



MAFF
Ministry of Agriculture,
Forestry and Fisheries

Promoting the Appeal of Japanese Food, Agriculture and Rural Areas

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1 Actions for Expo 2025 Osaka, Kansai, Japan

- The Kansai Regional Agricultural Administration Office took part in the Ministry of Agriculture, Forestry and Fisheries (MAFF) event “RELAY THE FOOD — Food and Terroir for the Future.” The event was held in collaboration with the National Tax Agency and the Agency for Cultural Affairs during the “Necessities of Life: Food, Clothing and Shelter” theme weeks at Expo Osaka from June 5 to 16, 2025. Through this participation, “Kansai Shoku no ‘Wa’ Project” showcased the appeal of Japanese food and food culture.
- To promote inbound tourists—encouraging visitors to explore agricultural, mountainous, and fishing villages across the Kansai region, stay overnight and enjoy local cuisine—Supported the registration of related tours on the Expo 2025 Official Experiential Travel Guides.

“Kansai Shoku no ‘Wa’ Project”

— MATSURI (Festival) —

— Sweets for Life —



Registered Tour on the Expo 2025 Official Experiential Travel Guides

E-Bike Tour and traditional Japanese house stay in Uda, NARA



2 Exports of Agricultural, Forestry, and Fishery and Food

- To strengthen enhancing the “earning power in the global market” of agriculture, forestry, fisheries and food industry , will promote the expansion of exports of agricultural, forestry, and fishery products as well as food products, the overseas business development of the food industry, and expansion of food-related spending by inbound tourists.
- The export value of agricultural, forestry and fishery products and food from ports and airports within the jurisdiction of the Kansai Regional Agricultural Administration Office amounted to 452.8 billion yen in 2025. Processed foods (sake ,soy sauce, etc.) accounted for the largest share at 45%, followed by fishery products (including prepared items) at 20% and livestock products ((beef, pork, etc.) at 9%. Other exported items include grains such as rice, fruits and vegetables (strawberries , grapes, etc.), and other agricultural products such as green tea and flowers.

Major export items from Kansai



Wagyu Beef (Shiga, Kyoto, and Hyogo)



Tea (Shiga, Kyoto, Osaka, and Nara)



Rice (Shiga and Hyogo)



Somen (Hyogo and Nara)

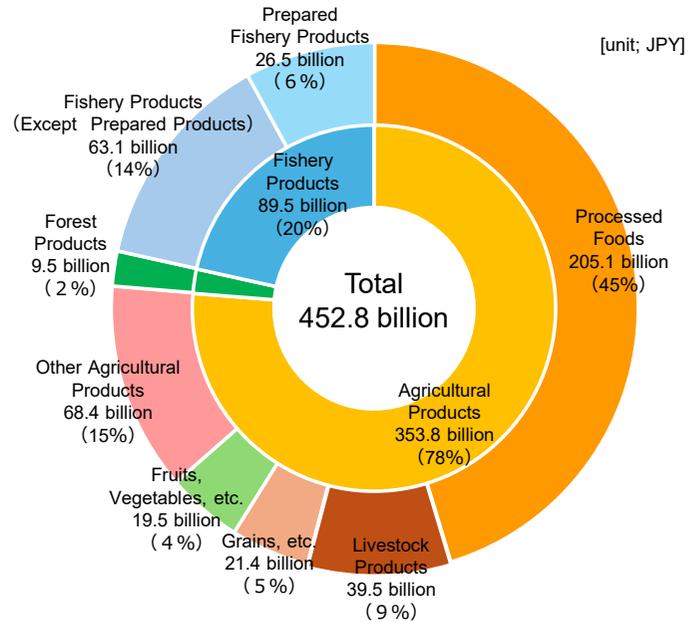


Sake (Shiga, Kyoto, Hyogo, Nara, and Wakayama)



Peach (Wakayama)

Export Value by Item from Ports and Airports Within the Jurisdiction of the Kansai Regional Agricultural Administration Office (2025)

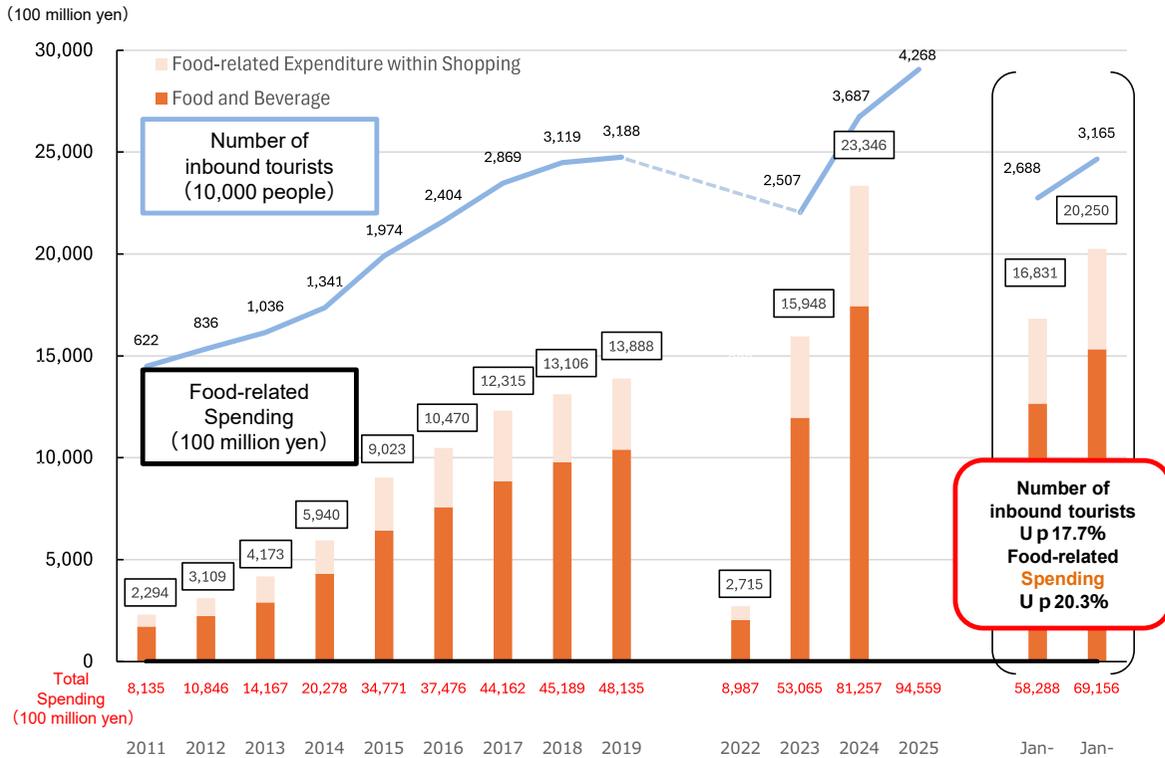


※ Compiled by The Kansai Regional Agricultural Administration Office based on "Trade Statistics" from the Ministry of Finance

3 Expansion of Food-related Spending by Inbound Tourists

- In 2025, the number of inbound tourists reached 42.68 million (+15.8% YoY), and total spending climbed to 9.5 trillion yen (+16.4% YoY), both marking record highs.
- Food-related spending from January to September 2025 totaled approximately 2.0 trillion yen, a 20.3% increase compared to the previous year.
- Among inbound tourists, beef dishes such as Sukiyaki and Teppanyaki, as well as traditional Japanese cuisine such as Kaiseki and Ramen are popular.

Trend of Food-related Spending by Inbound Tourists



Popular Kansai Foods Among Inbound Tourists



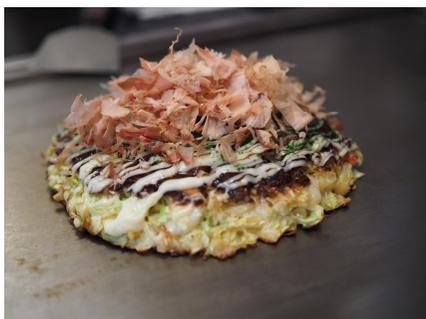
Sukiyaki (Wagyu beef)



Matcha sweets



Kaiseki cuisine



Okonomiyaki

※Estimated by MAFF on the Japan Tourism Agency's Inbound Consumption Trends Survey
2025 Jan-Jun: 2nd prelim.; 2025 Jul-Sep: 1st prelim.

Jan-
Sep
2024

Jan-
Sep
2025

4 NOHAKU (Countryside Stay) , SAVOR JAPAN in Kansai

- “NOHAKU” refers to initiatives that offer a variety of tourism experiences that leverage the unique resources of agricultural, mountainous, and fishing villages. These initiatives attract both domestic and international visitors to rural areas, encourage longer stays and increased local spending, and thereby contribute to boosting regional income and creating employment opportunities. In the Kansai region, 59 areas are engaged in such initiatives (Shiga: 7, Kyoto: 13, Osaka: 5, Hyogo: 11, Nara: 14, Wakayama: 9) .
- SAVOR JAPAN” is a certification system that recognizes regional efforts to attract inbound tourists by focusing on local cuisine and the agriculture, forestry, and fisheries sectors that support it. In the Kansai region, six areas have been certified (Kyoto: 3, Hyogo: 1, Nara: 1, Wakayama: 1).

NOHAKU : Miyama District, Nantan City, Kyoto

In the Thatched-Roof Village Northern Settlement in Nantan City’s Miyama district, we will utilize the thatched-roof lodging facilities registered as Tangible Cultural Properties to provide high value-added services, such as using locally sourced ingredients.

SAVOR JAPAN : Takarazuka City, Hyogo

In the northern area of Takarazuka City, we will offer experiences such as enjoying botan-nabe—a traditional wild boar hot pot blessed by the Tamba Mountains—and harvesting rice and other agricultural products.



Thatched-Roof Village Northern Settlement



Irori Nabe (Traditional Hot Pot Cooked over a Sunken Hearth)



Botan Nabe (wild boar hot pot)



Rice Harvest Experience



5 Globally Important Agricultural Heritage Systems in Kansai

- The Globally Important Agricultural Heritage Systems (GIAHS) is a program of the Food and Agriculture Organization of the United Nations (FAO) that recognizes globally significant traditional agricultural, forestry, and fishery systems.
- There are 104 designated sites in 29 countries worldwide. Japan has 17 designated sites, including four in the Kansai(Shiga : 1 , Hyogo : 1 ,Wakayama : 2).

Biwa lake to land integrated system (Shiga)



Traditional fisheries that have developed in close connection with rice-paddy farming form the core of the system. This circulation-based system—also known as “Sato-umi” —preserves traditional passive-style fisheries using fixed nets (eri), which have a history of a thousand years, along with a unique food culture.

Integrated Farming System for Harmonizing People and Cattle (Hyogo)



By being the first in Japan to establish cattle registries and by conducting Wagyu breeding strictly within the local area, the region has preserved its unique genetic resources. The rearing of Tajima cattle also contributes to the maintenance of local grasslands and terraced rice fields, as well as the preservation of rural culture.

Minabe-Tanabe Ume System (Wakayama)



By preserving fuelwood forests around plum orchards on nutrient-poor slopes, the area helps recharge water sources and prevent landslides. These fuelwood forests are also utilized for producing Kishu binchotan charcoal, while honeybees are used for pollination in plum cultivation.

The Stone Terraced Mikan Orchard System (Wakayama)



Over a period of more than 400 years, a terraced stone-stepped orchard landscape was created, and through community efforts, Unshu-mikan (Citrus reticulata ‘Unshiu’) cultivation developed into a means of livelihood. Contribute to passing on the culture of Unshu-mikan cultivation, including cultivation techniques, storage techniques, and traditional festivals.

6 International Horticultural Expo 2027, Yokohama, Japan (GREEN×EXPO 2027)



- The International Horticultural Expo 2027 (officially abbreviated as GREEN×EXPO 2027) will take place in Yokohama, Kanagawa Prefecture, from March 19 to September 26, 2027, with themes including flowers and greenery, agriculture and food, and the environment. The Expo aims to achieve SDGs and explore sustainable relationships between nature, people, and society, to be shared globally.
- MAFF is preparing the Government of Japan’s official exhibition while inviting other countries to participate, encouraging companies to take part and fostering efforts to enhance public momentum. These initiatives aim to revitalize Japan’s agriculture, forestry, fisheries, and food industries—particularly domestically grown flowers —by showcasing Japan’s floral and horticultural culture, cutting-edge technologies, and the appeal of Japanese food.

To mark the occasion of 500 days until the opening of Green EXPO 2027, MAFF will hold an event where elementary and junior high school students—the leaders of the next generation —can enjoy experiencing the appeal of gardening and agriculture together with their parents.

MAFF has launched the official X account for GREEN×EXPO 2027 and begun posting as a part of the activities of “MAFF-SUPO”, a group name taken from Japanese reading phonic parts of MAFF and Expo “e-ku-su-po”, a voluntary Expo promotional team made up of MAFF

