Young members of an agricultural corporation conducting rice farming on a 130 ha land in Niigata Prefecture

“Shiomikan (salted orange)” seasoning made from Satsuma mandarin (*Citrus unshiu*) and a long-established high-end inn’s menu using the seasoning

An automatic diagnosis diagram of rice growth using an automated drone (checking the numbers of ears and kernels on a real-term basis)

A farmer interviewed by female university students publishing a journal describing farmers as seen by university students

Ministry of Agriculture, Forestry and Fisheries
May 2018
○ Numbers in figures and tables are rounded in principle and may not add up to the total.
○ Maps in this report may not necessarily indicate Japan's territories comprehensively.
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**Special Topic**

**Image of young farmers responsible for next generation**

--- Toward further development of farming  

- **Topic 1** Agriculture expanded output for 2nd straight year, looking to overseas markets for further development  
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**Summary of FY2018 Measures for Food, Agriculture and Rural Areas**
1. Analyzing business structure of commercial farm households including young farmers

* Hereinafter, commercial farm households with young farmers aged 49 or less are referred to as young farm households and those without such young farmers as non-young farm households.

**Business structures of young and non-young farm households**

- Of commercial farm households, young farm households account for 10% and non-young farm households for 90%.

**Cultivate land size expansion at young farm households**

- In the latest decade, the average cultivated land size for single rice farm entities expanded 1.5-fold for young farm households while leveling for non-young farm households.
Moves between cultivated land size brackets for single rice farm entities from 2010 to 2015 indicate that 30.7% of young farm households moved to higher brackets by expanding cultivated land.

Among non-single rice farm entities households as well, young households expanded their cultivated land.

<Young farm households increasing permanently hired workers>

The number of young farm households with permanently hired workers increased in the latest decade, with their share rising from 5.3% to 12.6%.

<Investment and its effects at young farm households>

In rice and dairy farming, young farm households feature less work hours per unit area or head than non-young farm households and a higher agricultural fixed asset equipment ratio indicating investment in machinery and facilities, indicating progress in investment for shortening work hours.

This might have led to young farm households’ cultivated land size expansion and higher agricultural income.

Special Topic: Image of young farmers responsible for future generation – Toward Future development of farming

![Image of young farmers]

Rice and dairy farming trends for young farm households

<table>
<thead>
<tr>
<th></th>
<th>Young farm households</th>
<th>Non-young farm households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work hours per 10 a (hours/10 a)</td>
<td>34</td>
<td>58</td>
</tr>
<tr>
<td>Agricultural fixed asset equipment ratio (yen)</td>
<td>2,930</td>
<td>2,420</td>
</tr>
<tr>
<td>Farming income per farm household (10 thousand yen)</td>
<td>799</td>
<td>32</td>
</tr>
<tr>
<td>Work hours per head of dairy cattle (hours/head)</td>
<td>129</td>
<td>176</td>
</tr>
<tr>
<td>Agricultural fixed asset equipment ratio (yen)</td>
<td>6,628</td>
<td>3,480</td>
</tr>
<tr>
<td>Farming income per farm household (10 thousand yen)</td>
<td>1,188</td>
<td>505</td>
</tr>
</tbody>
</table>

Source: MAFF, Statistics on Farm Management and Economy by Type of Management (of individual ownership) (aggregate calculation after reclassification)

Note: Data are averages for 3 years from 2013 to 2015.

Reference: Size brackets for right figure (20 brackets)

| No cultivated land | Below 0.3 ha | 0.3-0.5 ha | 0.5-1.0 ha | 1.0-1.5 ha | 1.5-2.0 ha | 2.0-2.5 ha | 2.5-3.0 ha | 3.0-4.0 ha | 4.0-5.0 ha | 5.0-7.5 ha | 7.5-10 ha | 10-15 ha | 15-20 ha | 20-25 ha | 25-30 ha | 30-40 ha | 40-50 ha | 50-100 ha | 100 ha or more |
|--------------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------------|
| ①                  | ②           | ③         | ④         | ⑤         | ⑥         | ⑦         | ⑧         | ⑨         | ⑩         | ⑪         | ⑫       | ⑬       | ⑭       | ⑮       | ⑯       | ⑰       | ⑱       | ⑲       | ⑳       | ⑳                   |

Source: MAFF, Census of Agriculture and Forestry (aggregate calculation after reclassification)
On Japan’s agriculture, 35.1% of all respondents said that Japanese farmers should look to overseas markets as well as the domestic market. Those saying so accounted for 40.6% of rice farmers, 42.6% of fruits farmers and 51.9% of beef cattle farmers.

The most frequently cited attractive point of agriculture was great discretionary freedom, cited by 46.5% of respondents.

Among present business challenges, “labor shortages” are more frequently cited by those who have engaged in farming longer. “Technique shortages” and “fundraising difficulties” are less frequently cited by them.
Among agricultural production measures that should be promoted in the future, the "introduction of new technologies such as IoT (Internet of things)" and "cooperation with different industries" are more frequently cited by respondents with greater sales.

Among shipment or sales measures that should be promoted in the future, “direct sales to consumers” were most frequently cited, followed by “sales to food service and home-meal replacement providers” and “sales to farmer’s markets run by others.”

### 3. Directions of measures to be promoted for efficient, stable farming

- A business structure analysis confirmed that young farm households are investing in the expansion of employment and the shortening of working hours per unit area or head in line with their business size expansion.
- A questionnaire survey of young farmers confirmed farming production, shipment and sales measures that they want to promote in the future.
- To foster efficient, stable farming, the environment should be developed to support the incorporation of farming, the development of innovative technologies introducing AI, IoT, robots and drones, and measures that farmers including questionnaire survey respondents want to promote.

### Case study: Realizing efficient rice farming through investment and improvement of machinery capacity utilization rates (Niigata Prefecture)

- Hiroshi Maruta from a non-agriculture industry founded limited liability company Houmi Noko and became its representative at the age of 31 in 2005. In FY2017, the company produced mainly rice for food service providers at paddies totaling 130 ha.
- In line with business size expansion, the company introduced larger agricultural machines and improved their capacity utilization rates by producing 10 crop varieties to diversify cropping seasons. By developing multiple jobs, the company has secured 11 young employees.
4. Young farmer employment trend, etc.

Trend of new young farmers

- The number of 49 or less year-old newcomers in agriculture topped 20 thousand for the third straight year. New employed farmers have followed an upward trend in recent years.

<table>
<thead>
<tr>
<th>Year</th>
<th>New self-employed farmers</th>
<th>New employed farmers</th>
<th>New entries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>10.5</td>
<td>6.6</td>
<td>2.2</td>
</tr>
<tr>
<td>2013</td>
<td>10.1</td>
<td>5.8</td>
<td>2.1</td>
</tr>
<tr>
<td>2014</td>
<td>13.2</td>
<td>6.0</td>
<td>2.7</td>
</tr>
<tr>
<td>2015</td>
<td>12.5</td>
<td>8.0</td>
<td>2.5</td>
</tr>
<tr>
<td>2016</td>
<td>11.4</td>
<td>8.2</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Source: MAFF, Survey on Newcomers in Agriculture

- Among new employed farmers’ previous statuses, non-agriculture employees account for the largest share of 61.3%, followed by 22.4% for students.

New employed farmers’ previous statuses

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-agriculture employees</td>
<td>61.3%</td>
</tr>
<tr>
<td>Students</td>
<td>22.4%</td>
</tr>
<tr>
<td>Others</td>
<td>16.3%</td>
</tr>
</tbody>
</table>

Source: MAFF, Survey on Newcomers in Agriculture 2016
Note: Others include non-agriculture self-employed jobs, and domestic work or child rearing jobs.

Case study: An agricultural cooperative-affiliated farming corporation supports entries into farming (Nagano Prefecture)

- Shinshu Ueda Farm, a limited liability company affiliated with a Japan Agricultural Cooperative, employs people willing to become independent farmers and trains them in cultivation techniques, etc. Those seeking to enter into farming devote themselves to training by receiving wages.

- Each employee is given a training farmland for a specific variety and undergoes 2 years of training before taking over the farmland to become independent. By FY2016, 20 people entered into local farming, including 13 from other prefectures.

Mr. and Mrs. Udagawa who entered into farming after training at Shinshu Ueda Farm
Analysis on permanently hired workers aged 44 or less

- In 2015, permanently hired workers aged 44 or less totaled 49 thousand persons at corporate management entities and 38 thousand persons at commercial farm households. Of corporation farms, those with 10 or more permanently hired workers accounted for 68.7%. Of commercial farm households, those with 4 or less permanently hired workers accounted for 63.4%.

- Those that employed 44 or less year-old persons as permanently hired workers accounted for 46.5% of corporate management entities and for 1.5% of commercial farm households. Such share rose from 50% or less for corporate management entities with sales of less than 30 million yen to more than 50% for those with 30 million yen or more and from less than 10% for commercial farm households with sales of less than 30 million yen to more than 20% for those with 30 million yen or more.

Corporate employees’ satisfaction levels and thoughts about their future course

(Questionnaire survey of young farmers: 79 persons)

- Respondents satisfied with their present employers exceed those unsatisfied for most items. As for wages, however, unsatisfied respondents exceed satisfied ones.

- On their future courses, respondents willing to “stay at their present entities” accounted for the largest share of 39.2%, followed by 30.4% for those willing to “become independent farmers.”

Satisfaction with present employers

<table>
<thead>
<tr>
<th>Rewarding/pleasant levels</th>
<th>70.9%</th>
<th>17.7%</th>
<th>11.4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor/social insurance</td>
<td>70.9%</td>
<td>15.2%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Training opportunities</td>
<td>52.6%</td>
<td>15.4%</td>
<td>32.1%</td>
</tr>
<tr>
<td>Work hours, holidays</td>
<td>41.0%</td>
<td>23.1%</td>
<td>35.9%</td>
</tr>
<tr>
<td>Wages</td>
<td>30.4%</td>
<td>31.6%</td>
<td>38.0%</td>
</tr>
<tr>
<td>Paths to promotion and independence</td>
<td>28.2%</td>
<td>46.2%</td>
<td>25.6%</td>
</tr>
</tbody>
</table>

Future courses

- Respondents satisfied with their present employers exceed those unsatisfied for most items. As for wages, however, unsatisfied respondents exceed satisfied ones.

- On their future courses, respondents willing to “stay at their present entities” accounted for the largest share of 39.2%, followed by 30.4% for those willing to “become independent farmers.”
Agriculture expanded output for 2nd straight year, looking to overseas markets for further development

- Total agricultural output grew for the 2nd straight year.
- As food demand is expected to decline in Japan and increase in other countries, Japan must look to overseas markets as well as domestic ones for the sustainable development of agriculture.

Total agricultural output grew for the second straight year exceeding 9 trillion yen for the first time in 16 years

- Total agricultural output had continued declining long until 2014 due primarily to falling rice consumption.
- In the latest two years, total agricultural output continued growing. In 2016, total agricultural output rose back above 9 trillion yen for the first time in 16 years since 2000 thanks to progress in production meeting rice and vegetable demand.

Falling domestic food demand and growing global food demand

- In Japan, population decreased by 0.97 million in 10 years from 2006 to 2016, with the elderly population share rising by 6.5 points to 27.3%, the highest among developed countries.
- In such circumstances, food demand in Japan has been declining.
- About 30 years later, in 2050, Japan’s population is estimated to decline by 19.7% (25.01 million) to 101.92 million compared with 2016 levels, with the elderly population share rising by 10.4 points to 37.7%.
- Given the estimate, food demand in Japan is expected to decrease faster than in the past.
Agriculture expanded output for 2nd straight year, looking to overseas markets for further development

Meanwhile, global population increased by 840.85 million (12.9%) in 10 years from 2005 to 2015, with GDP expanding 1.3-fold. As a result, global food demand increased substantially.

About 30 years later, in 2050, global population is estimated to increase by 32.4% (2.4 billion) to 9.8 billion compared with 2015 levels.

As economic growth makes progress in line with population increasing, global grain consumption in 2050 is expected to rise 1.5-fold from the 2005-2007 average. Global food demand is expected to continue increasing.

From agricultural production for domestic demand to that for global demand as well

Japan’s agriculture has so far carried out production meeting only domestic demand and avoided sales price drops.

As population declines and ages, Japan’s agriculture under the traditional production approach will be forced to cut production in line with falling demand. The traditional approach will make agricultural development difficult and affect food security.

By adding export to its sales channels, Japan’s agriculture could avoid sales price drops even on production expansion and increase sales value to improve farming income.

Japan should switch from agricultural production targeting domestic demand alone to that looking to foreign demand as well as domestic demand to sustainably develop agriculture and rural areas.

Expectations are placed on aggressive challenges by more ambitious farmers, farming organizations and export groups.


Source: Prepared by MAFF based on FAOSTAT, Food Balance Sheets
Japan and the European Union concluded their negotiations on a bilateral economic partnership agreement in December 2017, securing border measures to allow continued reproduction.

Even in a new international environment, the government will implement full-blown measures to surely allow reproduction by leading ambitious agriculture, forestry and fisheries workers to do business with security.

1. Overview of negotiations

- Japan-EU EPA negotiations lasted for 4 years and were concluded as confirmed in telephone talks between the Japanese and EU leaders on December 8, 2017.
- Japan and the EU account for 8.6% of global population and 28.4% of global GDP.
- An analysis on the Japan-EU EPA’s economic effects by the Cabinet Secretariat indicates that the pact would work to expand GDP by about 1% (about 5 trillion yen) and labor supply by about 0.5% (about 0.29 million persons).
- At present, Japan and the EU are making preparations to sign and effectuate the EPA as early as possible.

2. Details of Japan-EU EPA

- Rice has been exempted from tariff reduction or repeal. The existing state trading system has been maintained for wheat and barley, with a small tariff quota established.
- Among dairy products, soft cheese has been subjected to the tariff quota system, with the quota limited to a level balanced with domestic production expansion. The state trading system has been maintained for skimmed milk powder and butter, with limited private trade quotas established.
- The differential duty system has been maintained for pork, with a long tariff phaseout period (9 years) and a safeguard against import surges secured. For beef, a long tariff phaseout period (15 years) and a safeguard against import surges have been secured.
- An immediate tariff repeal has been avoided for structural laminated wood among forestry products, with a certain tariff phaseout period secured.
- The EU has agreed to repeal tariffs on almost all products including beef, tea and fish products. As for geographical indications of 48 Japanese products and 71 EU products are subject to high-level protection.
3. Revision of General Principles of Comprehensive TPP-related Policies

The conclusion of Japan-EU EPA negotiations has put Japan’s agriculture, forestry and fisheries into a new international environment.

The government revised the General Principles of Comprehensive TPP-related Policies in November 2017 to prepare for the effectuation of the Trans-Pacific Partnership free trade agreement and the Japan-EU EPA. The government made revisions to TPP measures in the General Principles based on the verification of trade results, included into the General Principles new measures required under the Japan-EU EPA, including the enhancement of competitiveness for domestic cheese and structural laminated wood and systematically organized policies for the TPP agreement.

The government will responsively secure financial resources for agriculture, forestry and fisheries measures through annual budget formulation without affecting the existing agriculture, forestry and fisheries budget.

For competitiveness enhancement measures based on the revised General Principles, the government earmarked 317 billion yen in a supplementary budget for FY2017. Earlier, 312.2 billion yen was set aside for such measures in a supplementary budget for FY2015 and 345.3 billion yen in such budget for FY2016.

The Ministry of Agriculture, Forestry and Fisheries published estimated effects of the TPP agreement on agriculture, forestry and fisheries production in December 2017. MAFF estimated agriculture, forestry and fisheries production to decline by about 60 billion to 110 billion yen, expecting that while the production value would fall due to price drops accompanying tariff cuts, domestic measures would be taken to secure production and farm household income, with production volume being maintained.

MAFF also reflected the estimates in the food self-sufficiency ratio and found that the ratio remained unchanged despite the reflection.

Outline of General Principles of Comprehensive TPP-related Policies
(Related to agriculture, forestry and fisheries)

1 Building strong agriculture, forestry and fisheries (competitiveness enhancement measures)
   - Since the General Principles were set out, various competitiveness enhancement measures have been implemented. Such measures will continuously be implemented as necessary.
   - Nurturing business farmers who have excellent business sense and who will be responsible for the next generation
   - Promoting the innovation of internationally competitive production sites
   - Promoting comprehensive projects to enhance the profitability of livestock and dairy farming
     - Enhancing the competitiveness of domestic cheese, etc.
   - Exploring demand frontiers including the export of high-quality agricultural, forestry and fisheries products
   - Enhancing the international competitiveness of wood products including plywood, lumber and structural laminated wood
   - Switching to sustainable, highly profitable business arrangements
   - Enhancing cooperation with consumers, reforming regulations and the tax system

2 Preparations for stable business and supply (related to five major products)
   - To secure business stability after the effectuation of the TPP or Japan-EU EPA agreement, the government will expand business stabilization measures upon the effectuation.
     - Rice (revising the management of public rice reserves)
     - Wheat/barley (implementing business income stabilization measures steadily)
     - Beef/pork, dairy products (enhancing livestock and dairy farming stability)
     - Sweetening resource crops (subjecting sweetened preparations to adjustment money)

3 Food safety and security
   - Enhancing training arrangements for monitoring imported food, diffusing and publicizing the country-of-origin labeling system for raw materials of processed food products

Effects on agriculture, forestry and fisheries production value (estimated)

While the production value would fall due to price drops accompanying tariff cuts, domestic measures would be taken to secure production and farm household income, with production volume being maintained.

Agriculture, forestry and fisheries production value drop
   - About 60-110 billion yen

Effects on food self-sufficiency ratio (FY2016)
   - Calorie basis 38% → Reflecting estimates: 38%
   - Production value basis 68% → Reflecting estimates: 68%

Source: Prepared by MAFF based on documents from the Cabinet Secretariat’s Government Headquarters for TPP Measures
Japan’s raw silk exports dramatically expanded in the Taisho Era (1912-1926) after various initiatives were taken in the Meiji Era (1868-1912), with an earlier failure in exports to Europe taken into account.

The production of high quality raw silk sought by the United States as an export destination was realized, making great contributions to Japan’s modernization.

Exports to Europe started on opening of ports but stagnated

- During the end of the Edo Era (1603-1867), a silkworm disease epidemic in France prompted the European silk fabric industry to procure imported raw silk.
- Japan began to export raw silk to Europe upon its opening of Yokohama and other ports to external trade in 1859, making progress in raw silk production expansion.
- However, raw silk quality differed from producer to producer, with waste raw silk mixed into exports. As Japanese raw silk lost credibility, raw silk exports plunged in 1866.

Exports to U.S.: Dramatic expansion in Taisho Era after quality improvement efforts in Meiji Era

- Demand for tough raw silk expanded in the United States where the silk fabrics industry was introducing sophisticated machines and facilities.
- Learning lessons from failed exports to Europe, Japan:
  1. Established the Tomioka Silk Mill to use machines for raw silk production (1872).
  2. Established a state facility to test silkworms to nurture excellent silkworm varieties (1874).
  3. Established raw silk inspection offices in Yokohama and Kobe to launch inspection on raw silk exports (1896).
- Japanese raw silk whose reputation was improved through these efforts remained as Japan’s largest import item from 1876 to 1933.

Raw silk produced by Japan’s sericulture brought about benefits to raw silk merchants and traders in Japan, making great contributions to Japan’s modernization through capital accumulation.
Lesson: Market-in approach can expand exports

- The introduction of new yarn-making technologies, the nurturing of excellent silkworm varieties and the introduction of export inspection allowed Japan to produce better-quality raw silk and dramatically expand raw silk exports.

- Japan’s raw silk exports, after plunging once, recovered thanks to a Meiji Era market-in approach meeting needs in the United States, a new export destination. This episode represents a lesson that Japan should implement now.

- As domestic food demand is set to decline with global demand increasing, Japan should position export as one of the sales channels for agricultural products to realize agriculture’s sustainable development.

- Japan could further expand agricultural, forestry and fisheries products and food exports if more farmers and agricultural groups undertake agricultural production under a market-in approach.

<Column>

Tomioka Silk Mill as model government-run factory

- The Meiji government constructed the Tomioka Silk Mill as a model government-run factory in the region now called Tomioka City, Gunma Prefecture, where it was easy to secure water and coal supply, in a bid to spread machine-using yarn-making technologies that could produce massive high-quality raw silk.

- The silk mill was privatized in 1893 and continued operation for more than 100 years until 1987. Along with historical sericulture sites, the building was registered as a UNESCO (United Nations Educational, Scientific and Cultural Organization) World Heritage site in 2014.

Source: Provided by Gunma Prefectural Museum of History

<Column>

Present sericulture – Purely domestic silk product production initiative and new raw materials’ roles

- Japan’s cocoon production has decreased due to falling demand for Japanese dresses and growth in raw silk and silk product imports. Meanwhile, silk farmers, yarn-making companies, silk fabric producers and kimono shops are cooperating in an initiative to produce purely domestic silk products.

- In recent years, luminescent silk using genetically modified silkworms has been produced along with brittle-bone disease test drugs and animal pharmaceuticals using protein produced by silkworms. The development of artificial blood vessels and intractable disease drugs has made progress.

Purely domestic silk mark

<Explanation>
The mark is attached only to silk products produced only with domestic cocoons and raw silk.

Source: The Dainippon Silk Foundation
Countryside Stay represents long-stay tours in which tourists experience traditional Japanese lives and enjoy exchanges with farmhouse and other local residents in rural areas.

The government plans to improve rural income and invigorate rural communities by creating 500 areas prepared for countryside stay business by 2020.

Seeking to create 500 countryside stay areas by 2020

- Rural areas may increase their income and invigorate themselves by providing a variety of services to tourists including foreigners visiting Japan to obtain repeaters and new tourists.
- Rural areas accepting tourists are urgently required to create tourism contents and arrangements utilizing local resources.
- Under regional empowerment and tourism-oriented country policies, the government seeks to create 500 areas prepared to do countryside stay business by 2020. Countryside stay promotion measures for the FY2017 rural area promotion subsidy program supported 206 out of about 400 areas applying for the program.

Creating opportunities to get tourists aware of local initiatives

- The attractiveness of countryside stay should be publicized at home and abroad to strategically create opportunities for people to become aware of local initiatives.

<FY2017 initiatives to create opportunities>

① A video using an informative foreign talent to introduce Japanese communities tackling countryside stay was broadcast in 7 Southeast Asian countries and communicated throughout the world through video distribution websites.

② Monitor tours were implemented for foreign agents and informative bloggers to communicate food, landscapes, old folk houses and other attractive things in rural Japanese areas through social networking services.

A video using a foreign talent

(Broadcast by Southeast Asian cable television station LiTV)
Foreign tourists visiting Japan frequently tend to go to rural areas

Japan has set a target of increasing the number of foreign visitors to Japan to 40 million and their tourism consumption to 8 trillion yen by 2020. In 2017, the number reached a record 28.69 million with consumption hitting an all-time high of 4,416.2 billion yen.

While shopping consumption’s share of total consumption has declined, entertainment service consumption’s share has increased. Consumption has thus been shifting from goods to entertainment services.

Tour destinations by the frequency of visits to Japan indicate that overseas visitors to Japan more frequently tend to go to rural regions.

### Breakdown of consumption by foreign tourists to Japan

<table>
<thead>
<tr>
<th>Year</th>
<th>Accommodation</th>
<th>Food/drink</th>
<th>Transportation</th>
<th>Shopping</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>27.1%</td>
<td>20.2%</td>
<td>11.4%</td>
<td>38.1%</td>
<td>0.2%</td>
</tr>
<tr>
<td>2017</td>
<td>28.2%</td>
<td>20.1%</td>
<td>11.0%</td>
<td>37.1%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

Source: Prepared by MAFF based on JTA, Consumption Trend Survey for Foreigners Visiting Japan

### Rural destinations’ shares by frequency of visits to Japan (2017)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>25.8%</td>
</tr>
<tr>
<td>2nd</td>
<td>32.7%</td>
</tr>
<tr>
<td>3rd</td>
<td>36.4%</td>
</tr>
</tbody>
</table>

Source: Prepared by MAFF based on JTA, Consumption Trend Survey for Foreigners Visiting Japan

Note: Rural regions are prefectures other than the three major urban regions’ 8 prefectures (Saitama, Chiba, Tokyo, Kanagawa, Aichi, Kyoto, Osaka and Hyogo).