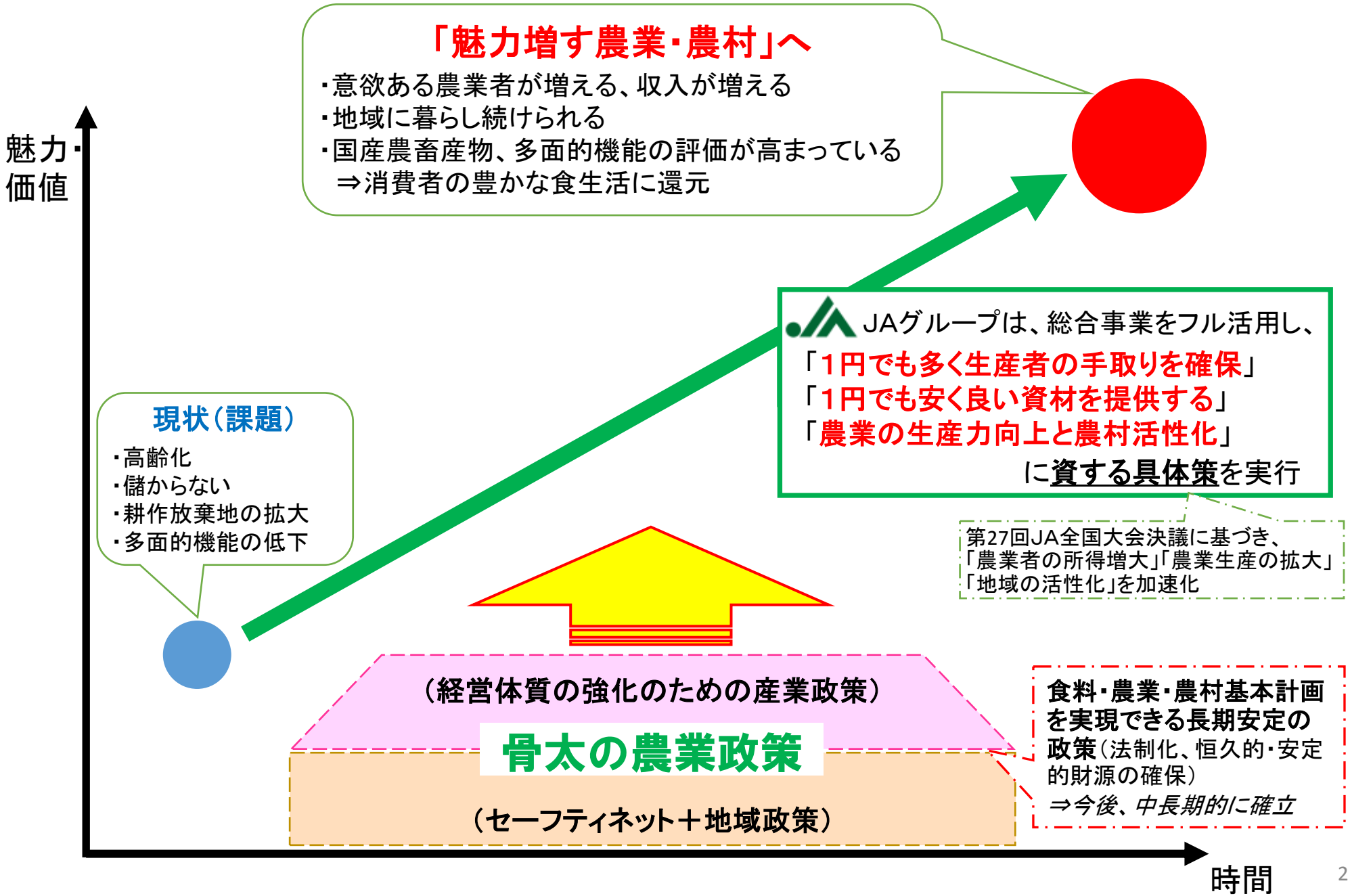「魅力増す農業・農村」の実現のイメージ