General Overview of Agriculture in Japan

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Your perception on Japanese agriculture??
Thank you for accepting us!!

- Healthy, Raw, Tuna, Strong traditions, Sophisticated market
- Small farms abandoned because of aging pop.
- Controversial whale hunting
- Aquaculture, vertical farming
- High commodities
- Biggest pesticide user per km
- High Imports
- Strong biosecurity laws and quality assurance
- Healthy machines
- Whiskey, Sake
- Delicacies on Bluefish
- Kobe (more expensive beef)
- Urban & Urban Integration
- Strong education system – education
- Fish markets
- Frozen foods
- Tea
- Loyal trading partner
- Cultural pride – no westernisation of diets
<table>
<thead>
<tr>
<th>Healthy</th>
<th>Few commodities</th>
<th>Strong education system (nutrition, production)</th>
<th>Population decrease: 1%</th>
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</thead>
<tbody>
<tr>
<td>Raw</td>
<td>Biggest pesticide user per ha</td>
<td>Fish markets</td>
<td>Economic stasis</td>
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<tr>
<td>Tuna</td>
<td>Huge importer</td>
<td>Fermented foods</td>
<td>Expensive cost of living</td>
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<td>Strong tradition</td>
<td>Strong biosecurity laws and quality assurance</td>
<td>Tea</td>
<td>Savage work ethics</td>
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<tr>
<td>Sophisticated market</td>
<td>Vending machines</td>
<td>Loyal trading partners</td>
<td>High-tech infrastructure</td>
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<td>Small farms</td>
<td>Whiskey, Sake</td>
<td>Cultural pride ➔ no westernization of diets</td>
<td>Innovative Nuclear damaged reputation ➔ radiation concerns</td>
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<tr>
<td>Abandoned because of aging population</td>
<td>Delicious (blowfish)</td>
<td>Rice</td>
<td>Huge climatic variation</td>
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<tr>
<td>Controversial whale hunting</td>
<td>Kobe: most expensive beef</td>
<td>Ramen</td>
<td>Population density</td>
</tr>
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<td>Hydroponics, vertical farming</td>
<td>Rural &amp; urban integration</td>
<td>Problems with land degradation</td>
<td></td>
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</tbody>
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Why Japanese people !!?????
WHY Japanese people !?!!???
Japanese agriculture in numbers

67 ↑

1.7 ↓

3.0 ↑

9 →
Japanese agriculture in numbers

67 ↑

1.7 ↓

3.0 ↑

9 →
Japanese agriculture in numbers

67 ↑

1.7 ↓

3.0 ↑

9 →
Japanese agriculture in numbers
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?

6.5 trillion JPY

9 trillion JPY

855 K

1.7 million farmers
Thank you for your attention!!