FY2024

Summary of the Annual Report on Food, Agriculture and Rural Areas in Japan

May 2025

MAFF

Ministry of Agriculture,
Forestry and Fisheries

Special Feature

1 Formulation of a New Basic Plan for Food, Agriculture, and Rural Areas

A new Basic Plan for Food, Agriculture, and Rural Areas was formulated to realize the basic principles of the revised Basic Act on Food, Agriculture, and Rural Areas

New Basic Plan for Food, Agriculture, and Rural Areas

○ The Basic Act on Food, Agriculture, and Rural Areas was revised in 2024 after verification and evaluation of overall policies based on the existing Basic Act on Food, Agriculture, and Rural Areas and sorting out the issues in anticipation of the next 20 years or so.

○ The Basic Plan for Food, Agriculture, and Rural Areas, which concretely defines the direction of basic policy measures, was formulated toward the realization of the basic principles of the revised Basic Act, namely “ensuring food security,” “establishment of environmentally harmonized food systems,” “fulfillment of multifunctionality,” “sustainable development of agriculture,” and “promoting the development of rural areas.”

○ In order to intensively promote the structural transformation of agriculture in the first five years, the plan period is set to five years.

○ In order to enhance the effectiveness of the Basic Plan, MAFF will grasp the current situation including domestic and overseas situations, clarify issues through analysis of said situation, and set targets for ensuring food security, specific policy measures to resolve issues, and KPIs (Key Performance Indicators) that indicate the effectiveness of those policy measures. At least once a year, MAFF will review policy measures through the PDCA cycle by investigating and publicizing the status of achievement of those targets and verifying KPIs.

Course of discussion

○ For the formulation of the new Basic Plan, the Planning Subcommittee of the Council for Policies on Food, Agriculture, and Rural Areas had discussions 12 times in total. First, after analyzing the current situation and the issues and organizing the viewpoints of the discussion, based on this, discussions were held for the targets in ensuring food security, the direction of policy measures, and KPIs that indicate the effectiveness of policy measures. In addition, local opinion exchange meetings and public opinion solicitation were also held to listen to a wide range of public opinions.

○ The new Basic Plan was submitted by the chairperson of said Council to the Minister of Agriculture, Forestry and Fisheries on March 27, 2025.

Basic policy on measures for food, agriculture, and rural areas

- **"Food supply in Japan"** is based on the increase in domestic agricultural production, together with the securing of stable imports of food that cannot be covered by domestic production alone as well as the stockpiling of food for contingencies. Food self-sufficiency potential is ensured by securing resources such as farmland, human resources, and agricultural production materials, by converting to an agricultural structure that efficiently combines these resources with the development and conservation of agricultural production infrastructure as well as the development and dissemination of advanced technologies, and by improving land productivity and labor productivity. Through improved agricultural productivity and the increased added value of agricultural products, the profitability of agricultural management is enhanced, and farmers' income is secured and improved, thereby achieving sustainable development of agriculture.
- The food supply capacity, such as the agricultural production infrastructure and the business infrastructure of the food industry, will be secured through enhancing the "earning power in the global market" by taking in the growing global food market and by **"promotion of exports"** of agricultural, forestry, and fishery products and food, in addition to domestic food supply.
- In order to ensure **"food security for every citizen,"** it is necessary to produce, process, and deliver food to consumers by establishing **"sustainable food systems"** in which stakeholders in each stage from food production to consumption work together organically. Accordingly the sustainable development of the food industry, which plays an important role in the food systems, and the rational price formation that takes into account the costs required for sustainable food supply will be promoted. Moreover, food access in times of emergency is ensured in addition to that in normal times which addresses physical and economic issues.
- In order to make the food systems sustainable, attention will be also paid to the negative effects on the environment at each stage of the activities of business operators involved in the food supply, thereby working to reduce environmental burden in the food systems and achieve **"harmony with the environment." "Multifunctionality,"** which are demonstrated by appropriate agricultural production activities in rural areas, will be adequately and fully demonstrated while working to reduce the environmental impact.
- **"Promoting the Development of rural areas"** will be promoted by comprehensively facilitating the development and preservation of agricultural production base, the promotion of joint activities that contribute to farmland conservation, as well as economic initiatives to increase income and create employment conducive to the increase in the number of people who have relationships with rural areas, and lifestyle initiatives to ensure the convenience of living, so that local communities can be maintained while fulfilling the supply function of agriculture for food and other agricultural products and its multifunctionality even under a declining rural population.
- Since it is important to gain the understanding of consumers and the public and move forward together in order to promote these policy measures, the understanding of food, agriculture, and rural areas will be deepened, and the **understanding of the public will also be fostered** to lead to behavioral changes conducive to a sustainable food supply.
- Stable agricultural management and safe and secure lives in rural areas will be achieved by strengthening the resilience of agriculture and rural areas amid increasingly severe and frequent natural disasters.
- Starting with the government, it is important for parties involved in each stage from food production to consumption to fulfill their respective roles, and for the food systems, in which those parties organically cooperate, to function efficiently through the use of DX, etc.

Key points of the new Basic Plan for Food, Agriculture, and Rural Areas

○ **The Basic Act on Food, Agriculture, and Rural Areas** was revised (enforced on June 5, 2024) after verification and evaluation of overall policies based on the existing Basic Act and sorting out the issues in anticipation of the next 20 years or so.
○ Based on the basic principles of the revised Basic Act, the direction of policy measures will be embodied, and **the structural transformation of agriculture will be intensively promoted in the first five years** from the viewpoint of realizing food security in normal times.

Establishing sustainable food systems through collaboration among stakeholders

Ensuring food security

Stable food supply
└ **Increase in domestic agricultural production**

Sustainable development of agriculture

Target
○ **Food self-sufficiency rate**
(・Calorie Intake basis: 53%
・Calorie supply basis: 45%)
+
Securing stable imports
+
Securing stockpiles of food

Ensuring food self-sufficiency potential
(farmland, farmers, technology, and production materials)

Target
○ **Securing farmland**
(Farmland area: 4.12 million ha)
○ Sustainable agricultural structure
(**Number of business farmers aged 49 and under**:
Current level
Maintained at 48,000 in 2023)
○ **Increased productivity**
(labor productivity/land productivity)
(・Production per agricultural management entity:
1.8 times
・Reduced production costs:
(Rice) Agricultural management entities with 15 ha or more
11,350 yen/60 kg → 9,500 yen/60 kg
(Barley, Soybeans)
20% reduction from the current level)

Promotion of exports
(securing food supply capacity even under declining domestic food demand)

Target
○ **Amount of exports** of agricultural, forestry, and fishery products and food
(Amount of exports: 5 trillion yen)

➢ Ensuring "food self-sufficiency potential" by securing the total area of farmland, establishing sustainable agricultural structure, and drastically improving productivity

○ **Fundamentally reviewing the paddy field policy from FY2027**, and shifting the grant paid directly for the use of paddy fields, which supports paddy field farming, to support such as productivity improvement for each crop.

○ For the further expansion of **rice exports**, cultivating new production areas capable of low-cost rice production which meet the demands for export, while promoting the expansion of overseas demand.

○ Fostering and securing business farmers who can make a living from agriculture, regardless of the scale or type of management such as individuals or corporations, and **securing farmland and agricultural water** while promoting the **farmland accumulation and consolidation** for the business farmers based on regional plans.

○ In order to **establish a sustainable agricultural structure**, securing business farmers aged 49 or under by promoting farming under parents as well as farming by employment.

○ In order to **reduce production costs,** promoting various measures, such as **land consolidation for large-sized paddy fields**, developing information and communications environment, **introducing smart agricultural technologies**, **promoting DX,** fostering agricultural support service providers, breeding varieties, and promoting reorganization and rationalization of facilities for shared use.

○ To secure a stable supply of **production materials**, promoting various measures, including the expansion of fertilizer use from domestic resources, stockpiling of raw materials of chemical fertilizers, facilitation of domestic seed self-sufficiency in major cereals, and conversion to domestic feed.

➢ Enhancing the "earning power in the global market" by expanding exports, and related measures.

○ **Promoting the development of new export destinations**, the formation of production areas for export, and the establishment of consistent supply chains in Japan and overseas, from the viewpoint of market-in/market-making approach.

○ Exercising the synergy between **the overseas expansion of the food industry** and **the growth of food-related consumption by inbound tourists on the export expansion**.

Enhancing the "profitability" of agricultural management and "raising the income" of farmers

(2) Overview of the New Basic Plan for Food, Agriculture, and Rural Areas

Establishing sustainable food systems through collaboration among stakeholders

Ensuring food security

- Stable food supply
  - Development of food industry
  - Rational price formation
- Available to every citizen
  - Physical access + Economic access + Emergency access

Establishment of environmentally harmonized food systems

Target

○ Amount of **greenhouse gas** reduction (compared to FY2013)
(Amount of reduction: 11.76 million t-CO_2)

Fulfillment of multifunctionality

Promoting the Development of rural areas

- Development and maintenance of agricultural production infrastructure
- Promotion of joint regional activities
- Increase in the number of persons who are connected to rural areas
  - Creating opportunities + Economic initiatives + Lifestyle initiatives

Target

○ Number of municipalities with **populations related to rural communities** increase
(Municipalities: 630)

○ **Amount of value added** created in rural areas
(Amount of value added: 22 trillion yen)

- Development of hilly and mountainous areas and measures against damage by wildlife

➢ Ensuring "food security for every citizen" through collaboration among stakeholders in the food systems

○ **Promoting the initiatives for the sustainable supply of food products, etc.** such as stabilization of raw material procurement and consideration of the environment, human rights, and nutrition.

○ Promoting **price formation that takes into account reasonable costs** throughout the food systems by clarifying costs, fostering consumer understanding, etc.

○ **Ensuring last-mile logistics**, **matching providers and receivers** of unused food, and strengthening the functions of food banks and other organizations to receive and provide food.

➢ Fulfilling multifunctionality while working to "reduce the environmental burden throughout the food systems."

○ Promoting the initiatives for reducing environmental burden through the implementation of the **"MIDORI GX Promotion Plan (tentative name),"** which simultaneously realizes decarbonization, productivity improvement, and revitalization of regional economies by taking in the vitality of the private sector to tackle GX, as well as through the implementation of a new environmental direct payment subsidy and cross-compliance.

○ **Promoting the initiatives for the circular economy in agriculture, forestry, and fisheries**, such as the use of biomass and renewable energy.

○ Promoting the fulfillment of multifunctionality through the continuation of agricultural production activities by **enhancing the organizational structure engaged in joint activities** with the participation of various stakeholders.

➢ "Comprehensive rural development" and "development of hilly and mountainous areas in detail" for the realization of Regional Revitalization 2.0.

○ With **"Co-creation Strategy for the Agricultural, Forestry & Fisheries Area's Future"** expected to be formulated by the summer of 2025, and **"The Project for Creation of Economic and Living Environments in 'Rural Areas,'" the participation of private enterprises** inside and outside the regions and the creation of a new link between communities and enterprises **will be encouraged** by using the framework of **public-private co-creation.** This aims to **increase populations related to rural communities and creating enjoyable rural areas**.

○ Creating value-added, **internally generated new businesses** by making full use of resources in rural areas, such as **countryside stay** and **agriculture-welfare collaborations**, in order to **raise income** and **create jobs**.

○ Securing **infrastructure, etc. for daily life**, including securing the means of transportation such as private paid passenger transportation, in order to ensure **convenience of daily life**.

○ For the **development of hilly and mountainous areas**, providing support for the establishment of **rural RMOs** and the enhancement of activities to maintain the functions of villages, as well as for the development and introduction of smart agricultural technologies that **address regional issues** and initiatives to **earn income from agriculture that takes advantage of regional characteristics**.

Fostering public understanding

○ Promoting **Shokuiku (food and nutrition education)**, etc. in order to lead **consumers to better understand** agriculture, etc. and to **change their actual behavior**.

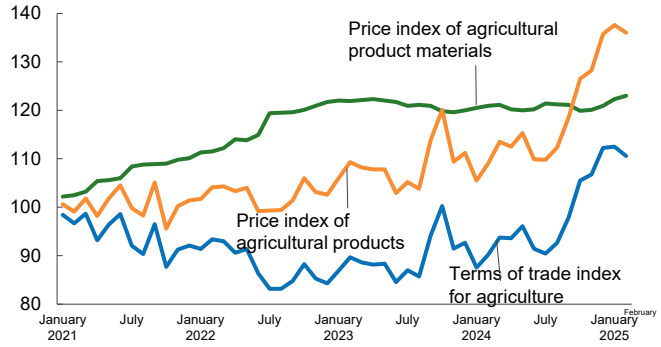
Special Feature

2 Promoting initiatives for rational price formation

Integrally considering price formation that takes into account reasonable costs and the establishment of sustainable food systems

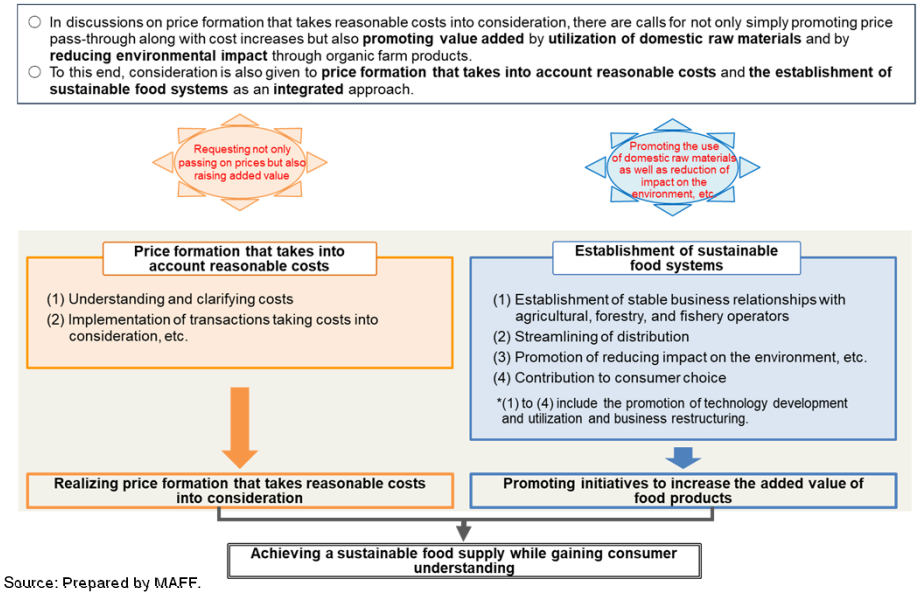
- ○ The price index of agricultural product materials has been rising since 2021 due to soaring prices of fertilizer, feed, etc. and has leveled off and remained high since 2023.
- ○ On the other hand, the price index of agricultural products, which had been almost leveled off since 2021, has been on an upward trend together with the terms of trade index for agriculture since the latter half of 2024 due to the large increase in the prices of rice and vegetables.
- ○ In order to create a framework for rational price formation, it is important to conduct transactions that take costs into account throughout the food system from production to consumption. In August 2023, the “Council for Fair Price Formation” was established, with members from all levels of the food system, to start discussions.
- ○ In addition, in order to realize a sustainable food supply, it is important not only to facilitate price formation that takes costs into account but also to promote initiatives by food business operators to increase added value. The “Study Group for the Sustainable Development of the Food Industry” was launched in August 2023 to start discussions.
- ○ Based on discussions at said Council and the Study Group, the Ministry of Agriculture, Forestry and Fisheries (MAFF) will examine price formation that takes reasonable costs into account and the establishment of sustainable food systems in an integrated manner.

Price indices of agricultural product materials and agricultural products as well as the terms of trade index for agriculture



Source: MAFF “Statistical Survey on Commodity Prices in Agriculture.”
Notes: 1) Figures for each month/year are based on the average price for 2020 as 100.
2) Estimates for 2024 and 2025.
3) Terms of trade index for agriculture = Price index of agricultural products / Price index of agricultural product materials × 100
4) The terms of trade index for agriculture are calculated from figures for each month/year based on the average value for 2020 as 100.

Integrated consideration of price formation that takes into account reasonable costs and establishment of sustainable food systems



Source: Prepared by MAFF.

✓ **A bill to realize a sustainable food supply (Food Systems Bill) was submitted.**
✓ **Initiatives aimed at fostering consumer understanding are promoted.**

○ The government submitted a “bill to partially amend the Act on Rationalizing Distribution and Improving Transactional Propriety for Food and Other Products and the Wholesale Market Act.”

○ While the Bill stipulates the role of food business operators in the food system in the provisions of purpose, it specifies the following measures to be taken:

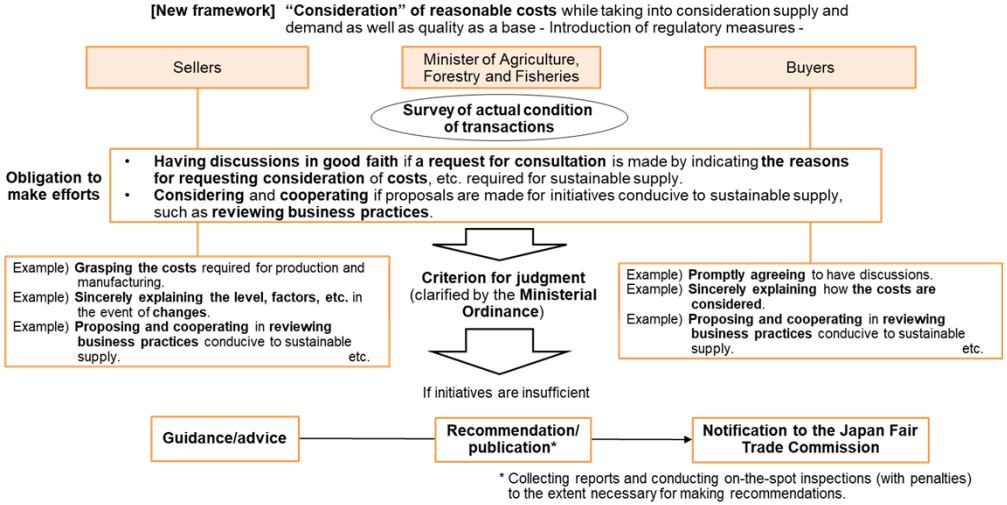
(1) For the sustainable development of the food industry,

- ✓ Establishing a certification system for food business operators that systematically work for strengthening collaboration between the agriculture, forestry, and fisheries industries and the food industry; and reducing the impact on the environment.
- ✓ Financial support and tax exemptions for certified projects

(2) For the price formation that takes costs into account,

- ✓ Establishing the measures for the obligation to make efforts by buyers and sellers and the code of conduct on the obligation.
- ✓ If the initiatives are insufficient, the Minister of Agriculture, Forestry and Fisheries provides guidance/advice or recommendation/publication (notification to the Japan Fair Trade Commission).
- ✓ Designating items for which costs are usually difficult to recognize in transactions and certifying organizations that create cost indicators.

Specific measures for appropriate transactions



Source: Prepared by MAFF.

○ In order to foster consumer understanding of food price formation, the “Fair Price Project,” a public relations campaign to convey the actual conditions at sites of production, etc. and the background of rising costs in an easy-to-understand manner, is continuously implemented.

Special Feature

3 Utilization of smart agricultural technologies and future prospects

The Act on Promoting the Utilization of Smart Agricultural Technology was enforced, and relevant initiatives were launched.

- ○ The Act on Promoting the Utilization of Smart Agricultural Technology was enacted in June 2024, and was enforced in October of the same year. By establishing two plan certification systems, “Implementation Plan for Innovation of Production Methods” and “Implementation Plan for Development and Supply, ” financial and other support measures are implemented for farmers and business operators.
- ○ The “Shikaribetsu Highland Vegetable Shipping Association, Processed Cabbage Division” whose implementation plan for innovation of production methods was certified, promotes initiatives aimed at improving profitability by sharing harvesting time and yield data of cabbage for processing and manufacturing uses that is obtained through the “precision shipment forecasting system” with service providers, food business operators, etc., thereby enabling the planned arrangement of workers, contributing to cost reduction, and utilizing the analysis results of cultivation history data for farming management.
- ○ “NTT e-Drone Technology Co., Ltd.,” whose implementation plan for development and supply was certified, supplies large domestically produced drones that can be used to reduce labor hours for pest control of citrus on sloping lands with a high labor load and to improve work efficiency and reduce environmental loads through variable fertilizer application, etc.
- ○ By establishing the “Liaison Committee among Ministries and Agencies on the Promotion of Utilization of Smart Agriculture,” various measures are promoted to develop the information and communications environment in rural areas, to develop human resources capable of using smart agricultural technologies, and to improve the environment for the use of smart agricultural technologies, such as cyber security measures, in cooperation with the relevant ministries and agencies.
- ○ The “Innovation Promotion Conference for Smart Agriculture (IPCSA)” was established with the participation of various players, such as farmers, agricultural support service providers, business operators developing smart agricultural technologies, local governments, agriculture-related organizations, and universities, to carry out activities such as matching support, information collection, transmission, and sharing, as well as training for technical guidance.

Overview of the Act on Promoting the Utilization of Smart Agricultural Technology

Enactment of the Act on Promoting the Utilization of Smart Agricultural Technology
(promulgated in June and enforced in October 2024)

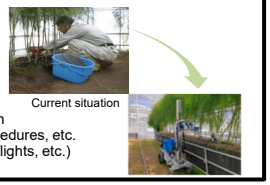
< Increase in the use of smart agricultural technologies to 50% or more by FY2030 >

Implementation Plan for Innovation of Production Methods

・**Utilization of smart agricultural technologies** is carried out on a considerable scale together with **the introduction of new production methods** including a review of cultivation methods based on the premise of manual work **as a set**, and **initiatives at production sites that fully draw out the effects of smart agricultural technologies are certified** to realize highly productive agriculture.

[Applicants]
・Farmers or organizations organized by them

[Support measures]
・Long-term low-interest loans from the Japan Finance Corporation
・Simplification of administrative procedures, etc. (permission and approval of drone flights, etc.)


Current situation

Implementation Plan for Development and Supply

・For smart agricultural technologies, etc., which are deemed to be particularly necessary for agriculture, priority development targets are specified, and in line with these targets, **the national government certifies the initiatives to develop smart agricultural technologies, etc.**, and **supplies them to production sites in an integrated manner**, thereby promoting the development as well as dissemination of outcomes.

[Applicants]
・Agricultural machinery manufacturers, service providers, universities, public testing/research laboratories, etc.

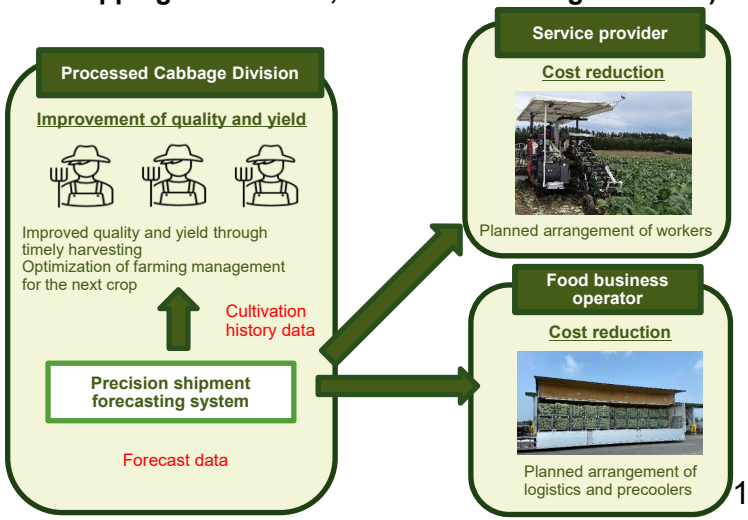
[Support measures]
・Long-term low-interest loans from the Japan Finance Corporation
・Sharing of R&D facilities, etc. from NARO
・Simplification of administrative procedures, etc. (permission and approval of drone flights, etc.)

NTT e-Drone Technology Co., Ltd.

Support for social implementation

Development of an environment for promoting the utilization of smart agricultural technologies in cooperation with relevant ministries and agencies

Overview of a certified case of implementation plan for innovation of production methods (Shikaribetsu Highland Vegetable Shipping Association, Processed Cabbage Division)



Initiatives for agricultural support services have spread to production sites that are suffering from labor shortages. Smart agricultural education is enhanced while fostering agricultural support service entities and promoting research and development of smart agricultural technologies.

- ○ In recent years, initiatives of agricultural support services supporting smart agriculture, such as work outsourcing services, rental and sharing of smart agricultural machinery, and consulting that makes full use of data, have expanded at production sites.
- ○ Since the high cost of introducing smart agricultural machinery is an issue, it is possible to quickly introduce advanced technologies while reducing costs by promoting a shift from “ownership” to “use” of agricultural machinery through the use of agricultural support services that take orders for specialized work.
- ○ In addition to the introduction of agricultural machinery and human resource development necessary for work undertaken by agricultural support service entities, support is provided for model initiatives to develop services across production areas and product categories to secure business needs throughout the year.
- ○ Research and development is promoted on smart agricultural technologies required at production sites for items and fields that are not necessarily developed fully. In FY2024, 13 new issues were adopted under the “development and improvement program of strategic smart agricultural technology.”

  In addition, to achieve the priority development goals newly established under the Act on Promoting the Utilization of Smart Agricultural Technology, research and development, etc. of smart agricultural technologies by certified development suppliers, etc. will be promoted.
- ○ Enhancing curricula and introducing agricultural machinery and equipment for training are implemented so that practical education on smart agriculture can be provided at agricultural colleges and high schools.

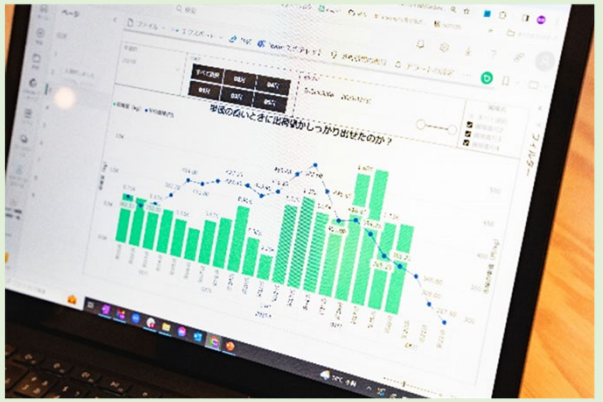
Examples of agricultural support service entities with specialized work order reception type

Legmin inc.
(Fukaya City, Saitama Prefecture)
Providing a pesticide spraying service using pesticide spraying robots

OYAMA AGRI Service
(Hirosaki City, Aomori Prefecture)
Providing an outsourcing service using robot tractors and yield combine harvesters

Case **Data analysis service using digital technology**

TERRACE MILE, Inc. (Miyazaki Prefecture)



- ✓ Established a startup company based in Miyazaki Prefecture, where agriculture is flourishing
- ✓ Developing an agricultural data analysis service to support farmers’ business decisions

Topics

1. Promoting the export of agricultural, forestry, and fishery products and food
2. Progress of the MIDORI Strategy for Sustainable Food Systems and consumers' behavioral change
3. Promoting the active participation of women
4. Further promoting agriculture-welfare collaborations
5. Responses to the 2024 Noto Peninsula Earthquake, etc.

Topic 1 Promoting the export of agricultural, forestry, and fishery products and food

- ✓ **Amount of exports of agricultural, forestry, and fishery products and food in 2024 reached 1,507.1 billion yen, exceeding 1.5 trillion yen for the first time.**
- ✓ **Formation of export production areas is promoted by shifting production/distribution systems that meet overseas regulations and demand.**
- ✓ **Certified "flagship export production areas" becomes the model for initiatives nationwide.**

○ In response to regulatory issues such as agricultural chemical residues and animal / plant quarantine, it is necessary for production areas to work in an integrated manner to shift production methods for each export destination country, region, and product.

○ With the aim of fostering large-scale export production areas that work to shift to production and distribution systems meeting overseas regulations and demand, the utilization of idle farmland and the conversion of production, distribution, etc. are promoted through the integration of prefectural governments, Japan Agricultural Cooperatives, local trading companies, and other local stakeholders.

○ Production areas that continuously and stably export at a certain scale or above by building supply chains while responding to the regulations and demand of export destination countries and regions are certified and published as “flagship export production areas.” As of December 2024, 80 production areas are certified nationwide.

○ 71.9% of producers answered “increasing sales and income by developing and expanding markets” as a merit of working on exports. Exports lead to the earnings of individual producers and stabilize the domestic market, thereby contributing to maintain the domestic production base.

Flagship export production areas certified in FY2024

Fruits and Vegetables (29 production areas)

Apple	National Agricultural Cooperative Federation Yamagata Prefectural Headquarters (2)	Yamagata Prefecture
	NIHON AGRI, INC. (1)	Aomori Prefecture
Grape	Agbell Co., Ltd. (1)	Yamanashi and Ibaraki Prefectures
	SHIN A Co., Ltd. (2)	Yamanashi Prefecture
	ZEN=NOH OKAYAMA (JA Okayama, JA Hare No Kuni Okayama) (2)	Okayama Prefecture
	The National Agricultural Cooperative Federation Nagano Prefectural Headquarters (2)	Nagano Prefecture
	ZEN-NOH YAMANASHI	Yamanashi Prefecture
	Fuefuki Agricultural Cooperative Ichinomiya Block Fruit Sales Strategy Committee (1)	Yamanashi Prefecture
Peach	ZEN-NOH OKAYAMA (JA Okayama, JA Hare No Kuni Okayama) (2)	Okayama Prefecture
	ZEN-NOH YAMANASHI	Yamanashi Prefecture
	Fuefuki Agricultural Cooperative Ichinomiya Block Fruit Sales Strategy Committee (1)	Yamanashi Prefecture
Citrus	Ehime “Al-Food” Promotion Organization (1)	Ehime Prefecture
	Lawson Farm Kumamoto Co., Ltd. (1)	Kumamoto Prefecture
	Citrus Export Consortium (1)	Miyazaki, Wakayama, Fukuoka, Saga, Nagasaki, and Kumamoto Prefectures
persimmon	Toyama Federation of Hoshi Gaki Shipping Cooperative(Agricultural Producers Cooperative Corporation) (2)	Toyama Prefecture
	Minami-Shinshu Agricultural Cooperative Association (1)	Nagano Prefecture
Strawberry	Ichigorus Co., Ltd. (1)	Kumamoto, Mie, and Hyogo Prefectures
	Surprising Farmers Co., Ltd. (1)	Kumamoto Prefecture
	Shizuoka Prefectural Economic Federation of Agricultural Cooperatives (1)	Shizuoka Prefecture
	Shimabara-Unzen Agricultural Cooperative (1)	Nagasaki Prefecture
Sweet potato	Katori Agricultural Cooperative Association (1)	Chiba Prefecture
	Kushima Aoi Farm Co., Ltd. (1)	Miyazaki Prefecture, Hokkaido, Ibaraki, Kumamoto, and Kagoshima Prefectures
	Japan Vegetable Co., Ltd. (1)	Shizuoka Prefecture
	Japan potato Ltd. (1)	Kagoshima, Chiba, and Ibaraki Prefectures
	Namegata Shiosai Agricultural Cooperative Sweet Potato Department Liaison Committee (1)	Ibaraki Prefecture
	Farmer Sommeliers Co., Ltd. (1)	Tokushima Prefecture
	Minami Hashi Shoji Co., Ltd. (1)	Kagoshima and Miyazaki Prefectures
Onion	Hokuren Agricultural Cooperative Union Federation (2)	Hokkaido
Melon	Shizuoka Crown Melon (1)	Shizuoka Prefecture

Ornamental flowers (3 production areas)

Cut flower	Aichi Minami Agricultural Cooperative (2)	Aichi Prefecture
Bonsai	Akaishi Goyomatsu Export Promotion Association (1)	Ehime and Kagawa Prefectures
	Takamatsu Bonsai Export Organization (1)	Kagawa Prefecture

Tea (8 production areas)

Tea	Organic Tea Miyazaki (1)	Miyazaki Prefecture
	Kagoshima Prefecture Economic Agricultural Cooperative Federation (2)	Kagoshima Prefecture
	Oishi Tea Factory CO., LTD. (1)	Fukuoka, Shizuoka, Mie, Kyoto, Kumamoto, Miyazaki, and Kagoshima Prefectures
	Ryutsu Service Co., Ltd. (1)	Shizuoka Prefecture
	Maruei Inc. (2)	Mie Prefecture
	Kyoto Prefecture Export Promotion Council for Agriculture, Fisheries, and Processed Food Products, Uji Tea Division (1)	Kyoto Prefecture
	Shizuoka Organic Matcha Co., Ltd. (1)	Shizuoka Prefecture
	Maruyama Tea Products Corporation (1)	Shizuoka Prefecture

Rice (6 production areas)

Rice	Hyakusho Ichiba Co., Ltd. (1)	Ibaraki Prefecture
	National Agricultural Cooperative Federation Shiga Prefectural Headquarters (JA ZEN-NOH SHIGA) (2)	Shiga Prefecture
	Niigata Kubota Group (Niigata -Kubota Co., Ltd., Niigata Nosho Co., Ltd.) (2)	Niigata Prefecture
	Hokuren Agricultural Cooperatives Union Federation (2)	Hokkaido
	Minaho Agricultural Cooperative (2)	Toyama Prefecture
	Miyagi Tome Agricultural Cooperative (1)	Miyagi Prefecture

Seafood (12 production areas)

Yellowtail	Aiiku Fish Export Promotion Joint-Venture (2)	Ehime Prefecture
	Azuma-Cho Fishing Cooperative (2)	Kagoshima Prefecture
	Oita Prefecture Fishing Cooperative (2)	Oita Prefecture
	Owasebussan Co., Ltd. (2)	Mie, Ehime, Kochi, and Kagawa Prefectures
	GLOBAL OCEAN WORKS GROUP (2)	Kagoshima Prefecture
	Mie Prefectural Fishing Cooperative Federation (2)	Mie, Kagoshima, Nagasaki, and Ehime Prefectures
Sea bream	Aiiku Fish Export Promotion Joint-Venture (2)	Ehime Prefecture
	Ainan Fisheries Cooperative (2)	Ehime Prefecture
Oyster	Harimanada Co., Ltd. (2)	Hyogo Prefecture
Amberjack	Tarumizu City Fishermen's Cooperative (2)	Kagoshima Prefecture
Bluefin tuna	Tsuji Suisan Co., Ltd. (2)	Ehime Prefecture
Striped jack	Aiiku Fish Export Promotion Joint-Venture (2)	Ehime Prefecture

Livestock products (21 production areas)

Beef	Akita Beef Export Promotion Consortium (1)	Akita Prefecture
	Kamichiku Meat Export Consortium (1)	Kagoshima Prefecture
	Kurohana Beef Export Promotion Consortium (2)	Kumamoto, Miyazaki, Kagoshima, and Oita Prefectures
	JA Shokuniku Kagoshima Export Consortium (1)	Kagoshima Prefecture
	Starzen Meat Consortium (1)	Kagoshima and Miyazaki Prefectures
	Oita Brand Export Promotion Council Meat Committee(2)	Oita Prefecture
	Hokuren Meat Export Consortium (2)	Hokkaido
	Miyazaki Prefecture Beef Export Consortium (2)	Miyazaki Prefecture
	Yamagata Pref. Meat Distribution & Export Promotion Consortium (1)	Yamagata Prefecture
	Wagyu Master Export Expansion Consortium (2)	Hyogo Prefecture, Hokkaido, Iwate, Fukushima, Ibaraki, Tochigi, Chiba, Nagano, Shiga, Shimane, Okayama, Hiroshima, Yamaguchi, Tokushima, Kagawa, Fukuoka, Saga, Oita, Miyazaki, and Kagoshima Prefectures
Pork	Hokuren Meat Export Consortium (2)	Hokkaido
	Oyama Export Consortium (1)	Iwate Prefecture
Chicken	Tokushima Prefectural Council for the Establishment of the Awaodori Chicken Brand (1)	Tokushima Prefecture
Chicken egg	MEC FOODS Co., Ltd. (1)	Chiba Prefecture
	Tomaru Co., Ltd. (1)	Gunma and Tochigi Prefectures
	JA ZEN-NOH Tamago Co.,Ltd. (1)	Aomori, Iwate, Oita, Fukuoka, and Kagoshima Prefectures
Dairy product	Kumamoto Prefecture Dairy Cooperatives Federation (2)	Kumamoto Prefecture
	Daisen Dairy Agricultural Cooperative (2)	Tottori Prefecture
	Hokkaido Milk Company Export Promotion Council (2)	Hokkaido
	MEGMILK SNOWBRAND Consortium (2)	Hokkaido
	Yotsuba Export Promotion Council (2)	Hokkaido

Lumber (1 production area)

Lumber	Kuwabara Lumber Co., Ltd. (2)	Aichi, Gifu, Mie, and Nagano Prefectures

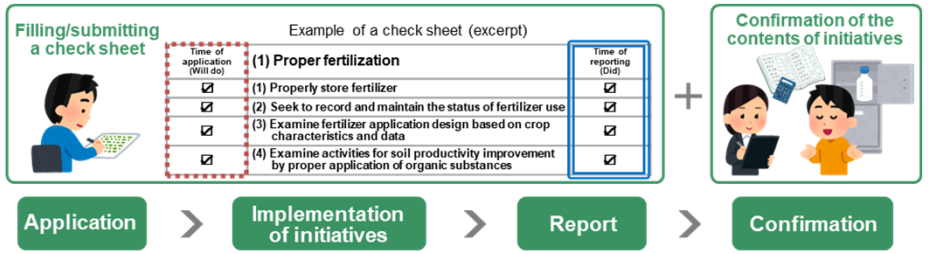
*(1): First certified production area, (2): Second certified production area

Topic 2 Progress of the MIDORI Strategy for Sustainable Food Systems and consumers' behavioral change

- ✓ **Introducing "cross-compliance" for environmental burden reduction in all subsidized projects, etc. by the MAFF.**
- ✓ **Promoting the "visualization" initiative to present environmental burden reduction efforts .**
- ✓ **Encouraging the younger generation to take environment-friendly initiatives through the MIDORI Strategy Student Challenge.**

○ The MAFF has decided to introduce "cross-compliance" (nicknamed "MIDORI Check"), which requires all subsidized projects, etc. to implement minimum necessary initiatives for environmental burden reduction in a check sheet format, and has conducted trial implementation since FY2024 with the goal to commence full-scale implementation in FY2027.

Procedures for implementing cross-compliance



Source: Prepared by MAFF.

○ In order to establish environmentally harmonized food systems, it is important to promote sustainable consumption activities by visualizing efforts to reduce environmental burden. The MAFF has promoted the "visualization" initiative which enables evaluation of farmers' efforts to reduce greenhouse gas emission and to present them by the number of stars on the label. For rice, efforts to conserve biodiversity can also be displayed.

"ChoiSTAR"

Mandarin oranges displaying a "ChoiSTAR"
Source: Super Market Sunplaza.

○ "The First MIDORI Strategy Student Challenge" was held in order to encourage the younger generation, who will lead the future, to take environment-friendly initiatives. The Minister of Agriculture, Forestry and Fisheries Award was given in February 2025 for the best initiatives in each category, with 221 registrations for the high school category and 181 registrations for the university/technical college category.

Schools that received the Minister of Agriculture, Forestry and Fisheries Award for the MIDORI Strategy Student Challenge

High school category:
Miyagi Prefecture Agriculture High School

University/technical college category:
National Institute of Technology, Okinawa College

Topic 3

Promoting the active participation of women

While the number of women primarily engaged in farming is declining, women's participation in management is beneficial for farms, and they remain important players in agriculture.

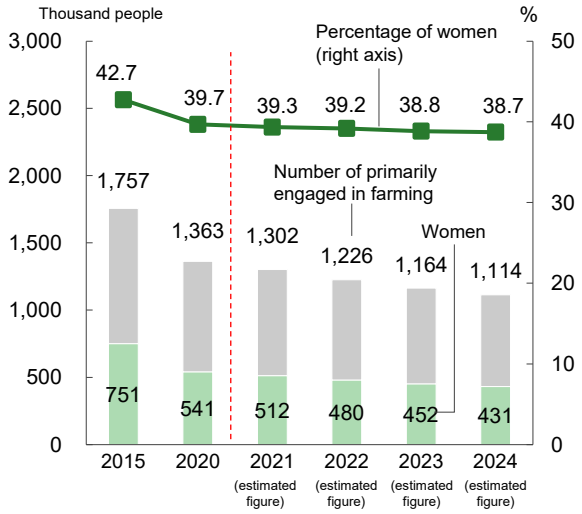
○ In 2024, the number of women primarily engaged in farming decreased by 4.5% from the previous year amounting to 431,000. They account for 38.7% of the total population primary engaged in farming, and remain important players in agriculture.

○ The number of women farmers under the age of 65 engaged in farming for at least 150 days a year* has increased. While this number accounts for only a small percentage of the total change, it is an encouraging sign of the active participation of women in farming among the younger generation.
*The number of workers aged 20-64 in 2020, adding 5 years to the number of workers aged 15-59 in 2015.

○ The sales value of agricultural products from private enterprises with women in management is higher than from those without. Specifically, the growth rate of the sales value from those with women in management from 2015 to 2020 is higher than that from those without.

○ In 2024, the "Nougyou-Joshi" Project" (a campaign that encourages women farmers to play more active roles in agricultural business by collaborating with various industries to leverage women farmers' knowledge and experience) evolved into a nationwide network of over 1,000 members across regions and generations. Various initiatives were implemented to develop products and services, and nurture future Nougyou-Joshi (women farmers). The project also promotes new initiatives, such as the "GFP × Nougyou-Joshi PJ export support program," in which team members with export experience serve as mentors and facilitate exports.

The number of women primarily engaged in farming



Source: Prepared based on the MAFF's "2015 Census of Agriculture and Forestry (reclassified)," "2020 Census of Agriculture and Forestry," and "Survey on Movement of Agricultural Structure."
Note: 1) Values as of February 1 of each year
2) Figures for 2021 to 2024 are based on the results of the Survey on Movement of Agricultural Structure, and are estimated figures obtained from the sample survey.

Case **Active participation of woman in supporting the development of the agricultural industry**

Agricultural Produce Ritz Co., Ltd. (Niigata Prefecture)

- ✓ Rieko Araya, the President and CEO of "Agricultural Produce Ritz Co., Ltd.," has developed various businesses through sweet potatoes.
- ✓ Working as a sixth-industrialization planner while managing a farm restaurant, she provides advice that gives consideration to consulters so they can put it into practice.
- ✓ She supports the development of the agricultural industry by actively accepting students and other trainees and promoting the development of a work environment that is comfortable for women.

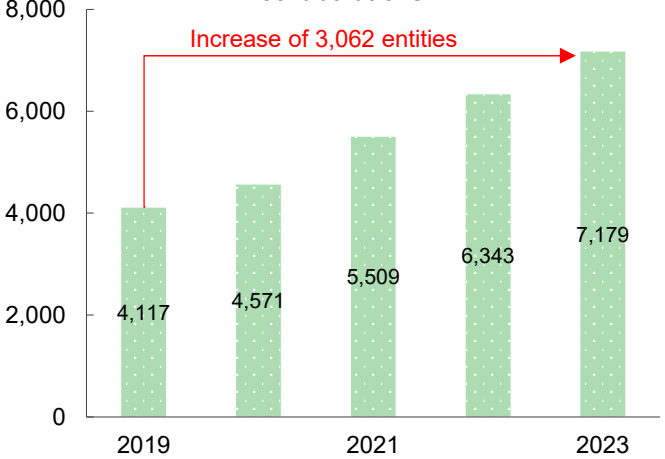
Topic 4

Further promoting agriculture-welfare collaborations

The number of entities engaged in agriculture-welfare collaborations has increased significantly. New vision for promoting agriculture-welfare collaborations was determined.

- ○ The number of entities engaged in agriculture-welfare collaborations has increased significantly, reaching 7,179 as of the end of FY2023. The goal of the "Vision for Promoting Agriculture-Welfare Collaborations" determined in June 2019 (by the Council for Promoting Agriculture-Welfare Collaborations, etc.), which is to create 3,000 new entities by FY2024, was achieved one year ahead of schedule.
- ○ The "Vision for Promoting Agriculture-Welfare Collaborations (2024 revised edition)" was determined with the aim of realizing a regional symbiotic society through agriculture-welfare collaborations, etc. With the new slogans of "expanding regionally," "expanding into the future," and "expanding the bonds," said Vision positions the expansion of regional councils with the participation of municipalities, stakeholders in agriculture and welfare, etc., the promotion of understanding of the significance and effects of initiatives involving corporations and consumers through Noufuku Day (November 29), etc., and the extension and expansion of universal farms that allow diverse people, regardless of generation or disability, to participate in society through agricultural experiences.
- ○ In addition, said Vision sets a target of achieving the number of entities engaged in agriculture-welfare collaborations, etc. to 12,000 or more by the end of FY2030, and the number of municipalities participating in regional councils to 200 or more, not only in agriculture management entities and employment facilities for persons with disabilities but also in facilities for the elderly, special needs schools, universal farms, etc.
- ○ On the first Noufuku Day (November 29, 2024) since its establishment, an exchange meeting was held at the Prime Minister's Official Residence with leading business operators and persons with disabilities, and initiatives for agriculture-welfare collaborations were disseminated nationwide. In January 2025, 22 organizations, companies, etc. engaged in agriculture-welfare collaborations with best practices were awarded at the "Noufuku Award 2024."

Number of entities engaged in agriculture-welfare collaborations



Source: Prepared by MAFF.
Note: Figures as of the end of each fiscal year

Poster for "Noufuku Day"

Case **Promoting regional revitalization through the active participation of persons with disabilities**

Social Welfare Organization AO-HANI (Nara Prefecture)

- ✓ Promoting agriculture-welfare collaborations for the growth and economic independence of the persons with disabilities.
- ✓ Contributing to the creation of opportunities for interaction with local residents and for the persons with disabilities to actively participate, a wage increase, and employment expansion in local communities by developing businesses in a diversified manner.
- ✓ Policy to contribute to regional revitalization and the maintenance and development of communities through the active participation of persons with disabilities.

Topic 5

Responses to the 2024 Noto Peninsula Earthquake, etc.

In the Okunoto region, the area of farmland for restarting farming in 2024 was approximately 80% of the planted area of paddy rice in 2023. However, since the heavy rain disaster occurred in September while restoration and reconstruction from the earthquake were in progress, restoration and reconstruction from the earthquake and heavy rains have been promoted in an integrated manner.

- In response to the damage caused by the earthquake in the Noto region of Ishikawa Prefecture in January 2024, MAFF-SAT (the Ministry of Agriculture, Forestry and Fisheries Support and Advice Team) was dispatched to the site immediately after the earthquake, and efforts were made in full scale to assess the damage to farmland, agricultural facilities, etc. and to implement emergency restoration and other measures in cooperation with disaster-stricken local governments, relevant organizations, etc.
- Based on the “Package of Measures to Support the Daily Lives and the Livelihoods of Disaster Victims,” various support measures are to be implemented in a multilayered manner. In addition, local consultation desks that were established in cooperation with the national government, prefectural government, and agricultural cooperatives (6 desks established in agricultural cooperatives in Ishikawa Prefecture) are providing assistance to farmers in the business application process while receiving individual consultations.
- The area of farmland for restarting farming in the Okunoto area in 2024 was approximately 80% of the planted area of paddy rice in 2023. In addition, the main restoration work including farmland and agricultural facilities was launched one facility at a time.
- In the course of restoration and reconstruction from the earthquake, sediment and driftwood accumulated in approximately 400 ha of farmland due to the heavy rain disaster in September 2024. Support measures similar to those for agriculture, forestry, and fisheries in the “Package to Support the Lives and Livelihoods of the Affected People” were implemented while support was provided for the treatment of crop residues in flooded farmland.
- In November 2024, the national, prefectural, and municipal governments and agricultural cooperatives jointly established the “Okunoto Agricultural Restoration and Reconstruction Center” in Anamizu Town. The four parties have worked together to patrol around each village in Okunoto while discussing the restoration policy of farmland with the participation of local workforces. The restoration work has been carried out sequentially starting with the farmland with minor damage by the heavy rain so that about 170 ha out of about 400 ha of farmland can be planted in 2025.

Removal of driftwood from farmland

Farmland after the completion of driftwood removal

Case **Restoration of rice terrace from the disasters by the earthquake and heavy rains**

Shiroyone Senmaida Scenic Preservation Council (Ishikawa Prefecture)

- ✓ The Shiroyone Senmaida Scenic Preservation Council has been engaged in the conservation activities of rice terraces through the Rice Terrace Owner System and other programs.
- ✓ In response to the damage by the 2024 Noto Peninsula Earthquake, restoration was carried out in some of the rice terraces with minor damage. Rice planting was performed by owners of rice terraces, local high school students, etc. in May 2024.
- ✓ Heavy rains in September resulted in ridge slope collapse, damaged channels for irrigation, etc. in several places. A policy to carry out restoration work is adopted for rice planting in 2025.

- Unless otherwise noted, this report is based on information available as of the end of March 2025.
- The figures in the tables and charts are rounded off and may not exactly reflect the actual totals.
- The maps in this report do not necessarily indicate Japan’s territories comprehensively.