the beginning stages to it being delivered to the store. Today's article is on cows, from which the milk comes from.

### Cows in Japan

There are about 17,000 dairy farms in Japan. A majority of them raise



Holstein Friesian cows. These farmers raise and protect the cows to improve the quality of milk. This milk quality is maintained through hygiene and temperature maintenance. Despite this, the amount of milk produced in Japan has been declining over the years. Half of the milk produced is drinkable milk while the other half is used in dairy products.

### What Are Holstein Cows?

These black and white cows originate from the Holstein region in The

Netherlands / Germany. There are about 1,340,000 Holstein cows in Japan, which make up 99% of the cows in the country, and are the most widely raised dairy cow in the world. This is because they produce a large daily amount of milk due to their well developed udders. They are strong against the cold, but weak against the heat.

### Holstein Facts

Adult Holsteins weigh about 600-700kg, are about 150cm tall and 170cm long. They mainly eat grass. They eat 50-60kg of raw grass or 15kg of dried grass and drink 60-80L of water per day! They turn this food into 20-30L of milk per day.

They produce 20-40kg of feces per day, along with 6-12L of urine. These feces are valuable because they can be used as manure for vegetables and rice. In fact, if you go to a home center, you will likely be



able to purchase some local cow manure for your farm or garden!

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## All About Milk #1: Cows

## 牛乳の全て#1:乳牛

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### Life Cycle of Milk Cows

Cows are mammals just like humans, and just like humans, dams (mother cows) don't actually produce any milk until they give birth. Thus, the life cycle of each cow is precisely managed from the beginning to the end. Note, the following life cycle is for female milk-producing cows.

**Birth:** When born, cows weigh about 40kg and are able to stand up after about 30mins.

**Nursing Period:** Baby cows are separated from their mother and put in a stable. They drink their mother's first milk, combined with immune system boosting hormones for about 1 week. They then spend 2 months weaning off milk.

**Raising Period:** After weaning off, the cows are raised normally for 12-14 months, putting them at about 1.5 years old. They are then artificially inseminated.

**Giving Birth:** Pregnancy lasts for 280 days, after which the cow gives their first (that's right, there are more!) birth and starts to produce milk.



**Milking Period:** Cows are able to produce milk for 300-330 days after giving birth and are milked daily during that time.

**Next Artificial Insemination:** Cows are once again inseminated 40 days after birthing.

**Rest Period:** After the 300-330 days are over, and considering the pregnancy period, there are about 2-3 months for the cow to rest and prepare for her next birth.

**Repeat:** The cycle then repeats from the

Giving Birth step, which lasts a total of about 12-15 months. One cow can repeat this cycle 3-4 times. When they can no longer give milk, they retire and are turned into meat for eating.

### How a Cow's Stomach Works

A cow's digestive system is divided into 4 stomachs. When cows eat grass, they swallow it and it goes to the 1st stomach, called the rumen. The rumen then returns the food back to the cow's mouth to be chewed. This process repeats for 6-10 hours and is called rumination. By doing this, the grass is very finely chewed up and broken down.

The rumen ferments the grass to create microorganisms and acids that produce fat in milk. They are absorbed by the rumen and the food moves on to the 2nd and 3rd stomachs compress and relax, moving the food along down the track to the 4th stomach.

From here, the process is similar to human digestion. Here is where digestive fluid is released and the cows can absorb nutrients and vitamins from their small intestine. These nutrients are picked up by the blood and circulated throughout the body.

The blood cycles through the udders and allows milk production. The earlier produced acids and sugar from the liver help produce the milk and are carried directly to the udders. A cow with a healthy stomach can produce healthy milk!

**Next time, we will cover information on how cows are raised to be healthy and produce good milk, as well as popular farming methods!**

## Obihiro Heigen Matsuri 2022

## おびひろ平原まつり2022

After years of cancellations, Obihiro's Heigen Matsuri, is scheduled be on next month! Heigen Matsuri is a festival that takes place in mid-August in Obihiro. There are performances, contests, food,



and things to explore! This year, there will be 5 main events centered around Fujimaru/Hirokoji Street

### 1. Opening Ceremony: Aug 14 12:30-13:30

900 balloons will be released by children in

front of Fujimaru. Show up around 11:30 go get a balloon! There will also be a musical act on stage.

### 2. Yumefuruya: Aug 14 19:00-20:30

There will be a parade where local groups carry

around *mikoshi* floats. It gets loud, exciting, and full of energy!

### 3. Taiko Festival: Aug 15 15:00-17:00

Taiko (Japanese drum) groups from around Tokachi will come to perform and compete during this taiko festival in front of Fujimaru!

### 4. Bon Odori: Aug 15 18:30-20:15

A number of groups will perform the traditional dance while parading down the street to the famous Hokkai Bon Uta song.

### 5. Natsuzora Daidogei Show: Aug 14/15, 11:00-21:00

During both days of the event, there will be many performances by local entertainment groups, such as magic shows and acting performances.

## Movies @ Cinema Taiyo in Obihiro

Not all movies are listed. Times and movies are subject to change.  
To confirm, call or check online at: [www.taiyogroup.jp/movie/obihiro](http://www.taiyogroup.jp/movie/obihiro)

Title	Genre	Lang	Dates
<b>Dragon Ball Super: Super Hero</b> <i>Doragonbōru Sūpā Sūpāhīrō</i>	anime/ action	JP	Until 11 <sup>th</sup>
<b>Lightyear</b> <i>Bazu Raitoiyā</i>	animation /sci-fi	JP	Until 18 <sup>th</sup>
<b>Thor: Love and Thunder</b> <i>Sō: Rabu &amp; Sandā</i>	action/ adventure	EN, JP	Until 18 <sup>th</sup>
<b>Minions: The Rise of Gru</b> <i>Minionzu Fībā</i>	animation /comedy	JP	All Month
<b>Jurassic World Dominion</b> <i>Jurashikku Wārudo Aratanaru Shihai</i>	sci-fi/ action	N/A	All Month
<b>One Piece Film: Red</b> <i>ONE PIECE FILM RED</i>	anime/ fantasy	JP	From 6 <sup>th</sup>

KEY: JP = Japanese voice EN = English voice with Japanese subtitles

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## Events in Tokachi

**Please be aware that these and other events may be affected by COVID-19. To find out if these events are still running, please contact the respective organizers or check out their webpages online.**

When	What	Where/Contact
8/7 (Sun) 11:30-20:30	<b>31st Annual Rekifunekawa Seiryu Festival</b> 第31回歴船川清流まつり Take in the beauty of the Rekifune River while enjoying a music, plastic bottle rocket launching, entertainment, and taiko performances at this yearly festival. There will be a fireworks display at night, along with a traditional fire festival where a giant pillar of flames will be lit up!  Fee: Free of charge, individual events may cost money	Rekifunekawa Bridge @ Taiki  大樹町観光協会・大樹町 01558-6-2495 mailmaster@town.taiki.hokkaido.jp
8/12 (Fri) 11:00-21:00	<b>[ The Tokachi ] Festa</b> 「THE TOKACHI」フェスタ Enjoy all the deliciousness and fun that Tokachi has to offer at Obihiro's Chuo Park! There will be a food area with stalls of food and drink from around Tokachi, a stage with rotating events, and a chance for you to make your own pizza and panini!  Fee: Free of charge Max People: 3000 people Notes: COVID-19 prevention measures will be taken from the gate	Obihiro Chuo Park @ Obihiro  「THE TOKACHI」実行委員会 090-9527-7431 y-yonezawa@yonezawa-ts.com
8/12-8/14 (Fri-Sun)	<b>49th Annual Hokkaido Balloon Festival</b> 第49回北海道バルーンフェスティバル Hokkaido's biggest hot air balloon event will be taking place this August! Come see over 40 hot air balloons, night light-ups, daily stage events, and even try riding on a hot air balloon going 20m up in the air!  Fee: Free of charge, hot air balloon ride ¥2000/adult	Kamishihoro Aviation Park @ Kamishihoro  北海道バルーンフェスティバル組織委員会 01564-2-4291
8/14-8/15 (Sun-Mon) 11:00-22:00	<b>75th Annual Obihiro Heigen Matsuri</b> 第75回おびひろ平原まつり Take part of one of Obihiro's biggest festivals of the year! Aside from the myriad of food stalls, you can enjoy music and balloons at the opening ceremony, watch mikoshi parade floats get carried down the street, listen to taiko performances, watch the traditional Bon Dance, and enjoy a number of entertainment shows throughout the day.  Fee: Free of charge Registration: Participating in Bon Dance and mikoshi requires group registration Notes: COVID-19 prevention measures, including masks and social distance will be enforced	Nishi 2-jo Minami 7-11 chome @ Obihiro  帯広のまつり推進委員会 0155-22-8600

Obihiro Pioneer can be found at the following locations: Obihiro City Hall, Tokachi International Relations Center, Obihiro University International Center, Obihiro Tourism and Convention Center inside the Obihiro JR Station, Obihiro Public Library, Tokachi Plaza, Cinema Taiyo, Joy English Academy and online at [www.city.obihiro.hokkaido.jp](http://www.city.obihiro.hokkaido.jp) (search for "Obihiro Pioneer").

Obihiro Pioneer is a newsletter published monthly by the Obihiro City Tourism and Goodwill Exchange Section for residents of the Tokachi District and related parties. The contents of this newsletter do not necessarily represent the official views or opinions of the Tourism and Goodwill Exchange Section or the City of Obihiro. Questions? Contact the Editing Team at:  
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