

Situation Surrounding Agriculture-welfare Collaborations

September 2025

Interaction Between Urban and Rural Areas Division, Rural Policy Department,
Rural Development Bureau, Ministry of Agriculture, Forestry and Fisheries

Current situation of agriculture-welfare collaborations

- Agriculture-welfare collaborations are initiatives to create self-confidence and a sense of purpose in life of persons with disabilities and to promote their social participation through their activities in the agricultural sector. Agriculture-welfare collaborations also support the employment and social participation of the elderly, persons in financial difficulty, and socially withdrawn people, as well as support the rehabilitation of people who have committed crimes, etc.
- In the actual sites of agriculture where various types of crops are produced, processed, and sold, and a variety of operations are required, workers including persons with disabilities can be valuable. As they have opportunities for work suited to their own characteristics, their quality of life can be improved through higher wages, etc.

Collaboration between "agriculture" and welfare (persons with disabilities) (= Agriculture-welfare collaborations)

[Issues in agriculture and rural areas]

- Securing an agricultural labor force
(Core persons mainly engaged in farming have declined by about 40% in 20 years)
- Elimination of dilapidated farmland, etc.
(There are approximately 90,000 hectares of reusable dilapidated farmland nationwide.)

[Issues of welfare (persons with disabilities)]

- Securing places of employment for persons with disabilities
(Of the approximately 11.6 million persons with disabilities, approximately 4.8 million are subject to employment measures, of which approximately 1.14 million are employed (engaged in work).)
- Raising wages, etc.

[Promotion of agriculture-welfare collaborations] Cases 1) and 2)

Persons with disabilities make full use of their abilities to participate in agricultural production activities.



[Support for expanding to welfare] Case 3)

Those other than persons with disabilities who need social support also work in agriculture, and they are part of the local community.

Agriculture-welfare collaborations, etc.

1) Agriculture management entities employ persons with disabilities Kyomaru Co., Ltd. (Hamamatsu City, Shizuoka Prefecture)

- One or more persons with disabilities have been newly hired every year since 1996. Of 106 employees, 25 are persons with disabilities
- A farm work system has been established from the viewpoint of persons with disabilities. The operation size and production volume have expanded due to increased work efficiency.
- Sales have increased in proportion to the number of persons with disabilities employed (Expanded 9 times in 28 years).



Tools are designed to enable anyone to perform accurate work

2) Employment facilities for persons with disabilities enter agriculture Social Welfare Corporation Yuzurihakai Nanohana (Maebashi City, Gunma Prefecture)

- At least 20 persons with disabilities who use the facility are all engaged in farm work throughout the year.
- They have become important players in regional agriculture as certified farmers and regular members of a regional Japan Agricultural Cooperative (JA).
- Average wage is 74,000 yen, about three times the prefectural average (2023)



Assign work according to their own characteristics

3) Diverse human resources active in agriculture Shirahatokai (Minamiosumi-cho, Kagoshima Prefecture)

- In areas where depopulation is rapidly progressing, diverse human resources, including those released from prison, are engaged in agricultural production, processing, and sales, and restaurant operations according to their own individual characteristics.
- The cultivation area expanded to 38 hectares after taking over farmland from elderly farmers in the region.

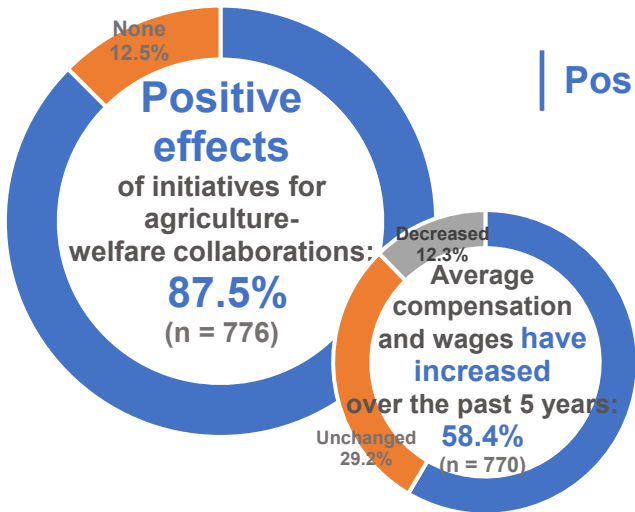


Persons with disabilities operate tea harvesters

Effects and issues of agriculture-welfare collaborations

○ Both persons engaged in agriculture and those engaged in welfare have realized the positive effects of agriculture-welfare collaborations.

1. Answers of welfare service offices

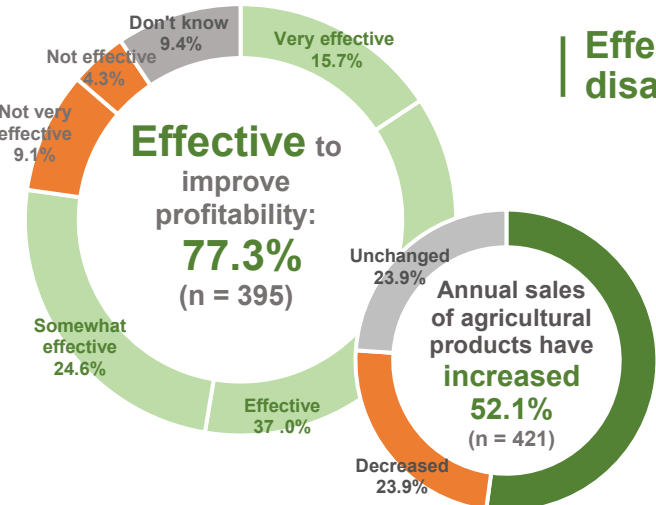


Positive effect on users

- 80.5% answered that they had gained physical strength and were able to work longer hours (n=549).
- 58.3% answered that their faces had brightened (n=655).
- 46.5% answered that their communication skills had improved (n=649).

Issues in promoting agriculture-welfare collaborations (n=808)		
Securing sales channels		49.6
Creation of work suited to the aptitudes of those including persons with disabilities		48.5
Stable production of agricultural products		46.9
Preparation of toilets in farm worksite		43.9
Creation of farm work throughout the year		43.9
Acquisition of agricultural techniques		41.3

2. Answers of agriculture management entities



Effect of accepting persons with disabilities (n=424)

- 56.4% recognized that persons with disabilities became valuable workforce.
- 55.7% recognized that they could spare more time for sales, etc. due to securing manpower
- 31.6% recognized that it led to improved quality and increased yield.

Issues in accepting persons with disabilities (n=422)		
Adjustment of schedules, such as adjustment of working hours and farm work		44.3
Creation of work so that they can work throughout the year		42.4
Teaching agricultural procedures and techniques		41.5
Securing toilets and rest areas in the farm		37.2
Health and safety management of persons with disabilities during farm work		36.0
Communication		32.9

History of agriculture-welfare collaborations

Until 2006

Employment of persons with disabilities in the agricultural sector by advanced agriculture management entities and welfare providers

○Advanced agriculture management entities and welfare providers launched initiatives to employ persons with disabilities in the agricultural sector. Shirahatokai established Nejime Production Association, an agricultural production corporation (1978); Kyomaru Co., Ltd. started to employ persons with disabilities (1996); Okayama Nosho Ltd. started to employ persons with disabilities (1999), and more.

2007

Promoting employment of persons with disabilities in the agricultural sector

○New "Five-year Plan for Implementation of Priority Measures" (decided by the Headquarters for Promotion of Measures for Persons with Disabilities in February 2007) ... Promoting employment of persons with disabilities in agricultural corporations, etc.

2011

Started support for relationship between agriculture and other sectors

○Support for initiatives to utilize agriculture and rural areas as a place for medical care and nursing care through a grant program of the Ministry of Agriculture, Forestry and Fisheries

2016

Promotion of "agriculture-welfare collaborations"

○"Japan's Plan for Dynamic Engagement of All Citizens" (decided on by the Cabinet in June 2016) ... Promoting agriculture-welfare collaborations that have a positive effect on the minds and bodies of persons with disabilities
○"Basic Policy on Economic and Fiscal Management and Reform" (decided on by the Cabinet in June 2018) ... Promoting employment and social life, including agriculture-welfare collaborations
○"Future Investment Strategy 2018 (Growth Strategy)" (decided on by the Cabinet in June 2018) ... Promoting employment of the elderly, persons with disabilities, and persons in financial difficulty through agriculture-welfare collaborations
○"Noufuku JAS (Japan Agricultural Standards)" was established as one of the new JAS (Special JAS) (March 2019).

2018

2019

Determination of the "Vision for Promoting Agriculture-welfare Collaborations"

○In order to strongly promote agriculture-welfare collaborations, the "Vision for Promoting Agriculture-welfare Collaborations" was determined at the Council for Promotion of Agriculture-welfare Collaborations, chaired by the Chief Cabinet Secretary and composed of relevant ministries and experts (June 2019). Initiatives to be implemented together with related ministries and agencies were determined.

2024

Revision of the Food, Agriculture and Rural Areas Basic Act

○In the revised Food, Agriculture and Rural Areas Basic Act promulgated and enforced on June 5, 2024, the promotion of agriculture-welfare collaborations was newly included in Article 46.

Determination of the "Vision for Promoting Agriculture-Welfare Collaborations (2024 revised edition)"

○In order to address regional issues and further raise awareness, the Council for Promotion of Agriculture-welfare Collaborations decided on the "Vision for Promoting Agriculture-welfare Collaborations (2024 revised edition)" (June 2024). It was decided that initiatives would be further deepened through cooperation among the Ministry of Justice, the Ministry of Education, Culture, Sports, Science and Technology, the Ministry of Health, Labour and Welfare, and the Ministry of Agriculture, Forestry and Fisheries with the aim of "realization of a regional symbiotic society through agriculture-welfare collaborations, etc."

Establishment of "Noufuku Day" (November 29)

○A social gathering was held at the Prime Minister's Official Residence to commemorate the establishment of "Noufuku Day."



A panoramic view of a farm (Shirahatokai)



Harvesting cherry tomatoes (Okayama Nosho)



Noufuku JAS



Council for Promotion of Agriculture-welfare Collaborations



A social gathering to commemorate the establishment of "Noufuku Day"

The term "agriculture-welfare collaborations" was used in the national plan.

First Noufuku JAS certification

Council for Promotion of Agriculture-welfare Collaborations

- In April 2019, an inter-ministerial council “Council for Promotion of Agriculture-welfare Collaborations,” chaired by the Chief Cabinet Secretary, was established in order to build nationwide momentum and strongly promote agriculture-welfare collaborations, etc.
- At the third meeting (June 5, 2024), the "Vision for Promoting Agriculture-welfare Collaborations (2024 revised edition)" was decided to further promote agriculture-welfare collaborations, etc. At the fourth meeting (June 26, 2025), opinions were exchanged on future promotion measures after hearing from practitioners on the ground about prior examples of the new vision, such as support by regional councils for employment of socially withdrawn people in agriculture, etc.

Members	
Chairperson	Chief Cabinet Secretary
Vice-chairperson	Minister of Health, Labour and Welfare Minister of Agriculture, Forestry and Fisheries
Members	Deputy Chief Cabinet Secretary (House of Representatives) Deputy Chief Cabinet Secretary (House of Councillors) Deputy Chief Cabinet Secretary (Administrative Affairs) Assistant Chief Cabinet Secretary (for Internal Affairs) Cabinet Councillor at the Cabinet Secretariat (attached to the Assistant Chief Cabinet Secretary) Director-General of the Correction Bureau, Ministry of Justice Director-General of the Rehabilitation Bureau, Ministry of Justice Director-General of the Elementary and Secondary Education Bureau, Ministry of Education, Culture, Sports, Science and Technology Director-General of the Employment Security Bureau, Ministry of Health, Labour and Welfare Director of the Disability Health and Welfare Department, Social Welfare and War Victims' Relief Bureau, Ministry of Health, Labour and Welfare Director-General of the Rural Development Bureau, Ministry of Agriculture, Forestry and Fisheries
In addition to the above, experts also participate.	

Statement by Chief Cabinet Secretary Hayashi (June 5, 2024)

Agriculture-welfare collaborations are initiatives to develop agricultural management, create self-confidence and a sense of purpose in life of persons with disabilities, and promote their social participation through their activities in the agricultural sector. It also contributes to the realization of **a regional symbiotic society** in which **all people can live in the community, participate in society in various ways, and maximize their vitality and potential.**

Based on the "Vision for Promoting Agriculture-welfare Collaborations," which was revised today, the government as a whole will further promote agriculture-welfare collaborations, led by the Ministry of Health, Labour and Welfare and the Ministry of Agriculture, Forestry and Fisheries, together with the Ministry of Justice and the Ministry of Education, Culture, Sports, Science and Technology, under the new slogans of **"expanding in regions, expanding into the future, and expanding the bonds."**

As a new KPI (Key Performance Indicator), the government has set a target of increasing the number of entities involved in agriculture-welfare collaborations, etc. to 12,000 or more by FY2030. Toward the realization of this target, we will try to increase the number of municipalities participating in regional councils, so that related parties in the region can work together.

I sincerely ask for the understanding and cooperation of all the people in Japan to **work on agriculture-welfare collaborations, etc. by the public and private sectors.**

Thank you very much for today.



Vision for Promoting Agriculture-Welfare Collaborations (2024 revised edition) (Outline)

Determined at the Council for
Promotion of Agriculture-Welfare
Collaborations on June 5, 2024

*Target by FY2030

I. Society to be realized through agriculture-welfare collaborations, etc.

Agriculture-welfare collaborations are initiatives through collaboration between agriculture and welfare to develop agricultural management, create self-confidence and a sense of purpose in life of persons with disabilities, and promote their social participation through their activities in the agricultural sector. Regarding further promotion of agriculture-welfare collaborations, in addition to issues that cause agriculture-welfare collaborations to be "unknown," "difficult to take a step forward," "not spreading," etc., it is necessary to appropriately address on-site issues such as matching according to the situation of the region (supply and demand gap between agriculture and welfare during peak and off seasons in farming).

To promote the social participation of each individual living in the region, it is important to expand the scope to include people in need of social support such as the elderly, persons in financial difficulty, socially withdrawn people, and people who have committed crimes, as well as to lead to collaboration between the forestry and fisheries industries and welfare.

Agriculture-welfare collaborations, etc. contribute to the realization of a regional symbiotic society in which all people can live in their communities, participate in society in various ways, and maximize their vitality and potential.

In consideration that agriculture-welfare collaborations are stipulated in the revised Food, Agriculture and Rural Areas Basic Act, the public and private sectors will implement the initiatives set forth in this vision.

II. Significance of agriculture-welfare collaborations, etc.

1. Significance for people in need of social support

- It is expected that farm work suited to individual characteristics will improve compensation and wages, develop and improve vocational abilities, and contribute to employment and social participation support and recovery support for those in need of social support.
- As the presence of people facing challenges such as loneliness, isolation, and poverty becomes more visible through the COVID-19 pandemic, it is necessary for the entire region to support people who feel it is difficult to work and live.

2. Significance for agriculture management entities and rural areas

- As population decline and aging are expected to progress rapidly in rural areas, it is important to promote regional agriculture through the active participation of diverse people and to continue regional joint activities.
- The visualization and standardization of farm work and securing workers are expected to have positive effects on agricultural management.

3. Significance for companies and consumers

- Enhancing corporate value and creating new demand through sales and consumption of products relating to agriculture-welfare collaborations, etc.

III. Current situation and issues of agriculture-welfare collaborations, etc.

Initiatives have been carried out by sector for 1) improving recognition, 2) creating opportunities and establishing initiatives, and 3) expanding and growing initiatives. However, it is necessary to address the following challenges:

- Creation of a place for sharing, consulting, and solving regional issues related to agriculture-welfare collaborations, etc.
- Development of tangible and intangible environments that make it easier for persons with disabilities to work
- Stimulating the willingness of farmers and newcomers to engage in agriculture-welfare collaborations, etc.
- Promotion by target such as enterprise and consumer
- Cultivating sales channels and increasing added value through diverse partnerships within and outside the region
- Promotion of cooperation among local governments, agricultural organizations, welfare organizations, economic organizations, etc.

IV. New actions for promoting agriculture-welfare collaborations, etc.

The target is to increase the number of entities engaged in agriculture-welfare collaborations, etc. to 12,000 or more and the number of municipalities participating in regional councils to 200 or more*.

1. Expanding in regions —From point-based initiatives to regional expansion—

- Creation of regional systems
 - Support for matching agriculture and welfare at the prefectural level
 - Support for the creation of a system for promoting agriculture-welfare collaborations on a regional basis through activities such as support by regional councils and accompanying coordinators in cooperation with relevant ministries and agencies
- Development of a comfortable working environment for persons with disabilities
 - Support for the development of production facilities and the acquisition of agricultural techniques by persons with disabilities
 - Promoting employment of persons with disabilities in agricultural corporations and practical training
 - Utilization of smart agricultural technologies to support work by persons with disabilities
- Promoting diverse regional collaboration and fostering and securing opportunities for specialized human resources
 - Promoting acquisition of Noufuku JAS certification
 - Branding of Noufuku products through collaboration between employment facilities for persons with disabilities and companies
 - Collection and horizontal development of examples to promote participation of welfare offices and persons with disabilities in joint community activities
 - Fostering of and activity support for matching coordinators and technical supporters for agriculture-welfare collaborations

2. Expanding into the future —Fostering future leaders and disseminating new value—

- Disseminating strengths of agriculture-welfare collaborations, etc. and fostering future leaders
 - Disseminating the significance and effects of agriculture-welfare collaborations, etc. through seminars and other activities for farmers
 - Encouraging farmers to cooperate with and provide support for practical training and practice at special needs schools
- Disseminating new value and evolution toward universal initiatives
 - Designating November 29 as "Noufuku Day" and promoting dissemination and awareness raising through collaboration between related organizations and companies
 - Establishment of a system for product development through collaboration among members of the Consortium for Supporting Agriculture-welfare Collaborations
 - Disseminating information on social media and other means for young people interested in ethical consumption

3. Expanding the bonds —Expanding universal farms and expanding "agriculture" and "welfare"—

- Popularization and expansion of universal farms*
 - Dissemination of examples and know-how of universal farms
 - Support for the establishment of universal farms and development of facilities for employment in agriculture
- Promoting participation of people in need of social support in agriculture-welfare collaborations, etc.
 - Promoting employment of persons with disabilities in the agricultural sector through collaboration among Hello Work (public employment office) and other related organizations
 - Promoting agricultural training to motivate persons who have committed crimes to engage in farming
- Promotion of forestry-welfare collaboration and fishery-welfare collaboration
 - Promotion of matching, training, and initiatives aimed at management development, while taking into consideration that work may be performed in special environments such as sloping land and sea in forestry and fisheries industries

*A farm where diverse people regardless of generation or disability participate in society through agricultural experience

Direction of promotion measures based on the Vision for Promoting Agriculture-welfare Collaborations (2024 revised edition)

○ Based on the "Vision for Promoting Agriculture-Welfare Collaborations (2024 revised edition)" (decided by the Council for Promotion of Agriculture-Welfare Collaborations on June 5, 2024), the Ministry of Justice, the Ministry of Education, Culture, Sports, Science and Technology, the Ministry of Health, Labour and Welfare, and the Ministry of Agriculture, Forestry and Fisheries have collaborated to promote measures aiming to "realize a regional symbiotic society through agriculture-welfare collaborations, etc." with the new slogans of "expanding in regions," "expanding into the future," and "expanding the bonds."



Outline of the Vision for Promoting Agriculture-Welfare Collaborations (2024 revised edition) (Outline)

Expanding in regions

Expanding into the future

Expanding the bonds

- Support for **the creation of the system on a regional basis** through activities of **regional councils and accompanying coordinators**
- Development of production facilities and utilization of smart agricultural technologies
- Diverse regional collaborations and branding of Noufuku products
- **Fostering specialized human resources to connect agriculture and welfare** in the field
- Dissemination to **farmers and students at agricultural high schools**, etc.
- Cooperation and support by farmers for requests for practical training and practice at **special needs schools**
- **Development of a national movement involving companies and consumers** through **Noufuku Day (November 29)**, etc.
- Employment of **people in need of** social support in agriculture
- Expansion of **universal farms** as a place for interaction and participation of diverse people regardless of generation or disability
- Promotion of **forestry-welfare collaboration and fishery-welfare collaboration**

Image of the system of regional councils

Participation by prefectural promotion bureaus, municipalities, agricultural and welfare workers, educational institutions, etc.

Expected initiatives in regional councils

- Building a **network of agriculture and welfare** (Exchange meetings, experience events, etc.)
- **Formulation of rules** for agriculture-welfare collaborations within the region (setting of unit labor cost, etc.)
- **Matching and** acceptance of **agricultural training**
- **Joint market development** among business operators, etc.



Eniwa Agriculture-welfare Collaborations Network (Hokkaido)



Osumi Peninsula Noufuku Consortium (Kagoshima Prefecture)

What is a universal farm?

It is **a place for solving diverse social issues** through agricultural experience activities, such as interaction and participation, health promotion, creating a sense of purpose in life, vocational training, recovery, etc. of diverse people regardless of generation or disability.



NPO Tsuchi to Kaze no Ie Koedo Farm (Saitama Prefecture)

Realization of a regional symbiotic society through agriculture-welfare collaborations, etc.

KPI

By FY2030, increase the number of entities engaged in agriculture-welfare collaborations, etc. to 12,000 or more and the number of municipalities participating in regional councils to 200 or more, through collaboration among four ministries and agencies

About universal farms

- A “universal farm” is **a place for solving diverse social issues** through agricultural experience activities, such as interaction and participation, health promotion, creating a sense of purpose in life, vocational training, recovery, etc. **of diverse people** regardless of generation (from children to the elderly) or disability.
*From the Vision for Promoting Agriculture-Welfare Collaborations (2024 revised edition)

What universal farms aim for

Eligible persons

- Persons with disabilities
- Persons in financial difficulty, socially withdrawn people, and people who have committed crimes
- From children to the elderly

Example of initiatives

- **Using an allotment garden as a universal farm***
* To encourage more diverse use of allotment gardens, priority areas are allowed to be created for the elderly and persons with disabilities in the region.
- **Provide employment support, health promotion, nursing care prevention, mental care, etc. through collaboration with various stakeholders** in agriculture, welfare, education, etc.
- **Providing a place for the elderly to interact with each other in the region and to engage in lively activities**, in order to prevent motor decline and social withdrawal through farm work.
- Providing **persons in financial difficulty** with opportunities to learn about agriculture, etc., and **job training** for employment at agricultural corporations, etc.
- **Providing agricultural experience as lifelong learning opportunities** for persons with disabilities

Solving diverse social issues

- ◎ If a universal farm is established for the purpose of providing employment and work opportunities for persons with disabilities, etc., or creating a sense of purpose in life for the elderly, support will be provided for the development of production facilities, rest areas, toilets, etc. through the rural development subsidy.

Examples of initiatives

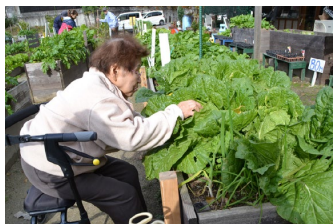
Suginami agriculture-welfare collaborations farm “Suginoko Farm” (Suginami City, Tokyo)

- Established in 2021. Part of the farm is leased to local organizations such as facilities for persons with disabilities and nursery schools and used to **create a sense of purpose in life, promote health, and conduct nature experience events for persons with disabilities.**
- The farm has a wide passageway for wheelchairs and prepared **raised beds*** to **make it barrier-free.** *Elevated flower beds
- Creating opportunities for **users of facilities for persons with disabilities to participate in society** by holding a farmers' market on a regular basis **through collaboration with regional facilities for persons with disabilities**



Harvesting experience by persons with disabilities

NPO Takatsuki (Takatsuki City, Osaka Prefecture)



Conducting farm work using raised beds

- In 2007, opened a day service center. Using adjoining farmland, farm work activities are carried out as horticultural therapy for the purpose of **maintaining health and creating a sense of purpose in life of the elderly.**
- **Areas for individual users** have been created by making use of raised beds so that users can engage in farm work independently, **contributing to the prevention of physical deterioration.**
- Providing **farm work experience for local elementary school students** and encouraging interaction between users and children to contribute to **creating a sense of purpose in life**



Positioning of agriculture-welfare collaborations, etc. in future agricultural policy

- As the promotion of agriculture-welfare collaborations is stipulated in the revised Food, Agriculture and Rural Areas Basic Act (promulgated and enforced on June 5, 2024), the Ministry of Agriculture, Forestry and Fisheries will continue to put its efforts into the promotion of agriculture-welfare collaborations, etc.

○ Food, Agriculture and Rural Areas Basic Act (Act No. 106 of 1999) (Extract)

(Improvement of Environment for Agricultural Activities of Persons with Disabilities, etc.)

Article 46 In order to promote regional agriculture through increasing employment opportunities for **persons with disabilities and persons in need of support in their social life**, the government is to **take necessary measures to develop an environment in which such persons can engage in agricultural activities** according to their abilities.

○ Food, Agriculture and Rural Areas Basic Plan (decided on by the Cabinet on April 11, 2025) (Extract)

V. Development of rural areas

2. Income improvement and creation of employment in rural areas (economic aspect)

(3) Promotion of agriculture-welfare collaborations

Agriculture-welfare collaborations are initiatives to realize the social participation of persons with disabilities along with the development of agricultural management. The number of entities involved in agriculture-welfare collaborations is increasing significantly. As population decline and aging in rural areas are expected to progress rapidly in the future, it is important to establish a mechanism for further expansion of the initiatives and raise awareness so that persons with disabilities can play an important role as agricultural human resources. It is also important to promote social participation of persons with disabilities and persons in need of support in their social life and promote regional agriculture through their social participation.

For this purpose, support will be provided by agricultural corporations, social welfare corporations, etc. to **support the employment of persons with disabilities, etc., development of human resources specialized in** agriculture-welfare collaborations, and development of **production facilities that are easy for persons with disabilities to work in, disability-friendly toilets and rest facilities, and barrier-free facilities**. In addition, **the expansion of regional councils will be promoted**, in which municipalities and stakeholders in agriculture and welfare, etc. participate, and matching of agriculture management entities and employment facilities for persons with disabilities is arranged, along with the **promotion of understanding of the significance and effects of initiatives involving companies and consumers** through Noufuku Day (November 29), etc., and the **dissemination and expansion of universal farms** that allow diverse people, regardless of generation or disability, to participate in society through agricultural experience.

KPIs in the Vision for Promoting Agriculture-Welfare Collaborations (2024 revised edition)

- The “Vision for Promoting Agriculture-Welfare Collaborations (2024 revised edition)” determined in June 2024 has set the following targets:
 - (1) increase the number of entities engaged in agriculture-welfare collaborations, etc. to 12,000 or more, and
 - (2) increase the number of municipalities participating in regional councils to 200 or more by the end of FY2030.
- As of the end of FY2024, the number of entities engaged in agriculture-welfare collaborations, etc. was 8,277. The number of municipalities participating in regional councils was 144.

(1) Number of entities engaged in agriculture-welfare collaborations, etc.

Number of entities engaged in agriculture-welfare collaborations, etc. confirmed as of the end of FY2024

Total of 1) + 2) + 3) = 8,277

- 1) Initiatives by agriculture, forestry and fisheries entities, etc.
(Agriculture, forestry and fisheries entities*1 and JAs*1)

Survey by MAFF, Forestry Agency, Fisheries Agency, prefectural governments, JA-Zenchu, and ZEN-NOH

Number of agriculture, forestry and fisheries entities, etc. working on initiatives **3,918**

- 2) Initiatives by employment facilities for persons with disabilities, etc.
(Employment facilities for persons with disabilities (A type and B type)*2 and special subsidiaries*1)

Survey by MHLW, prefectural governments, PRIMAFF

Number of facilities for persons with disabilities, etc. working on initiatives **4,019**

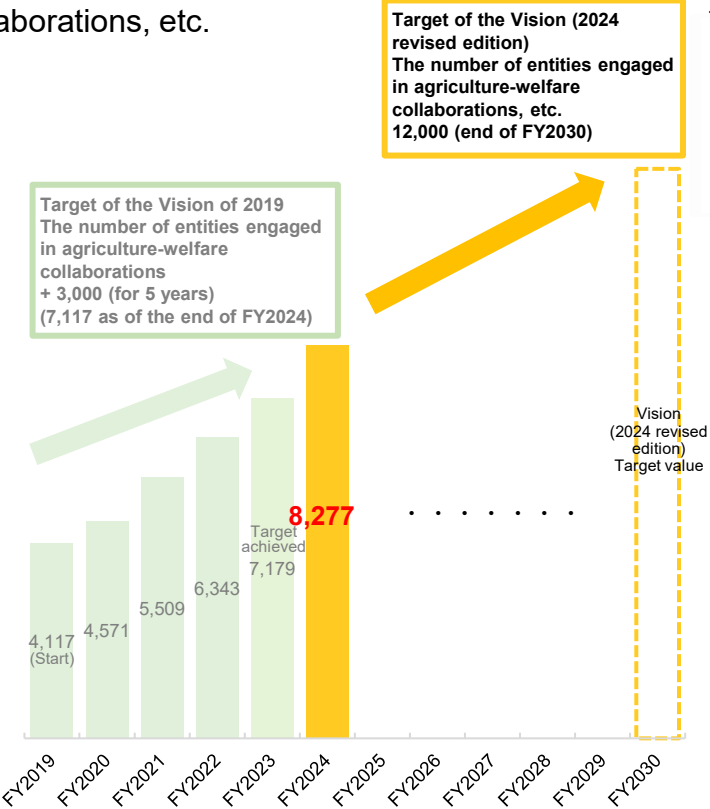
- 3) Initiatives by universal farms, etc.
(Universal farms*1, facilities for the elderly*1, correctional facilities*1, halfway houses*1, special needs schools*2)

Survey by MOJ, MEXT, MAFF, prefectural governments

Number of universal farms, etc. working on initiatives **340**

*1 Number of entities that worked on initiatives in FY2024

*2 Number of facilities that worked on initiatives in FY2023



(2) Number of municipalities participating in regional councils

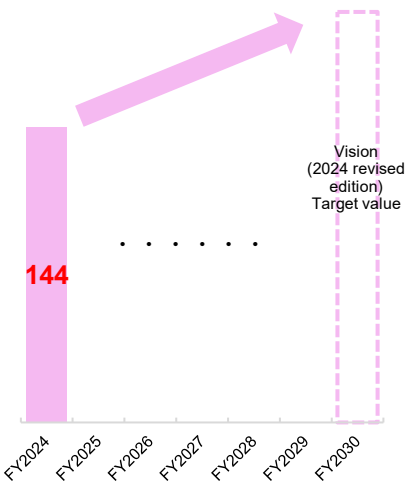
- 1) Number of municipalities participating in regional councils

Survey by MAFF and prefectural governments

Number of municipalities participating in regional councils **144**

Number of participating municipalities in FY2024

Target of the Vision (2024 revised edition)
200 municipalities (as of the end of FY2030)



Support according to the stage of initiatives for agriculture-welfare collaborations

Want to know it

■ Dissemination of information on agriculture-welfare collaborations



Noufuku WEB for agriculture-welfare collaborations

農福連携 事例集
(令和5年度版)

Collection of examples of initiatives nationwide



Quick video on agriculture-welfare collaborations



Voices of persons with disabilities working on agriculture-welfare collaborations

■ Manuals and guidebooks

Introducing procedures for agriculture-welfare collaborations and support measures of ministries



Guidebook for agriculture-welfare collaborations



Getting started manual

■ Selection and horizontal development of successful examples

Noufuku Award commendation



Want to start and deepen it

■ Establishment of a one-stop support desk

Establishing a dedicated support desk for agriculture-welfare collaborations in each prefecture

■ Support for the development of a comfortable working environment for persons with disabilities

Support for the development of production and processing facilities, rest areas, toilets, etc.

[Up to 10 million yen x 1 year, 50% subsidy]

Support for training of production and processing techniques

[Up to 1.5 million yen x 2 years, fixed amount subsidy]

■ Development of specialized human resources

Implementation of "training for technical supporters for agriculture-welfare collaborations" on practical methods of agriculture-welfare collaborations according to disability characteristics

■ Noufuku JAS certification

Certification by third-party organization for foods, etc. for which persons with disabilities are involved in the production process

■ Corporate version, regional councils, universal farms

Introducing examples of initiatives and key points



Corporate version of examples of initiatives for agriculture-welfare collaborations



Toward the establishment of a regional council



Examples of universal farms

Want to disseminate it

■ Consortium for Supporting Agriculture-Welfare Collaborations

Participation by 614 organizations and companies, including national and local governments, related organizations, and economic organizations (as of the end of August 2025)

★ New members are welcome!

■ Dissemination and awareness raising targeting consumers and companies



- Holding events throughout the country during Noufuku Day and Noufuku Week
- Holding a farmers' market for agriculture-welfare collaborations through collaboration with prefectural governments
- Holding business meetings for agriculture-welfare collaborations products

■ Support for the establishment of regional councils

Support for activities to promote agriculture-welfare collaborations in the region

[Up to 3 million yen x 2 years]

[Fixed amount subsidy]

Website of the Ministry of Agriculture, Forestry and Fisheries

<https://www.maff.go.jp/j/nousin/kouryu/noufuku/index.html>

Introducing measures and information on agriculture-welfare collaborations



Project for promotion and development of value creation through utilization of regional resources (agriculture-welfare collaboration type)

Promotion of agriculture-welfare collaborations

[Project implementing entity]

- corporations engaged in agriculture, forestry, and fisheries
- Social welfare corporations
- Specified non-profit corporations
- Medical corporations
- General incorporated associations
- General incorporated foundations
- Public interest incorporated associations
- Public interest incorporated foundations
- Regional councils*
- Private companies, etc.



- *Municipalities must be included as members of regional councils
- *Subsidies cannot be provided to individuals.**

Understanding issues

Accumulation of case examples



Prefectural governments

- Training and dispatch of specialized human resources to support matching between agricultural corporations and welfare offices that are working on agriculture-welfare collaborations, and to support workplace retention

- In addition, through nationwide awareness raising and joint public-private activities, initiatives for improving public recognition of agriculture-welfare collaborations are promoted.

<Development project (Tangible)>

○ Development of production facilities for agricultural, forestry, and fishery products

Support is provided for the expenses necessary for the development of production facilities for agricultural, forestry, and fishery products (including development of farms and paths), processing and sales facilities for agricultural, forestry, and fishery products, rest areas, sanitary facilities, and safety equipment for the purpose of employment and workplaces of persons with disabilities and persons in financial difficulty, and for the purpose of creating a sense of purpose in life and rehabilitation of the elderly.

Project implementation period: Basically 1 year

Grant rate, etc.: 50%

Maximum: Simple development (2 million yen), nursing care and functional maintenance (4 million yen), advanced management (10 million yen), management support (25 million yen)

[Requirements for development projects]

- In principle, a development project should be implemented in conjunction with initiatives for agriculture-welfare collaboration in support projects for agriculture-welfare collaborations. However, if the conditions are met, the project can be carried out independently.
- The number of the following persons who are engaged in work in the agriculture, forestry, and fisheries sectors must be increased by five or more by the third year of project implementation: persons with disabilities, persons in financial difficulty (persons subject to the formulation of support plans for employment), elderly persons (persons certified as requiring long-term care), socially withdrawn people, and people who have committed crimes. However, it is important to note that the increase in the number of persons in financial difficulty, socially withdrawn people, and people who have committed crimes is a combination of the number of persons with disabilities, and the majority must be persons with disabilities.
- The majority of agricultural, forestry, and fishery products supplied to processing and sales facilities for agricultural, forestry, and fishery products must be produced by the project implementing entity and its cooperating parties.

<Initiatives for agriculture-welfare collaborations in support projects for agriculture-welfare collaborations (Intangible)>

○ Development of a system for the acquisition of techniques and division of labor

Support is provided for the expenses necessary for initiatives to maintain agriculture-welfare collaborations (improvement of work efficiency, product quality, etc.), establishment of a universal farm (a farm that provides vocational training experiences for persons with disabilities who wish to work in the agricultural sector), and introduction of leasing of portable toilets.

- Training and site visit, etc. to acquire production and processing techniques, and sales and management techniques, etc. of agricultural products, etc. under the guidance of experts
- Assignment of managers and instructors necessary in the initial stage of operation of universal farms, and consumable materials required for cultivation of agricultural products, etc.
- Establishment of a division of labor system, visualization of work procedures, and preparation of manuals

(Note) Wages for persons with disabilities, etc. employed or working and corporate operating expenses are not eligible for subsidies.

*However, if the conditions are met, a support project for agriculture-welfare collaboration can be carried out independently.

Project implementation period: 3 years

(Support period: Up to 2 years + Voluntary initiative: 1 year)

Grant rate, etc.: Fixed amount

Maximum: 1.5 million yen/year, 3 million yen/year (in the case of management support for development projects)

*For manual creation, 400,000 yen can be added in the first year.

[Requirements in case of using only initiatives for agriculture-welfare collaboration in support projects for agriculture-welfare collaborations]

- The number of the following persons who are engaged in work in the agriculture, forestry, and fisheries sectors must be increased by three or more by the third year of project implementation: persons with disabilities, persons in financial difficulty (persons subject to the formulation of support plans for employment), elderly persons (persons certified as requiring long-term care), socially withdrawn people, and people who have committed crimes. However, it is important to note that the increase in the number of persons in financial difficulty, socially withdrawn people, and people who have committed crimes is a combination of the number of persons with disabilities, and the majority must be persons with disabilities.

<Establishment of regional councils and development of systems in support projects for agriculture-welfare collaborations (Intangible)>

○ Establishment of regional councils and development of systems

Support is provided for the expenses necessary for regional councils to review their activities, conduct surveys, visit advanced regions, exchange opinions, hold workshops, and formulate activity plans for the purpose of promoting agriculture-welfare collaborations in the region.

*Regional councils are project implementing entities.

Project implementation period: 3 years

(Support period: Up to 2 years + Voluntary initiatives: 1 year)

Grant rate, etc.: Fixed amount

Maximum: 3 million yen/year

[Requirements for use of establishment of regional councils and development of systems]

- By the third year of project implementation, the number of entities participating in regional councils and engaging in agriculture-welfare collaborations must be increased by three or more.
- By the third year of project implementation, an action plan to expand initiatives for agriculture-welfare collaborations in the region must be formulated.

<Project for supporting specialized human resource development in prefectures (Intangible)>

○ Development of human resources to support agriculture-welfare collaborations

Support is provided for the expenses necessary for the development of technical supporters for agriculture-welfare collaborations* who advise on employment and work of persons with disabilities in the fields of agriculture, forestry, and fisheries, and human resources who support matching of contracted farm work (work outside facilities) at employment facilities for persons with disabilities, etc. (coordinators for work outside facilities).

*Persons who have been certified after receiving training based on the guidelines of the Ministry of Agriculture, Forestry and Fisheries

Project implementation period: 1 year

Grant rate, etc.: Fixed amount

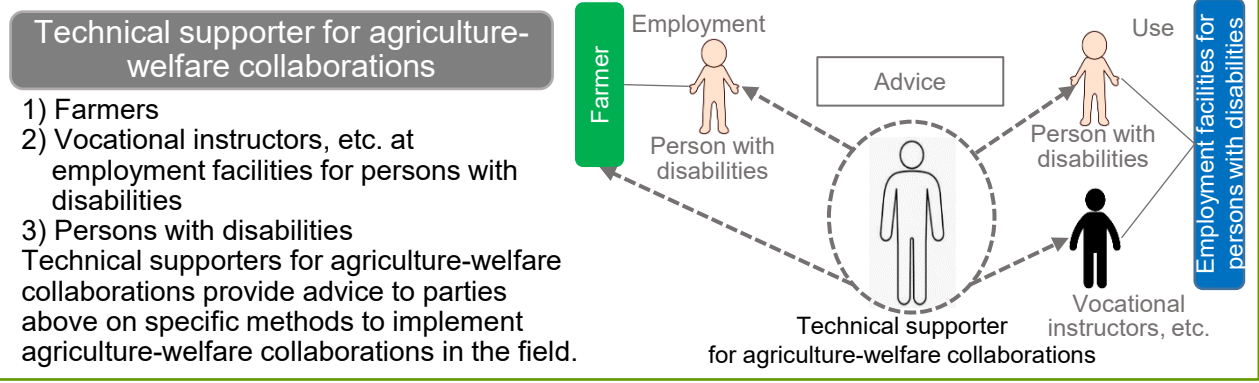
Maximum: 5 million yen/year

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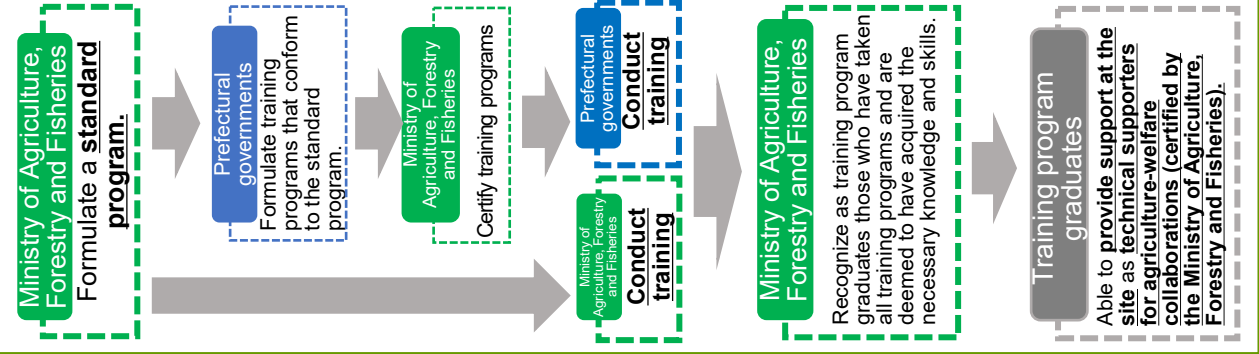
Development of technical supporters for agriculture-welfare collaborations

- Since FY2020, the **"training for technical supporters for agriculture-welfare collaborations"** has been implemented as a **nationwide framework**.
- This training is conducted by the Ministry of Agriculture, Forestry and Fisheries at Mito Farm, Tsukuba Center of the Agricultural, Forestry and Fisheries Training Institute, or **by prefectural governments** on condition that the training program **conforms to the standard program** established by the Ministry of Agriculture, Forestry and Fisheries.
- The Ministry of Agriculture, Forestry and Fisheries recognizes as training program graduates those who have taken all training programs and are deemed to have acquired the necessary knowledge and skills. **Those who are certified are designated as "technical supporters for agriculture-welfare collaborations (certified by the Ministry of Agriculture, Forestry and Fisheries)"** and support practical methods for persons with disabilities at the site.
- As of the end of FY2024, **842 people were certified nationwide**.

1. Human resources to be developed



2. Development framework



3. Standard program

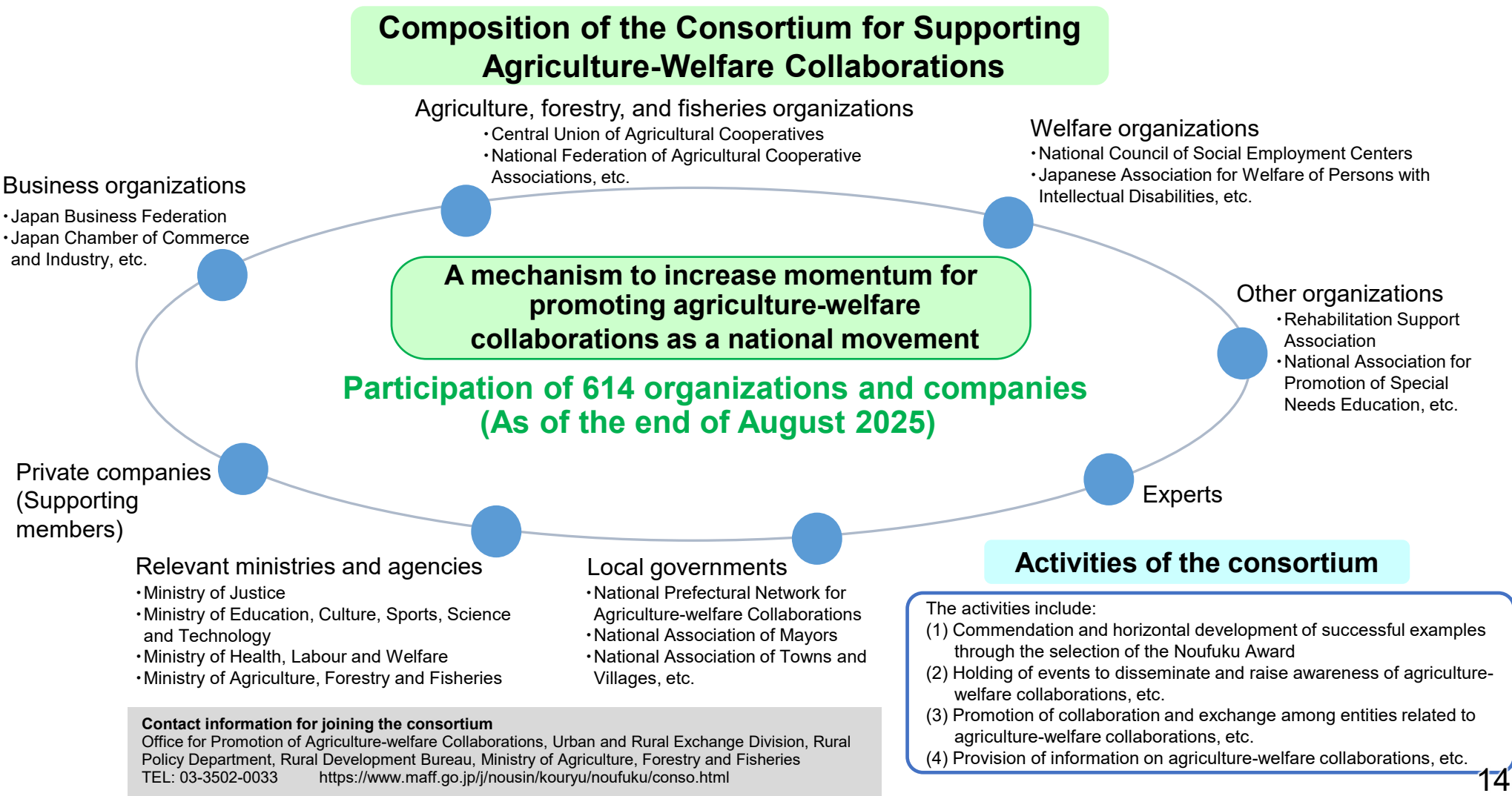
- Training format and period**
- (1) Lecture for about 3 days
 - (2) Exercises and on-the-job training for about 4 days
 - (3) Completion exam (prepared by the Ministry of Agriculture, Forestry and Fisheries)
- Curriculum**
- Structure for employment of and welfare services for persons with disabilities
 - Disability characteristics and the basis of occupational challenges
 - Farm work support technique corresponding to disability characteristics
 - Practical management of agriculture-welfare collaborations by farmers
 - Techniques for segmenting and evaluating the difficulty of farm work etc.

4. Training participants

- Eligible persons**
- Expecting a wide range of people involved in agriculture and welfare
- Number of participants**
- About 20 people in each program

Establishment of the Consortium for Supporting Agriculture-welfare Collaborations

- In March 2020, the Consortium for Supporting Agriculture-Welfare Collaborations was established with the participation of stakeholders from various fields to promote agriculture-welfare collaborations, etc. as a national movement involving not only the national government, local governments, and related organizations, but also various stakeholders such as the business community, consumers, and academic experts.



About the Noufuku Award

- Organizations working on agriculture-welfare collaborations are invited from across the country, and outstanding initiatives for agriculture-welfare collaborations will receive the Noufuku Award. Its purpose is to increase momentum as a national movement for agriculture-welfare collaborations and to lead to nationwide development.
- Held for the first time in FY2020, the award recognizes outstanding initiatives from the perspectives of "cultivating people," "cultivating the region," and "cultivating the future," under the slogan of "Let's cultivate together!" Over the past five years, a total of 110 initiatives (44 prefectures) have received the award.
- At the Noufuku Award 2024, various initiatives contributing to the realization of a regional symbiotic society through agriculture-welfare collaborations, etc. were awarded, such as the activities of persons with disabilities in agricultural production, processing, and sales; the improvement of wages through collaboration with tourism and export industries; the social participation of the elderly, persons in financial difficulty, socially withdrawn people, and people who have committed crimes through agriculture; forestry-welfare collaboration; and fishery-welfare collaboration.

Outline of initiatives

Eligibility

Selection method

Organizations working on agriculture-welfare collaborations across the country

From the perspectives of "cultivating people," "cultivating the region," and "cultivating the future," the following awards are given for outstanding initiatives.

"Grand Prize," "Second Prize," "Excellence Award"

"Fresh Award" (outstanding initiatives within five years of initiation)

"Challenge Award" (initiatives to promote expansion of "agriculture" and "welfare")

Examiners

*Chairperson

Yasuhiro Nakashima* (Professor, Graduate School of Agricultural and Life Sciences, The University of Tokyo)

Kenji Hamada (Professor, School of Humanities and Science, Tokai University)

Karin Matsumori (Universal Design Advisor)

Atsuko Muraki (President, Japan National Council of Social Welfare)

Masako Yoneda (Adjunct Professor, School of Environmental and Society, Institute of Science Tokyo)

2024 Commendation Ceremony

Congratulatory address by Chief Cabinet Secretary and four ministers



Agriculture-welfare collaborations are initiatives to cultivate people's minds. I want to convey the efforts of people working on them.



22 organizations commended at the Noufuku Award 2024

Grand Prize

1) Nanaya Co., Ltd. (Tokushima City, Tokushima Prefecture)

• Four agricultural corporations have jointly set up employment facilities for persons with disabilities, and through collaboration with agricultural cooperatives in the prefecture, they provide work outside facilities at farms throughout the prefecture, contributing to efficiency improvement and increase in the scale of agricultural management.

2) STEP UP (Miyazaki City, Miyazaki Prefecture)

• Employment facilities for persons with disabilities have set up an agricultural production corporation to support the employment and livelihood stability of persons with disabilities and those released from prison, and contribute to regional agriculture as a certified farmer.

Second Prize (Cultivating people)

3) NPO Kumamoto Welfare Association (Kumamoto City, Kumamoto Prefecture)

• They have utilized dilapidated farmland, carried out initiatives toward sixth industrialization, and employed persons with disabilities and those released from prison as staff members, as well as established a regional council for agriculture-welfare collaborations to implement community-wide efforts through collaboration with agricultural corporations, JAs, and companies.

Second Prize (Cultivating the region)

4) Kokotomo Farm Co., Ltd. (Inuyama City, Aichi Prefecture)

• In addition to the integrated production, processing, and sales of rice, they have created a place where no one is left behind through the development and sales of Baumkuchen in cooperation with companies and employment facilities for person with disabilities within and outside the region.

Second Prize (Cultivating the future)

5) Hattendo Farm Co., Ltd. (Mihara City, Hiroshima Prefecture)

• In order to support the independence of persons in financial difficulty including persons with disabilities, they have carried out initiatives aimed at "commerce-industry-agriculture-welfare collaborations," such as fruit farming, product development, processing, and sales including agriculture-welfare collaboration products of other businesses.

Excellence Award

6) Hirosaki City, Aomori Prefecture

• They have made efforts for matching farmers with persons with disabilities, and developed original manuals and support systems. They also provide agricultural experience for children with school refusal tendencies and students of special needs schools.

7) Rose School Co., Ltd. (Nakai Rose Farm)

(Murayama City, Yamagata Prefecture)

• They have cultivated edible roses without using herbicides or chemical fertilizers, expanded production scale by utilizing work outside facilities, and acquired Noufuku JAS for the first time in the flower industry.
They have developed edible rose farmers working on agriculture-welfare collaborations.

8) Saitama Prefectural School for Special Needs Education, Hanyu Fuji High School (Hanyu City, Saitama Prefecture)

• They have carried out initiatives for the development of human resources who can contribute to society. For example, agricultural course students deepen their agricultural knowledge and skills through the production of agricultural products under the guidance of farmers, and the development and sale of new products in cooperation with companies.

9) JA Gifu Happy Maruke Co., Ltd. (Gifu City, Gifu Prefecture)

• As a special subsidiary of JA Gifu, they contribute to the region through initiatives to revitalize agriculture on dilapidated farmland, implementing universal experience farms, and development of specialty products through collaboration with local companies.

Excellence Award

10) Social Welfare Corporation Step One (Gotemba City, Shizuoka Prefecture)

• They are facilities for persons with disabilities that engage in hydroponic culture to achieve high wages through stable daily shipments. Through expansion of business transactions with local supermarkets, they constructed a second farm and have achieved business expansion.

11) Social Welfare Corporation Oguni Social Welfare Council (Oguni-machi, Kumamoto Prefecture)

• By diversifying operations such as soybean cultivation using dilapidated farmland, tofu production, poultry farming using okara (soy pulp) as feed, meat processing, and operation of farmers' markets and restaurants, they have created a workplace where persons with disabilities can work according to their characteristics.

12) Constructing and implementing a resource recovery model using bamboo through collaborations of bamboo, welfare, and industry (Osaki-cho, Kagoshima Prefecture)

• Facilities for persons with disabilities and processing companies work together to create a model for the elderly and persons with disabilities in the region to develop abandoned bamboo forests and produce bamboo charcoal. They have achieved profitability by processing sweet potatoes using bamboo charcoal as a soil conditioner.

Fresh Award

13) Chiba Tokatsu Agricultural Cooperative (Kashiwa City, Chiba Prefecture)

• They coordinate the work and costs in the process of matching between their members and facilities for persons with disabilities to increase the number of matches to 80 annually. They are the first JA subcommittee that has acquired Noufuku JAS.

14) Gifu Prefectural Gifu Motosu Special Needs School (Gifu City, Gifu Prefecture)

• As a special needs school located in an agricultural area, they started initiatives for agriculture-welfare collaborations. Students take the lead in producing "Ruby-colored soba" and "Italian vegetables," which are unique agricultural products that are easy for students to grow, by utilizing idle farmland.

15) Saga Prefecture

• Agriculture-welfare collaborations have expanded throughout the prefecture through matching between farmers and employment facilities for persons with disabilities and subsequent follow-up. The quality of intermediate support has been improved by promoting farmers' understanding and creating a matching manual.

Challenge Award

16) Social Welfare Corporation Mebukikai (Oyama City, Tochigi Prefecture)

• In addition to undertaking strawberry cultivation from a group company operating a tourist farm, they use the strawberries in products sold at their food truck and crepe shop to achieve high profitability.

17) Social Welfare Corporation Forest Yatsuokai Owaranosato (Toyama City, Toyama Prefecture)

• As part of the rebranding of traditional mulberry cultivation in the region, they have developed products using traditional Japanese paper packaging and converted pruned branches into biomass plastic to increase wages.

18) Care Professional Co., Ltd. (Ise City, Mie Prefecture)

• While operating after-school day services, they have entered the agricultural sector to provide a place where persons with disabilities can participate in society. They cultivate European grapes for wine as well as produce wine, which has led to international exchange.

Challenge Award

19) Social Welfare Corporation Uenooka Satsukikai (Kobe City, Hyogo Prefecture)

• They have been engaged in agriculture-welfare collaborations since 1981. Due to the aging of local farmers, the area of commissioned work has been expanded. Persons with disabilities are engaged in operating mowers. They are also engaged in cutting down and removing bamboo.

20) NPO Live (Yonago City, Tottori Prefecture)

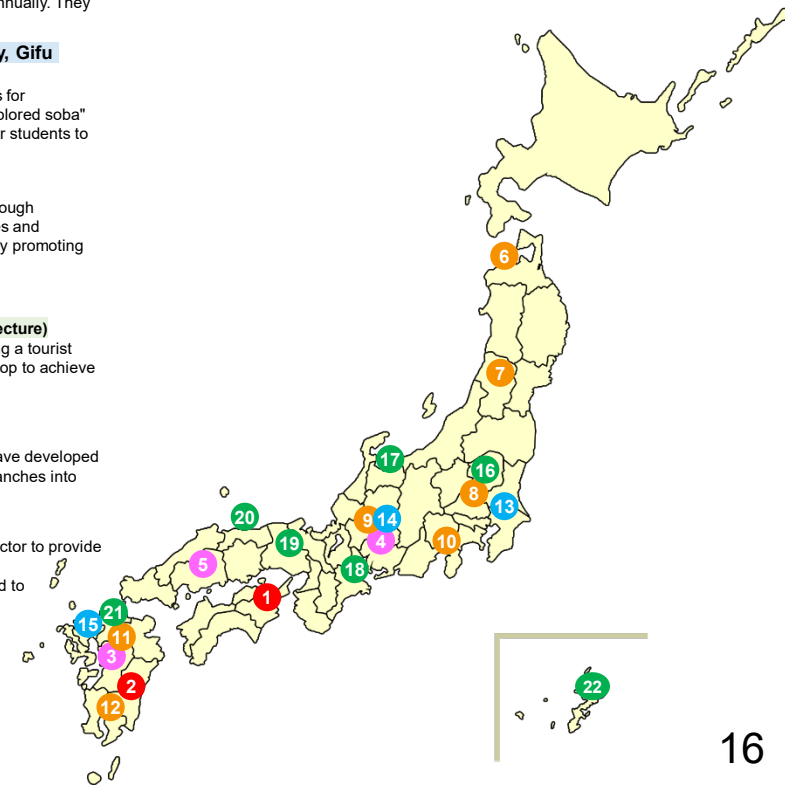
• They sell dried processed seaweed and seafood from the Sea of Japan through collaboration with local fishermen. They have achieved higher wages by switching from contracting work. Having persons with disabilities participate in all processes up to commercialization improves their sense of fulfillment and achievement.

21) Social Welfare Corporation Haiji Welfare Association Flower Package Center (Yame City, Fukuoka Prefecture)

• They have operated a flower packaging center under a consignment contract with a JA subcommittee to contribute to the maintenance and development of regional agriculture. They have become a certified farmer and started their own production.

22) Okinawa UKAMI Sericulture Co., Ltd. (Nakijin-son, Okinawa)

• Using dilapidated farmland and abandoned schools, they have carried out large scale sericulture of Okinawa Eri silkworms. They have outsourced the separation of cocoons to employment facilities for persons with disabilities, and processed them into skincare products and exported them, which has led to improvement of wages.



Noufuku JAS (Japanese Agricultural Standards for food and ornamental plants for which persons with disabilities are engaged in the production process)

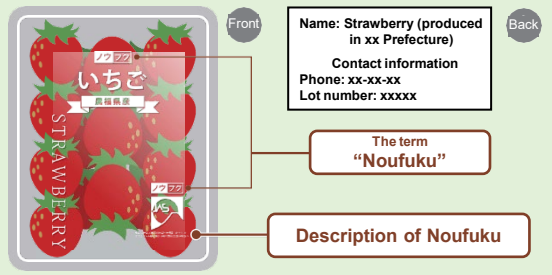
- Noufuku JAS standardizes perishable foods for which persons with disabilities are involved in the production process, processed foods made from the perishable foods, and ornamental plants for which persons with disabilities are involved in the production process.
- Noufuku JAS products are expected to appeal to consumers who are interested in ethical consumption (consumption behavior that takes into consideration people, society, community, and environment, including regional revitalization and employment).



Details of Noufuku JAS standards, etc.

Noufuku perishable foods, ornamental plants

- Persons with disabilities are involved in **major production processes** of agricultural, forestry, and fishery products
- Production processes in which persons with disabilities are involved are recorded and response can be provided, etc.



Noufuku processed food

- **At least one item** of Noufuku perishable food **is used**, etc.

The term "Noufuku" and its description

+

The fact that Noufuku perishable foods are used as ingredients, etc.

The image shows a jar of Noufuku strawberry jam. The label on the jar has the text "Noufuku" and "いちご100%使用 いちごジャム" (Ichigo 100% Shiyō Ichigo Jam).

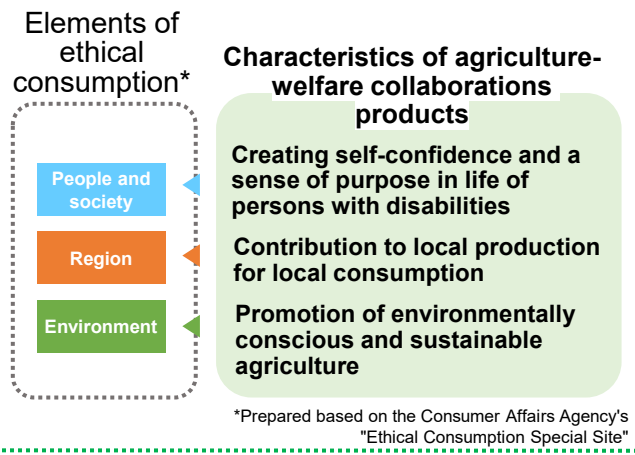
Example of Noufuku JAS acquisition

With Farm Co., Ltd. (Matsukawa-machi, Nagano Prefecture) Certified on November 1, 2019 (First)

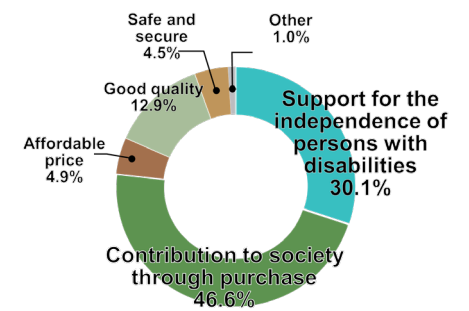
- They produce apples, grapes, and other crops to raise wages for persons with disabilities through agriculture.
- Through work breakdown according to individual characteristics, persons with disabilities are engaged in most of the production processes.
- Noufuku JAS certified apple juice is handled by major resort hotels, etc. It is highly evaluated for its high quality and the background of its production.



Relationship with ethical consumption



Reasons why consumers want to purchase agriculture-welfare collaborations products



Source: Insight Co., Ltd. "Results of Consumer Survey on Agriculture-Welfare Collaborations" (FY2022)

Events related to "Noufuku Day"

The "Vision for Promoting Agriculture-Welfare Collaborations (2024 revised edition)" (decided on June 5, 2024) states that November 29 is designated as "Noufuku Day" and initiatives should be carried out to further develop and disseminate agriculture-welfare collaborations, etc. In FY2024, the period from Thursday, November 21 to Tuesday, December 31, which is around November 29, was designated as "Noufuku Week," and events related to agriculture-welfare collaborations were held intensively at 43 locations nationwide, and public relations activities were conducted in an integrated manner.

Events to commemorate the establishment of "Noufuku Day"

A social gathering to commemorate the establishment of "Noufuku Day"

Friday, November 29, 2024

@Prime Minister's Official Residence

Held an exchange meeting with forward-thinking businesses for agriculture-welfare collaborations, such as organizations that won the grand prize at the Noufuku Award 2024, and a tasting event of agriculture-welfare collaborations products.



November 29 is Noufuku Day - Toward sustainable food and communities -

Monday, December 2, 2024 @SHIBUYA QWS Scramble Hall

Simultaneously held an exhibition and seminar on agriculture-welfare collaborations and business meeting on agriculture-welfare collaborations products, mainly targeting companies.

Events related to Noufuku Week

Holding of related events nationwide

Thursday, November 21, 2024 ▶ Tuesday, December 31, 2024

- Integrated dissemination of events related to agriculture-welfare collaborations across the country

Noufuku Fair 2024 @Ministry of Agriculture, Forestry and Fisheries

Monday, November 25, 2024 ▶ Friday, December 6, 2024

- Offering a limited-time menu for agriculture-welfare collaborations at cafeteria
- Display and sales in the "Consumer's Room"
- Sales at Coop shop and bookstore



"Afu Shokudo" menu using ingredients for agriculture-welfare collaborations (2023)

Simultaneously held in the Ministry of Health, Labour and Welfare, the Ministry of Justice, and the Ministry of Education, Culture, Sports, Science and Technology!

Other related events

National Agriculture-welfare Collaborations Forum / Marche in Gifu

Saturday, October 26, 2024, and Sunday, October 27, 2024

Sold Noufuku products of businesses engaged in agriculture-welfare collaborations and carried out public relations activities for agriculture-welfare collaborations Last year, the events were held at the same time as the Gifu Agricultural Festival, attracting about 210,000 visitors.

(Co-organized by the National Prefectural Network for Agriculture-Welfare Collaborations and the Consortium for Supporting Agriculture-Welfare Collaborations)

The 63rd Agriculture, Forestry and Fisheries Festival "Fruit Festival"

Friday, November 1, 2024, and Saturday, November 2, 2024

@Ikebukuro Sunshine City

To promote understanding of agriculture, forestry, and fisheries and food, including initiatives for agriculture-welfare collaborations, and to contribute to the consumption expansion of agricultural, forestry, and fisheries products, held exhibitions for awareness building of agricultural, forestry, and fisheries and for regional agricultural, forestry, and fisheries.

National Forum for Agriculture-welfare Collaborations 2024 in Chiba

Saturday, November 2, 2024, and Sunday, November 3, 2024

Held a forum and farmers' market to further promote and enhance initiatives for agriculture-welfare collaborations.

Noufuku Award 2024

Award Ceremony: Wednesday, January 22, 2025

Organizations, companies, and individuals working on agriculture-welfare collaborations are invited from across the country, and outstanding initiatives for agriculture-welfare collaborations will receive the Award.

Its purpose is to increase momentum as a national movement and to lead to nationwide development of agriculture-welfare collaborations.

