

The trend of vegetable demand by intended purposes and the main issues of domestic production

Shigenori KOBAYASHI

Summary

In this study, the demand by intended purposes of major vegetable items was estimated. As a result, the following points were clarified. First, in the major vegetable items, the ratio of demand for food processing and food services (catering and ready-to-eat meals industry) has a majority, and it has been increasing. Secondly, an increase in this demand is proceeding while relating to the use of imports.

Under such a situation, it will be necessary to strengthen the correspondence capabilities of domestic production for food processing and services demand to improve the rate of self-sufficiency of vegetables. However, the conventional production-supply correspondence required for household consumption is insufficient for that. Because, the main characteristics required for household consumption and for food processing and services are different. For instance, as for the point of the content of the quality, the characteristics required according to the usage are various in food processing and services while externals are valued in household demand. Moreover, when the handling form is seen, the purchase in preprocessed form is a feature for food processing and services while the distribution in a whole form is basic for household consumption.

Therefore, it will be needed not only the low-cost production but also the production by the varieties and the specifications corresponding to needs according to the usage and the year-round stable supply by the relay between production regions, etc. in the domestic production.