

The possibility of the demand for the Japanese domestic wheat, under the change of the demand for the wheat in Japan and the dramatic rising of the international market price of the wheat

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Summary

This paper shows how to develop the demand for the Japanese domestic wheat, through the analysis about the way of using the Japanese domestic wheat under the change of the demand for wheat in Japan and the analysis about the influence of dramatic rising of the international market price of wheat on the demand for the Japanese domestic wheat.

The main results of the analysis are as follows.

Firstly, trying to increase the demand for the Japanese domestic wheat in the markets of the bread, the Chinese noodles and the confectionery is very important for the Japanese domestic wheat.

Secondly, the products which contains the indication,“(only) the Japanese domestic wheat is used for this product ” became occupied the important position in the Japanese wheat markets recently. This movement can be called the symptom of the structural change of demand for wheat in Japan, and strengthening of this movement is also very important for the Japanese domestic wheat.

Thirdly, the dramatic rising of the international market price of wheat has not influenced only on increasing of demand for the Japanese domestic wheat, but also on expansion of strategic using of the Japanese domestic wheat.