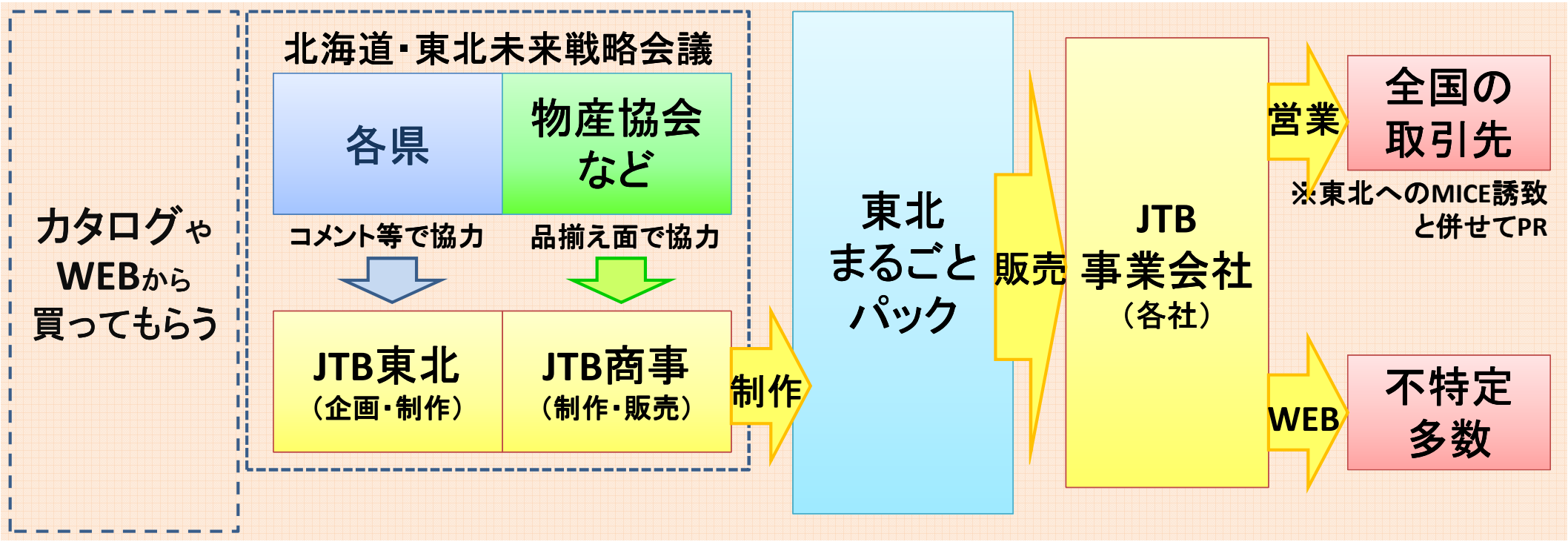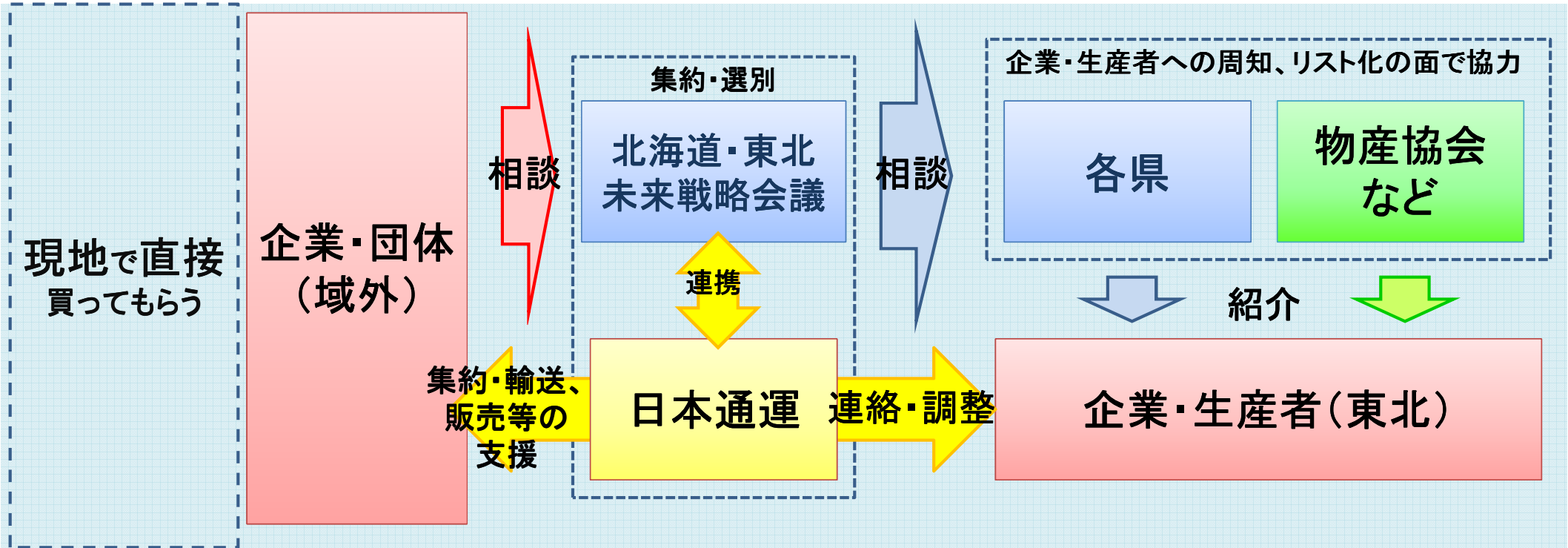地域産品の販売支援を中心とする取り組み（一例）