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Tax breaks, local specialties: What to know about Japan's *furusato nōzei* program



A rice field in Fujinomiya, Shizuoka Prefecture. Many Japanese municipalities offer locally grown rice as thank-you gifts for tax-deductable donations. | BLOOMBERG

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Since its inception in 2008, the tax donation program known as *furusato nōzei* has seen steady growth in contributions from taxpayers, who are enticed by gifts and tax deductions.

But until recently, foreign residents had difficulty taking advantage of the program due to a lack of information in languages other than Japanese.

Believing that furusato nōzei would be popular with non-Japanese taxpayers if it were more accessible, a Tokyo-based startup has launched what it claims to be the first multilingual website that

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