



**Asia-Pacific  
Economic Cooperation**

---

**2013/SOM3/PPFS/002**

Agenda Item: 5

## **Best Practice Sharing - Challenge for Activation of Agriculture Involving the Community**

Purpose: Information

Submitted by: Japan



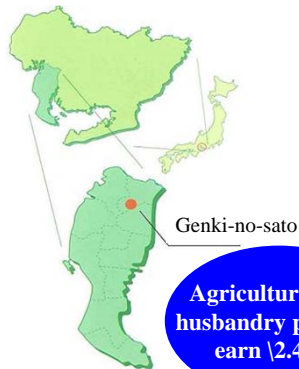
**Second Policy Partnership on Food  
Security Meeting  
Medan, Indonesia  
22-25 June 2013**

# Challenges for “Activation of Agriculture” Involving the Community

## Approaches of JA Agri-town Genki-no-sato



### 1. Location of the Genki-no-sato



JA Aichi Chita, the parent organization of the “Genki-no-sato,” has started its operation on April 1, 2000 as a result of merger of three old JAs in Chita Peninsula: JA Chita, JA Higashi-Chita, and JA Nishi-Chita.

Chita Peninsula consists of 5 cities and 5 towns (Area: 391km<sup>2</sup>), surrounded by Ise Bay and Mikawa Bay, ranging 4km from east to west and 14km from south to north.

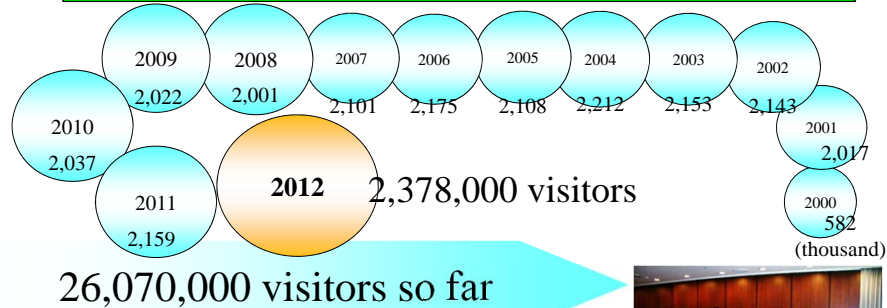
#### <Outline of Chita Peninsula>

Items	Gross output (bn. yen)	Main crops	Cultivation area (ha)
Dairy products	7.1	Onion	329
Flowers	6.2	Cabbage	180
Chicken	6.0	Potato	93
Vegetables	5.6	butterbur	84
Fruits	4.6	Lettuce	73
Rice	3.5	Japanese radish	60
Beef	2.9	Sweet corn	55
Pork	2.6	Eddoe	50
Others	1.4	Broccoli	44
Total	39.9	Egg Plant	41

#### <No. of farm households>

Total No. of farm households	Commercial farmers			Self-sufficient farmers	
	Full-time	Semi full-time	Part-time		
8,440	4,794	1,259	1,005	2,530	3,646

## 2. Over 2 million visitors



- Opened in December, 2000  
(12 years since its opening)
- Invested by JA Aichi Chita (¥3.4bn.)
- Over 2 million visitors a year  
(Originally 0.7 million expected)
- Marketing amount: ¥3.6bn.  
(¥2.4bn. marketed by Farmers' Market)



Above: Japan Agriculture Award "Best Food Bridge"

Left: Awarded by Minister of Agriculture, Forestry, and Fishery as "Local Production for Local Consumption"

## 3. "Agri-Renaissance Scheme" for innovation of local agriculture

Drop Current Situation and Envision 10 years Later

### Goal of "Agri-Renaissance Project"

**Establishing healthy and safe communities under the heading of agriculture, food, environment, and welfare**

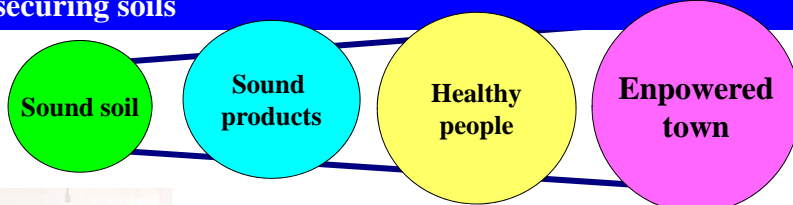
- Realizing sustainable organic agriculture based on nurturing soils
- Building a whole food system from production to processing, distribution, and consumption
- Forming Local complex industry based on agriculture in cooperation with commerce, manufacturing, and tourism
- Revitalizing agriculture and rural culture with nature (ecology) and human life (economy) in harmony
- Response to aging society with lower birth rate for everyone to live a happy 80-year life

Reform of JA business

## 4. Business development based on “Agri-Renaissance Scheme” (Farmers’ Market)

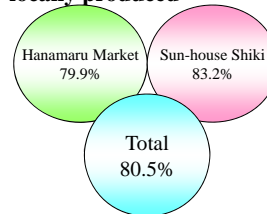
(Agri-Renaissance Scheme)

### i. Realizing sustainable organic agriculture based on securing soils



Safe and high-quality line-up of products

Over 80% of products are locally produced



## 5. Business development based on “Agri-Renaissance Scheme”

### ii. Building a whole food system from production to processing, distribution, and consumption

### iii. Forming local complex industry based on agriculture in cooperation with commerce, manufacturing, and tourism

“Agriculture”+“Food”=Multi-faceted industry



Direct marketing  
(Hanamaru Market,  
Sun-house Shiki)

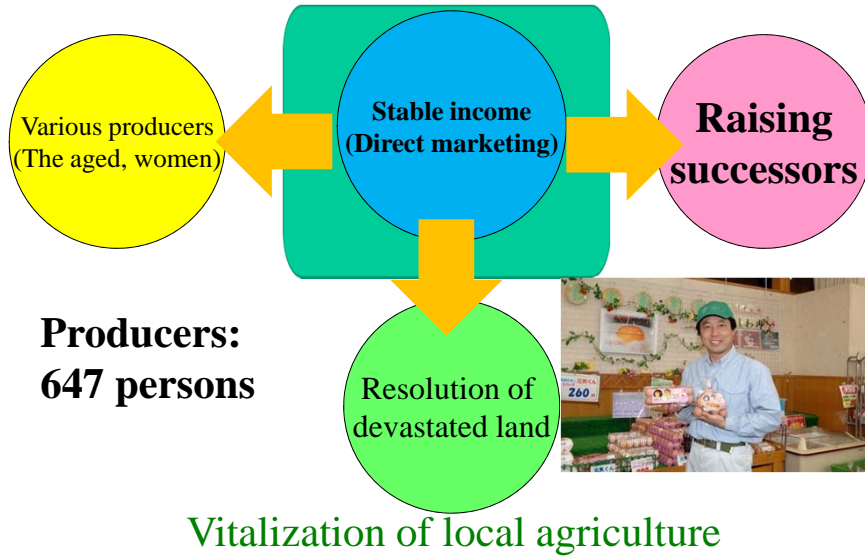


Processing  
(Dekitate-kan)



Restaurant  
(Danran-tei)

## 6. "Cheerful Agriculture," vitalizing local agriculture



## 7. Based on "High-quality" and "Safety"



Examination of distributed  
products

Examination of  
agro-chemical residuals



Safety Measures Fund (1% of the sales  
amount) was raised.  
Annual expense: ¥20,000,000

## 8. Continual provision of information



Blue Sky Truck market



Vegetable sommelier



Face-to-face marketing with the producers



## 9. Community event part I



Summer festival



Experience of making miso

Flowing somen noodles



Cleanup activity

“Throwing rice cake” in the end of year



## 10. Community event part II



Rural walking in cow stalls



Harvesting corns

“Information” + “Experience”  
is the permanent theme



Harvesting onions



Picking up cosmos

## 11. “Agri-Renaissance Scheme” for innovation of local agriculture

Drop Current Situation and Envision 10 years Later

Goal of “Agri-Renaissance Project”

**Establishing healthy and safe communities under the heading of agriculture, food, environment, and welfare**

- i. Realizing sustainable organic agriculture based on nurturing soils
- ii. Building a whole food system from production to processing, distribution, and consumption
- iii. Forming Local complex industry based on agriculture in cooperation with commerce, manufacturing, and tourism
- iv. Revitalizing agriculture and rural culture with nature (ecology) and human life (economy) in harmony
- v. Response to aging society with lower birth rate for everyone to live a happy 80-year life

Reform of JA  
business

Passion for reform!



JAあぐりタウン  
げんきの郷