

One of outreach goods for earth science from GSJ - fossil chocolates

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<http://www.gsj.jp/Muse/>

Geological Survey of Japan, AIST (GSJ) presents new goods of outreach for earth science, collaborating with NDC Graphics Inc., Export Inc. and Meiji Seika Kaisha, Ltd. They are chocolate replicas based on the five real fossils registered in the Geological Museum of GSJ. We are particular about their reality (natural size and shape with delicate ornamentation), educational information (accuracy on geology and paleontology), and taste (using Belgian bitter chocolate). These chocolate replicas have been sold since last May. Many newspapers, magazines, radio programs, TV programs introduced them as new educational sweets. In January 2009, twenty four museum shops sell these fossil chocolates, in order to be taken some earth scientific stories to each visitor's home with them. We are going to distribute them to other museums, but some museums hesitate to sell them according to the reason for being expensive, delicate and others. Then we are trying to new items of outreach for earth sciences.