Efforts in the Field of Agriculture, Forestry, and Fisheries: Creating the Future and Connecting the world

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The current number of “core persons mainly engaged in farming” is 1.51 million (0.11 million in the Kinki region), a 26% decrease (20% decrease in Kinki) from the number reported 10 years before: 2.02 million (0.14 million in Kinki). The average age is 67 (68 in Kinki). In addition, current agricultural work still requires large manpower and many skilled persons.

To turn agriculture into a growth industry, it is necessary to realize smart agriculture, using ICT and robotics. To this end, we have been promoting experimental studies and other efforts to establish an optimal technological system.

1. Realizing super labor-saving, large-scale production

Introducing an automatic GPS operation system enables nighttime, multiple, and automatic operation of agricultural machinery, breaking through the limits of work capacity.

2. Maximizing crop capabilities

Sensing technologies and carefully designed cultivation plans based on past data (precision agriculture) maximize the potential of crops to realize high-yield and high quality production.

3. Release from hard and dangerous work

Power assist suits mitigate the burden of hard tasks such as loading and unloading harvests. Weeding robots autonomously perform weeding.

4. Realizing agriculture that anyone can start

Assist devices for agricultural machinery enable even inexperienced operators to perform high-precision work. Converting know-how into data helps more and more young people engage in agriculture.

5. Offering peace of mind and a sense of trust to consumers and business users

Detailed information about production is provided directly to business users and consumers through the cloud to offer peace of mind and a sense of trust.
Use the healing powers of agriculture to enhance its own value.
—Cooperation between agriculture and welfare—
“The number of disabled persons employed has been increasing in agriculture, forestry, and fisheries industries.”

Recently in the welfare field, agricultural and gardening activities have been highly regarded again because they are beneficial for mental and physical rehabilitation of disabled persons and help them take part in social activities through group work.

In the questionnaire survey targeting employment support offices for the disabled, the effects of agricultural activities on disabled persons were investigated. Accordingly, 45% answered that their physical condition has improved while 57.3% answered that their mental condition has improved.

“Disabled persons are valuable supporters of agriculture.”

For the 2020 Tokyo Olympic and Paralympic Games, the food procurement standard includes as one of the recommended items agricultural and livestock products produced through the active enrollment of persons with disabilities.
(Reference) Example of Cooperation between Agriculture and Welfare

Yamashiro Employment Support Office
“Sun Sun Yamashiro”

“Sun Sun-style agriculture-welfare cooperation” energizes the local community.

Selected in the first “Discover Mura no Takara” campaign conducted by the Ministry of Agriculture, Forestry and Fisheries (FY2017) as an excellent example of revitalization of rural areas in the Kinki region.

Yamashiro City,
Kyoto Prefecture

Agriculture-welfare cooperation

Promoting agriculture-welfare cooperation by assisting social participation of disabled persons through cultivating local farm products, as well as processing and selling local specialties.

Strengthening the relationship with the local community by operating a booth at local events and hosting events together with citizens’ groups.

Operating a community café and providing lunch menus at one-coin price (¥500), such as Kyotanabe eggplant rice bowl, and Kyoto ebiimo curry and rice, using fresh Kyoyamashiro vegetables produced locally.

Hand picking Kyoto Uji tea leaves (raw material of powdered green tea)

Marché” co-hosted by Sun Sun and citizens’ groups

Ebiimo Croquette

Results

The support office inherited the operations of an Uji tea plantation that was planning to close, and started cultivating local produce including Kyoto ebiimo. These efforts aimed to help solve the problem of not enough people inheriting the production of local specialties.

The cumulative total number of disabled persons using the office each year increased from 3,500 to approx. 4,250. (2014 to 2016)

Due to the development of new products, annual sales increased from approx. 6 million yen to approx. 8 million yen. (2014 to 2016)

Sixth-order industrialization

Tradition/inheritance

Kyotanabe City,
Kyoto Prefecture

Outline

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- Operating a community café and providing lunch menus at one-coin price (¥500), such as Kyotanabe eggplant rice bowl, and Kyoto ebiimo curry and rice, using fresh Kyoyamashiro vegetables produced locally.

- The support office inherited the operations of an Uji tea plantation that was planning to close, and started cultivating local produce including Kyoto ebiimo. These efforts aimed to help solve the problem of not enough people inheriting the production of local specialties.
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Increasing Income and Promoting Regional Revitalization in Agriculture, Forestry and Fisheries Communities

SAVOR JAPAN (To Attract Inbound Tourists Using Japanese Cuisine and Food Culture)

Through the SAVOR JAPAN program, information about local foods produced through agriculture, forestry, and fisheries, and the natural landscapes and other local resources, are disseminated together as a package. This aims to attract tourists from around the world thus helping increase income and create jobs in agriculture, forestry and fisheries communities.

To make people know about and visit

1. Disseminating the appeal of Japanese cuisine and food culture

2. Establishing a system to welcome inbound tourists in agriculture, forestry and fisheries communities, where traditional Japanese foods and culture can be enjoyed

3. Promoting sales of products of agriculture, forestry and fisheries to inbound tourists

4. Increasing inbound tourists and creating new demand such as exporting local specialties (further promoting a virtuous cycle)

To make people enjoy food and stay

Using local foods; agriculture, forestry, and fisheries that produce such foods; characteristic local climate; and tourism resources such as social climate, landscape, and history

To make people buy

Sales promotion at direct sales stores

Network connecting certified SAVOR JAPAN areas

Ensuring smooth processing and strengthening the system for quarantine

Local organization in charge

Local food industry

Agriculture, forestry, and fisheries

Japanese sake breweries

Winery

World heritage

Agricultural heritage

Producers

Food processing businesses

Restaurants

Local cuisine

Markets

Direct sales stores

GI • export

Integrating local tourism resources through concerted efforts of local food industries, agriculture, forestry, and fisheries to create appeal

Local foods

Local landscapes

Tourism resources

Local agriculture

Historical stories unique to the local area

SAVOR JAPAN (To Attract Inbound Tourists Using Japanese Cuisine and Food Culture)
(Reference) List of Certified SAVOR JAPAN Areas

Areas certified in FY2018

- Odate area, Akita Pref. (FY2017)
- Tsuruoka City, Yamagata Pref. (FY2017)
- Shojin Ryori (Vegetarian dishes)
- Tokamachi City, Niigata Pref. (FY2017)
- Hamanako area, Hamamatsu City, Shizuoka Pref. (FY2017)
- Kinokawa City, Wakayama Pref. (FY2017)
- Northern part of Kyoto Pref. (FY2018)
- Kobe area, Hyogo Pref. (FY2018)
- Chichibu area, Saitama Pref. (FY2018)
- Hakuba Village, Nagano Pref. (FY2018)
- Onomichi City, Hiroshima Pref. (FY2018)
- Southern part of Miyazaki Pref. (FY2017)
- Sanuki area, Kagawa Pref. (FY2017)
- Takachihogo-Shibayama area, Miyazaki Pref. (FY2017)
- Kagura dishes
- Sagamochi pickled fish
- Soba dishes
- Soy sauce and seafood dishes
- Fruit dishes
- Kashiwa chicken sukiyaki
- Kyoto Yamashiro area, Kyoto Pref. (FY2018)
- Kasiwa chicken sukiyaki
- Shogun
- Uji tea
- Horakuyaki dishes
- Sanuki udon noodles
- Aizu tea
- Zuriage-udon noodles
- Soba dishes
- Soy sauce and seafood dishes
- Fruit dishes

Areas certified in FY2016 and FY2017

- Kita-Awa area, Tokushima Pref. (FY2016)
- Tsuruoka City, Yamagata Pref. (FY2017)
- Shojin Ryori (Vegetarian dishes)
- Tokamachi City, Niigata Pref. (FY2017)
- Hamanako area, Hamamatsu City, Shizuoka Pref. (FY2017)
- Kinokawa City, Wakayama Pref. (FY2017)
- Northern part of Kyoto Pref. (FY2018)
- Kobe area, Hyogo Pref. (FY2018)
- Chichibu area, Saitama Pref. (FY2018)
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Farm Stays (Tour Stays in Agriculture, Forestry, and Fisheries Communities)

- To increase income and promote regional revitalization in agriculture, forestry, and fisheries communities, it is necessary to encourage farm stays that can be used for accelerating exchanges with urban areas and attracting inbound tourists.

- To establish 500 areas nationwide that can offer “farm stays” as a sustainable business by 2020 (based on the Tourism Nation Promotion Basic Plan), we have been implementing various measures using tangible and intangible resources, and PR activities domestically and internationally. (Currently, 352 areas established in Japan, and 34 areas in the Kinki region)

Akizuno Co., Ltd. (Tanabe City, Wakayama Pref.)

Akizuno Garten was established by refurbishing a former elementary school building as a facility with a farm restaurant and accommodations. The facility has received many tourists from around the world, offering sweets workshops and farming experiences.

Kyoto by the Sea Farm Stay Promotion Council (Northern Region of Kyoto Prefecture)

For Ine-cho, and six other municipalities in the northern region of Kyoto prefecture, the Kyoto by the Sea DMO developed programs offering unique experiences in agriculture, forestry, and fisheries communities. It also promotes many other efforts, including globally disseminating information about local food cultures, and providing seminars on receiving inbound tourists.

Number of areas working on projects offering farm stays (per prefecture)

<table>
<thead>
<tr>
<th>Prefecture</th>
<th>Shiga</th>
<th>Kyoto</th>
<th>Osaka</th>
<th>Hyogo</th>
<th>Nara</th>
<th>Wakayama</th>
<th>Total</th>
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<tr>
<td>Shiga</td>
<td>2</td>
<td>8</td>
<td>2</td>
<td>9</td>
<td>6</td>
<td>7</td>
<td>34</td>
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</tbody>
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Wadayama/Santo Farm Stay Network Council (Asago City, Hyogo Prefecture)

This area is rich in nature with an historical heritage that harmoniously blends with the quiet atmosphere of a farming community. Using its tourism resources, such as the ruins of Takeda Castle, the council promotes measures to attract tourists not only from Japan but from all over the world. As part of such efforts, it refurbished old Japanese-style houses as accommodation facilities and established a cycling course.

Tango barazushi

Funaya houses in Ine-cho

Old houses refurbished as accommodations

Ruins of Takeda Castle
Change in the exports of agricultural, forestry and fishery products and related food products

2019 Objective = 1 trillion yen

2012: 449.7 billion yen
2013: 550.5 billion yen
2014: 611.7 billion yen
2015: 745.1 billion yen
2016: 750.2 billion yen
2017: 807.1 billion yen
2018 Preliminary figures:
  - Marine products: 303.1 billion yen
  - Forest products: 37.6 billion yen
  - Agricultural products: 566.1 billion yen

+12.4% (year-on-year)

Export of Agricultural, Forestry and Fishery Products and Related Food Products

Prepared by the Ministry of Agriculture, Forestry and Fisheries based on “Trade Statistics of Japan” issued by the Ministry of Finance
The amount of agricultural, forestry and fishery products and related food products exported from the region controlled by the Kinki Regional Agricultural Administration Office (consisting of 6 prefectures: Shiga, Kyoto, Osaka, Hyogo, Nara, and Wakayama) has been showing an increasing trend. In 2018, the region exported such products worth 250.3 billion yen, accounting for about 30% of total exports of such products from Japan.