

Farmers' Organizations and Food Security

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Socio-economic environment in a context of food security

- Aging of population and expansion of income gap
- Low food self-sufficiency rate and growing consumers' concerns in food safety
- The Great East Japan Earthquake
- Dependency on excessively market oriented policies

Policies and activities of JA Group

- Active involvement of women and young farmers
- Promotion of structural reform
- Partnership with consumers
- Strengthening marketing power of producers in the food chain
- Domestic and international cooperation among cooperatives in an emergent situation
- Trade rules that allow co-existence of various models of agriculture



At individual farmers, and local level :

- **Active involvement of women and young farmers for agricultural production and rural development**
- **Stable supply of safe food**
- **Partnership with consumers in terms of food safety, food and agriculture education**
- **Reform of production structure**
- **Development of technology**

At national and international levels :

- **Improvement of food self-sufficiency rate**
- **Stability and profitability of agricultural prices, particularly of staple foods**
- **Protection of soil, water and other important resources , to meet the current and future staple food requirements**
- **Appropriate legislation to strengthen the position of farmers in food chain**
- **Expansion of responsible agricultural investment**
- **Appropriate trade rules that take necessary balance between food-exporting and importing countries**
- **Full consideration on non-trade concerns multifunctional character of agriculture and development needs**
- **Collective action to eradicate poverty and hunger, combat climate change and protect diversity**
- **Establishment of system of food reserves at international and/or regional basis**

Policies and activities of JA Group to reach the goal of food security

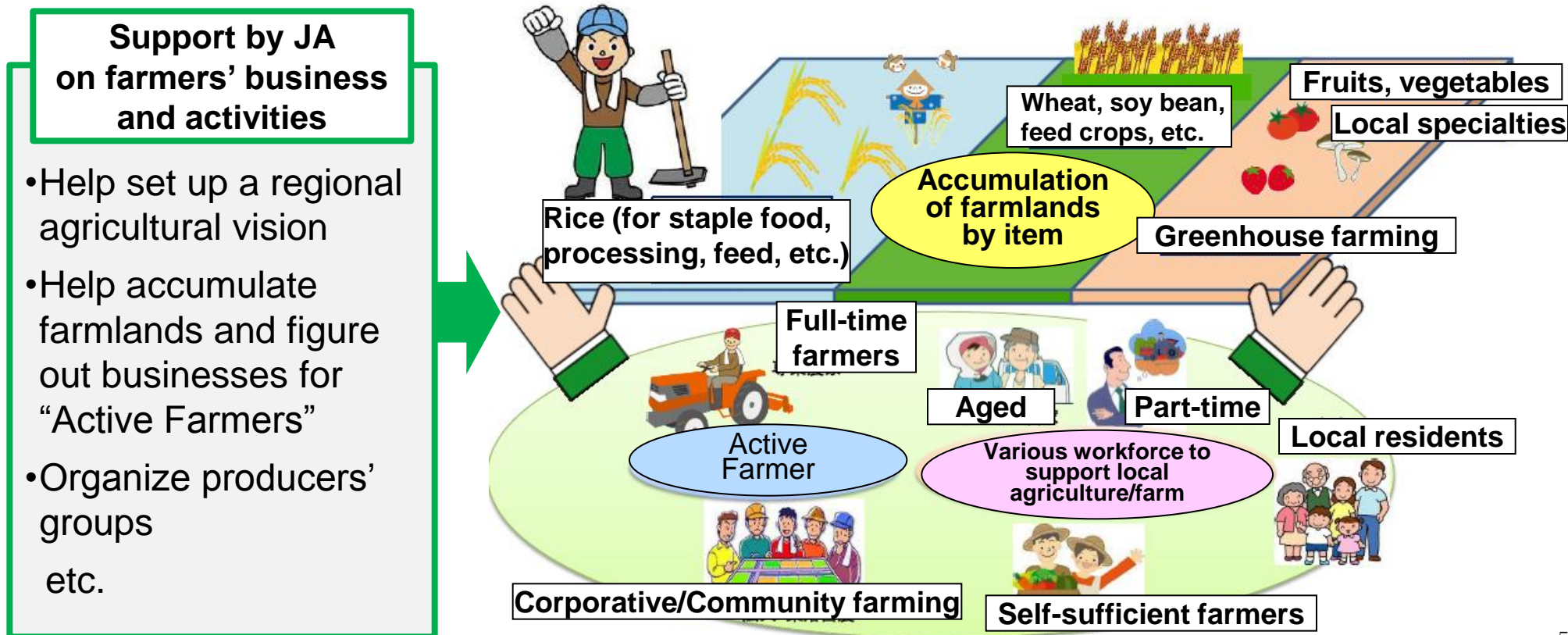
- Empowerment of the management of active farmers
- Improvement of farmers' management skills
- Promotion of food and agriculture education
- Farmers fighting against market power concentration
- Food safety
- Food export
- Achievement of energy security



1. Empowerment of the management of active farmers



- For efficient use of farmlands and improvement of farmers' income, JA Group approaches to foster “Active Farmers,” who take leadership in local agriculture and create sufficient agricultural incomes for their own.
- In addition, we take the best use of various types of workforce (such as part-time farmers), and encourage the local residents/consumers to share our value.



2. Improvement of farmers' management skills



- Nowadays, some farmers hope to improve their farm management skills in order to modernize and diversify their farming.
- JA Group support farmers through consulting service, for example, guidance on book keeping/tax affairs and provision of analysis for management.

JA Group's support for farmers to improve their management skills

Support for income tax report

- Book-keeping and preparation of farmers' financial statement on farmers' behalf
- Provision of transaction data with JA

Analysis of the farm management

- Provision of analysis report based on the management data

Guidance on production technique / farm management

- Individualized guidance based on each business condition
- Organized guidance through farming groups

Various activities of JA



Farm Guidance



Marketing



Supply



Credit

3. Promotion of food and agriculture education



- **Consumers' understanding and supports are essential to establish food security based on domestic production and consumption.**
- **In order to deepen local citizens' understanding on food culture and agriculture, and then to encourage support for local agriculture, JA Group promotes “food and agriculture education”.**
- **For example, we dispatch lecturers on food and agriculture (young farmers, women farmers, and JA staffs) to elementary schools, supply fresh agricultural crops for school lunch, and boost intercommunication between farmers and consumers.**

A case of JA Tamana (Kumamoto Prefecture, Japan)



Agricultural experience for parents and children

- Experiencing agriculture: Rice planting and harvesting
- Opening cooking classes: Making dishes using agricultural crops provided by local farmers
- Learning Japanese traditional food culture: Making chopsticks by hand

Supply of fresh agricultural crops for school lunch

- Offering Miso (soybean paste) made by women farmers, to school lunch

4. Farmers fighting against market power concentration



- Farmers are usually in a vulnerable position in food chain. Fair and equitable rules must be designed to prevent the negative impacts on farmers by the multinationals and large-scale retailers pursuing expanded profits.
- In order to combat against concentrated market power, which brings unjustifiable practices of driving a hard bargain on farmers, JA-group implements activities for upgrading farmers' marketing capacities.
- For example, we promote highly value-added marketing, such as food processing and retailing by farmers/JAs.

Cases of large-scale retailers' pressure

- Prices of bargain goods in supermarkets are decided about three months prior to the bargain day, when the flyer of the day is made;
supermarkets make no allowance for farmers' situations and demand farmers provide their products at lower price accordingly.
- When labeling of tax-included prices become obligatory according to amendment of the Consumption Tax Act, some retailers demanded lower provision prices of farmers.

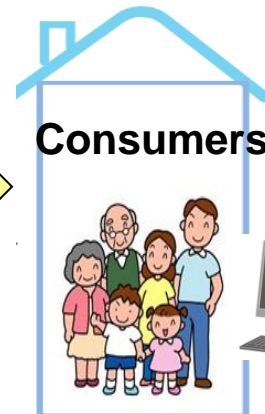
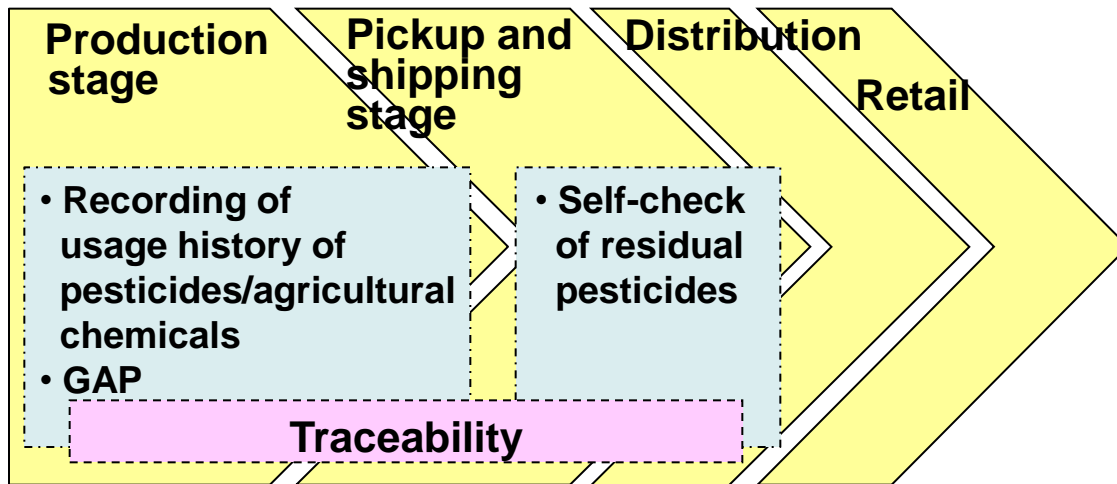


5. Food safety



- Japanese consumers demand safety on both imported and domestic agricultural products.
- Regarding imported products, SPS standards should be based on scientific evidence and were introduced to Japan in correspondence of its natural conditions and food culture. They should never be compromised in the name of export facilitation.
- Regarding domestic products, JA Group carries out thorough traceability and **GAP** (Good Agricultural Practice) for food safety, in order to meet consumers' needs.
- We also advocating for the “Labeling of places of ingredients’ origin” on processed food.

Traceability system in JA Group



Domestically-produced Beef Traceability System by JA Group

6. Food export



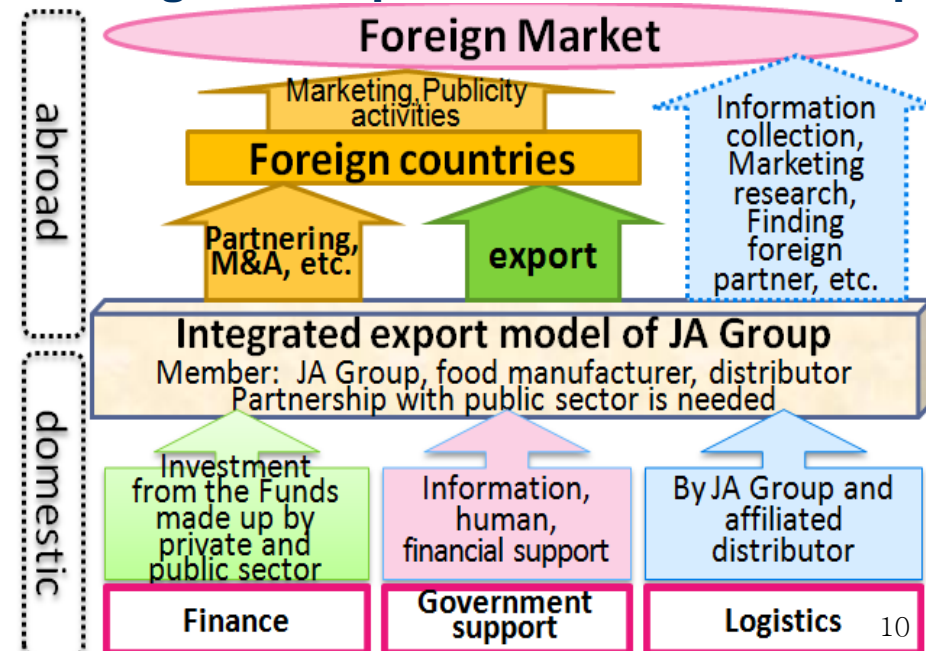
- Some farmers export high quality agricultural products abroad, while, the other farmers have difficulties in exporting by themselves.
(e.g. finding retail partner, managing country risk, publicity activities, and addressing scarcity and irregularity of agricultural products, etc.)
- To overcome three difficulties, the JA Group, as a whole, seeks to construct integrated export business model.
- Some countries provide export subsidy (including food aid), and impose export prohibition/restriction measures. They also have export monopoly corporations. These measures which seriously impede fair competition should be removed.

Goal: To achieve 1 trillion yen from exports by 2020 (In 2012, 300 billion yen)

<2012>	<Priority items>	<Major destination>	<2020>
Processed food 130 billion yen	Traditional Japanese seasoning snacks, retort food	EU, Russia, Singapore, Thailand, Vietnam, India, etc.	500 billion yen
Rice/processed rice product 13 billion yen	Rice, rice snacks, packed rice, sake	Hong Kong, Singapore, Australia, EU, USA, India, Brazil, etc.	60 billion yen
Fruits and vegetables 8 billion yen	Apples, citrus, strawberry, yams, sweet potatoes	Taiwan, South East Asia (Thailand, Indonesia, Vietnam, etc.)	25 billion yen
Beef 5 billion yen		USA, EU, Hong Kong, Singapore *	25 billion yen
Fishery products 170 billion yen			350 billion yen

* Sanitary talks in progress for opening of export with Russia, Taiwan, China, etc.

Integrated export model of JA Group

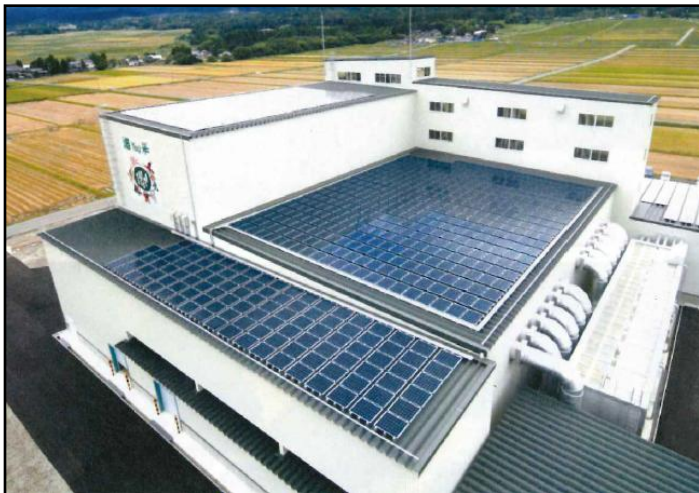


7. Achievement of energy security



- Japan is a net importer of natural and energy resources. As Japan has little natural and energy resources, energy security is a critical challenge for Japan as well as food security .
- However, some countries impose export tax on natural resources that is necessary for food production, which threatens Japan's food security.
- In Japan, interest in renewable energy has been growing after the Great East Japan Earthquake in 2011. In this situation, we have started to generate electric power by renewable energy

JA Group's activity :Generating renewable energy



JA Group started to set up solar panels on the roofs of farmers'/JAs' facilities(e.g. rice center, cattle shed, large storehouse etc.) and use the energy for the facilities.

In a certain country, export tax (2012) is imposed on raw material of fertilizer:

- Phosphate rock 35%
- Urea 82% (from November to June)



etc.

Conclusion





At individual farmers, and local level :

- Active involvement of women and young farmers for agricultural production and rural development
- Stable supply of safe food
- Partnership with consumers in terms of food safety, food and agriculture education
- Reform of production structure, especially, accumulation of farmland
- Development of technology
- Improvement of farmers' management skills
- Promotion of highly value-added marketing

At national and international levels :

- **Improvement of food self-sufficiency rate**
- **Stability and profitability of agricultural prices, particularly of staple foods**
- **Protection of soil, water and other important resources , to meet the current and future staple food requirements**
- **Appropriate legislation to strengthen the position of farmers in food chain**
- **Expansion of responsible agricultural investment**
- **Appropriate trade rules that take necessary balance between food exporting and importing countries**
- **Elimination of any kind of export subsidy, and binding commitment to abolish export prohibition/restriction measures, and export monopoly which seriously distort fair competition**
- **Full consideration on non-trade concerns multifunctional character of agriculture and development needs**
- **Collective action to eradicate poverty and hunger, combat climate change and protect diversity**
- **Establishment of system of food reserves at international and/or regional basis**
- **Achievement of energy security**

Thank You for Your Attention

