

Remarks by H.E. Mr. HAYASHI Hajime,
Ambassador of Japan to the UK,
at the Dalemmain World Marmalade Awards Ceremony
on 20th April 2024

Distinguished Guests, Many Participants,
Good morning,

I would like to commend from my heart Beatrice, the whole McCosh family and the Dalemmain team for organising this wonderful World Marmalade Awards and Festival, here in this historic building with the backdrop of the beautiful gardens at this delightful time of year. For my wife and me, this is the third time to join this event and it is definitely one that we look forward to every year.

Speaking of these beautiful gardens, they are very special in that they have nourished 30 cherry trees since 2021. These trees here are part of the Sakura Cherry Tree Project, which aims to plant 10,000 trees across the UK. It was one of the initiatives launched to mark the 150 year-long friendship and continued cooperation in a variety of fields between Japan and the UK.

Mrs Jane McCosh is someone who has contributed greatly to the Japan-UK relationship. I would like to offer my huge congratulations for the recent conferment upon her of The Order of the Rising Sun, Silver Rays in recognition of her outstanding and contributions through the Dalemmain World Marmalade Awards and Festivals. Her continuous efforts at the grassroots level have not only deepened our cultural exchanges but also reinvigorated the local areas surrounding Dalemmain, Yawatahama and other regions of the world through this lively and magical event.

I would also like to offer my deepest congratulations to all the award winners this year. It is fantastic to see so many people here today who have travelled

from all over the world to celebrate the art of marmalade. This year, we are also joined by some Japanese marmalade enthusiasts, and it is very impressive to see an increasing number of Japanese artisan marmalade makers receive awards.

Today, you will also have a chance to taste a little of what Japan has to offer through the Japanese booth here. In addition to a delightful Yuzu marmalade cooking demonstration, there are authentic Japanese green tea, Sake, or Japanese rice wine, and other delicacies for you to try. I hope you can sample some of what Yawatahama City in Ehime Prefecture, and other parts of Japan have to offer, and that you will be inspired to visit these places as well. Indeed, as of February this year the number of visitors to Japan from the UK was 10 per cent more than the pre-Covid level in 2019.

It is truly a delight to be back here to join this event in the stunning Lake District. I would like to say a special thanks to Jane and Beatrice again and to everyone else involved today for all your efforts to organize this wonderful event. Thank you so very much and I hope you all have a wonderful afternoon.