

# General Overview of Agriculture in Japan

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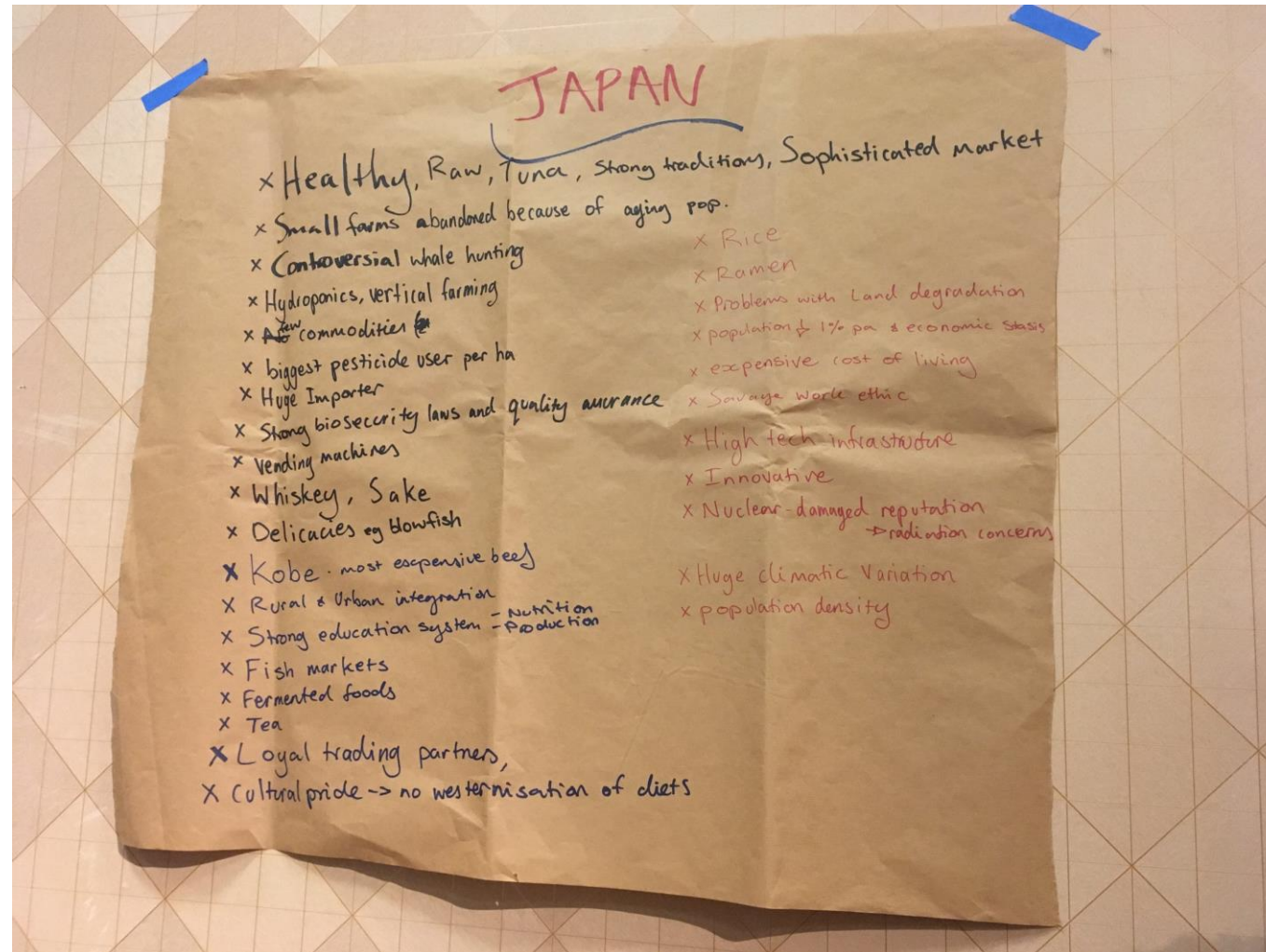


# Your perception on Japanese agriculture??

???



# Thank you for accepting us!!



# Thank you for your perception!! 36!!!

Healthy	Few commodities	Strong education system (nutrition, production)	Population decrease: 1%
Raw	Biggest pesticide user per ha	Fish markets	Economic stasis
Tuna	Huge importer	Fermented foods	Expensive cost of living
Strong tradition	Strong biosecurity laws and quality assurance	Tea	Savage work ethics
Sophisticated market	Vending machines	Loyal trading partners	High-tech infrastructure
Small farms	Whiskey, Sake	Cultural pride → no westernization of diets	Innovative
Abandoned because of aging population	Delicious (blowfish)	Rice	Nuclear damaged reputation → radiation concerns
Controversial whale hunting	Kobe: most expensive beef	Ramen	Huge climatic variation
Hydroponics, vertical farming	Rural & urban integration	Problems with land degradation	Population density



**Why Japanese people !!??????**





**WHY Japanese  
people !!!????**

# Japanese agriculture in numbers

**67** ↑

1.7 ↓

3.0 ↑

9 →

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67 ↑

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3.0 ↑

9 →



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67 ↑

1.7 ↓

**3.0** ↑

9 →

# Japanese agriculture in numbers

67 ↑

1.7 ↓

3.0 ↑

**9** →

# Another numbers around JP agriculture

**126** ↓

48 ↑

# Another numbers around JP agriculture

126 ↓

**48** ↑



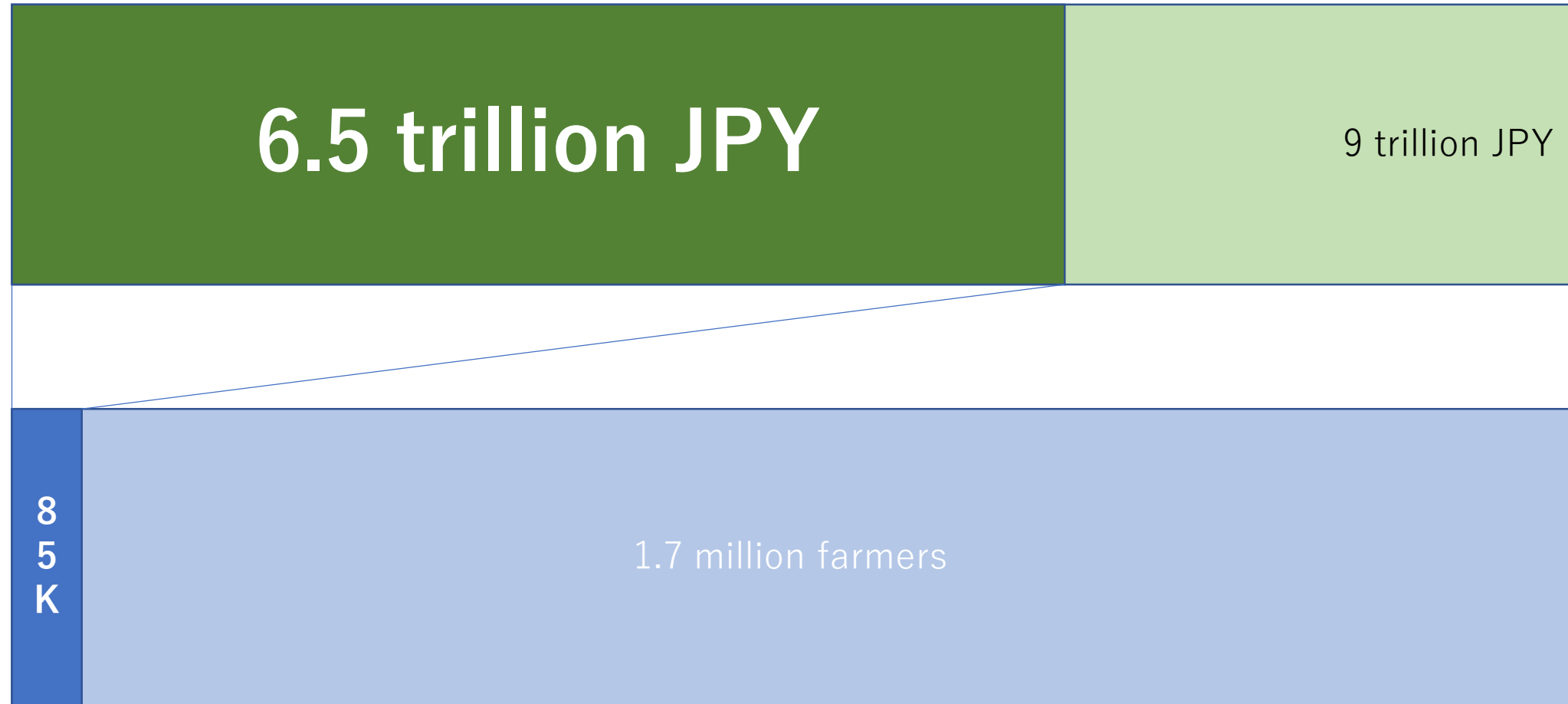
# Pessimistic? Or Optimistic!?

**Direct  
marketing**

**Unique &  
Latest  
technology**

**First  
generation  
farmers**

# In numbers?



Thank you for your attention!!



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