

Collection of Examples of Organic Agriculture Promotion Efforts (1)

Examples of efforts from various regions around Japan that are posted on the MAFF website

For
building
bases

For
exports

**有機農業の取組拡大に向けた
各地の取組事例集**

ビジネス実践拠点づくり編

令和3年度有機農産物安定供給体制構築事業(有機農業推進総合対策)のうち
オーガニックビジネス実践拠点づくり事業

令和5年2月
農産局農業環境対策課

農林水産省

**有機農業の取組拡大に向けた
各地の取組事例集**

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令和2年度有機農産物安定供給体制構築事業(有機農業推進総合対策)のうち
オーガニックビジネス実践拠点づくり事業

令和3年12月
農産局農業環境対策課

農林水産省

**有機食品の輸出拡大に向けた
各地の取組事例集**

輸出編

(国際認証取得等支援事業のうち有機JAS認証取得等支援事業の活用事例)

令和3年2月
生産局農業環境対策課

農林水産省

**有機農業の取組拡大に向けた
各地の取組事例集**

ビジネス実践拠点づくり編

令和2年度有機農産物安定供給体制構築事業のうち
オーガニックビジネス実践拠点づくり事業

令和2年8月
生産局農業環境対策課

農林水産省

**有機農業の取組拡大に向けた
各地の取組事例集**

ビジネス実践拠点づくり編

平成30年度オーガニック・エコ農産物安定供給体制構築事業のうち
オーガニックビジネス実践拠点づくり事業

令和元年8月
生産局農業環境対策課

農林水産省

**有機農業の取組拡大に向けた
各地の取組事例集**

**有機農業の取組拡大に向けた
各地の取組事例集**

(未定稿)

～ 28・29年度オーガニック・エコ農産物安定供給体制構築事業
のうち生産供給拠点構築事業実施地区の取組事例 ～

平成30年8月
生産局農業環境対策課

農林水産省

**有機農業の取組拡大に向けた
各地の取組事例集**

輸出編

国際認証取得拡大緊急支援事業のうち有機JAS認証取得等支援事業

令和元年8月
生産局農業環境対策課

農林水産省

Collection of Examples of Organic Agriculture Promotion Efforts (2)

Regional case studies and inspection points for converting farming methods that are posted on the MAFF website



成功のポイント

課題となった点

- ・特別栽培農産物に取り組む際に申請書類の作成に労力を要し、それぞれの管理方法や農薬の種類、農薬成分名・成分の力ウント方法などを記入しなければならないため、個人で取り組むには難しい内容であった。
- ・鮮度の良さを売りとするため、枝付き出荷に向けた栽培技術が必要であり、部会員による技術の統一を図り、品質をそろえることが課題であった。

特別栽培農産物のほ場



解決に至るプロセス及び工夫した点

- ・農薬や化学肥料の使用可能な回数・量を選択的に記録できる栽培暦を作成し、個々の農家が自分に合った方法を選択することで、特別栽培に取り組むやすくなった。
- ・農協が事務局となり、各農家に書類を集めて申請書類の準備や指導をすることで、申請書類などの事務の煩雑さが軽減され、農家は栽培に集中できた。
- ・枝付き出荷の統一に向けて、年2回の栽培講習会を実施し、栽培技術の習得と高品質化を図っている。



アドバイス・メッセージ等

高品質生産を行うためには、やむを得ず農薬や化学肥料を使わなければならない時があるため、現状では有機農業のレベルまでは到達していないが、栽培管理の中で、農薬や化学肥料の使用は必要最低限とするよう心がけながら取り組んでいる。



成功のポイント

課題となった点

- 団体が発展して出荷者が増加したことで技術・品質の格差が広がり、技術の標準化と品質の維持・向上が課題となった。
- 特別栽培での生産量の増加に伴って、より有利で安定的な販売先の確保が課題となった。
- キウイフルーツと温州みかんについて、消費者から有機JAS認証農産物のニーズがあった。

解決に至るプロセス・工夫した点

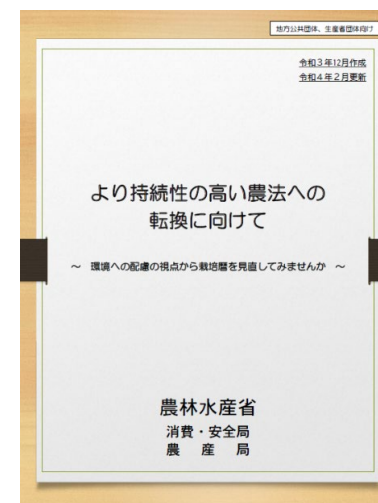
- 品質の維持のための栽培管理技術の標準化
出荷者の増加による品質低下を防ぐため現地にあった栽培管理マニュアルを出荷者とともに作り上げ、効率的な農薬の使用などの管理技術徹底のための巡回検討会を頻りに開催した。また、効果的な施肥のための独自有機配合肥料の開発なども行い品質の維持に努めている。
- 出荷販売拡大のための消費者との交流
手間をかけて生産しても市場出荷ではこれに見合う価格を得ることが難しいため、特別栽培農産物を志向する消費者へPRし販路を拡大することが特に重要となる。作る人と食べる人のお互いの気持ちを大切に、消費者に現地を体感してもらうための機会となる交流会を毎年、積極的に開催し、安定的な販路を確保している。
- 有機JAS認証までの道のり
キウイフルーツ・温州みかんも特別栽培農産物を栽培するまでの技術は確立していたが、有機JAS認証に際しさらに高度な栽培技術が必要となるため、栽培希望者間で病害虫対策や生育管理など、検印に巡回検討会を繰り返し情報共有しながら栽培技術を自分達で確立していった。特に病害虫対策では、発生消長に基づく管理技術、病害虫の発生しにくい環境作りなどを一つ一つ試行錯誤しながら解決した。

アドバイス・メッセージ等

食べる人の体にとって良い農産物とは、健康な農産物になります。健康な農産物とは、化成肥料や農薬に頼って育った農産物ではなく、自然の力で強く逞しく育った農産物です。健康な農産物を栽培することは、食べる人にとっても、地球環境にとっても、そして栽培する生産者にとっても嬉しい、持続可能な農業となります。ぜひ持続可能な農業に取り組む生産者と、持続可能な農業で育った農産物を購入する消費者が増える社会を築いていきましょう！

本取組の問い合わせ先

- ・神奈川県農業技術センター足柄地区事務所
- ・Tel: 0465-83-5111
- ・ジョイファーム連絡先 <https://www.joyfarm-odawara.com/>



For more details↓



Examples of "Creating Bases for Organic Business Practices"

See here for a collection of examples from around Japan ▶



Kochi Organic (Kochi City, Motoyama Town, and other areas in Kochi Pref.)

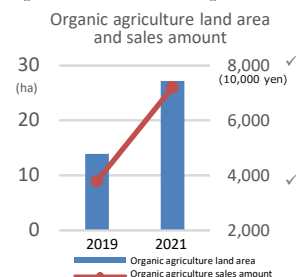
《Initiative characteristics》

- Soil analysis • Holding technical seminars
- Understanding intentions of actual users • Survey of demand



▲ Organic JAS certification system technical seminar

《Initiative results》



2019: 13.9 ha and 37.90 million yen
2021: 27.2 ha and 72.00 million yen

《Initiative key points》

- Established **practice farmland and training farmland**, and held **soil analysis and technical seminars**. Held **workshops to promote understanding of the Organic JAS certification system and to improve soil quality**.
- Held **exchanges of opinions between producers and actual users**, meetings to **coordinate cultivation items**, and **surveys to understand the intentions of actual users and market demand**. New, dedicated sales corners have been set up in 15 supermarkets.

Nature-friendly Village Development Liaison Council (Isumi City, Chiba Pref.)

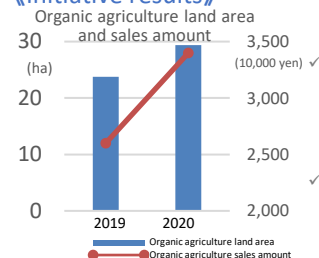
《Initiative characteristics》

- Improving organic rice yields
- Establishing supply systems for organic vegetables, etc.



▲ Children eating organically grown rice

《Initiative results》



2019: 23.75 ha and 26.00 million yen
2020: 29.38 ha and 34.00 million yen

《Initiative key points》

- Cultivation trials were conducted on farmland where organic rice is grown, and **yields increased by 20%**. As high, stable yields were expected, **cultivation area was expanded by 9% in 2020 and 24% in 2021**.
- Following the use of 100% locally grown organic rice for school lunches, a **supply system for locally grown organic vegetables was established in collaboration with local direct sales locations**.

Kyoto Organic Action Council (Kyoto Pref.)

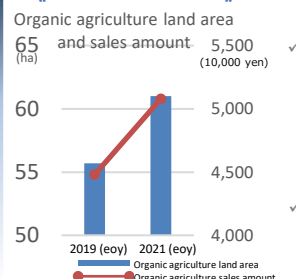
《Initiative characteristics》

- Operating joint logistics services and agricultural production sales plans • Transaction data sharing
- Opinion exchanges and mutual visits between producers and actual users, etc.



▲ Technical training among producers

《Initiative results》



2018: 55.7 ha and 44.79 million yen
2020: 61.0 ha and 50.79 million yen

《Initiative key points》

- Using Farm0, 30 of the 80 members **share production and order status**, and actual users **jointly purchase products**.
- Member businesses collaborated and started **setting up collection stations and operating of shared logistics services**, aiming to reduce logistics costs and labor.



▲ Creating a collection point

Miyazaki Prefecture Organic Agriculture Promotion Council (Miyazaki Pref.)

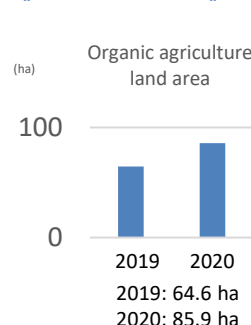
《Initiative characteristics》

- Held technical training sessions for each item
- Conducted surveys on organic farming amongst farmers in the prefecture to clarify issues



▲ Training session

《Initiative results》



《Initiative key points》

- Held **technical training sessions by item and theme** for organic farmers and farmers interested in organic farming in the prefecture.
- Researched advanced examples of organic farming and **compiled a collection of case studies**.
- Surveyed farmers in the prefecture about organic agriculture, and **clarified that the current challenge lies in promoting understanding by and advertising to customers**.



▲ Discussion session at a local farm

Examples of "Support Projects for Acquiring Organic JAS Certification"

See here for a collection of examples from around Japan ▶



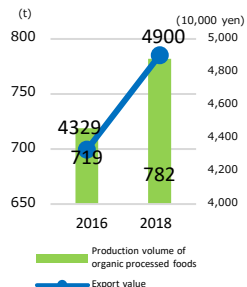
Yamaki Jozo Co., Ltd. (Kamikawa Town, Saitama Pref.)

《Initiative characteristics》

- Tried products suitable for overseas shipping
- Expanding sales channels through business meetings with local importers, etc.

《Initiative results》

Production volume and export value of organic processed foods



《Initiative key points》

- ✓ Working on **developing products** such as miso sauce that are easy for overseas people to use, and have provided prototypes to buyers in various countries, which have been well received.
- ✓ Have created packaging that complies with export destination regulations, and plan to obtain Organic JAS certification.
- ✓ In 2018, had **business meetings with local importers** in Australia, France, Germany, Denmark, Belgium, and the Netherlands. Also exhibited at the Japan Food Export Expo (Makuhari). Have had a **total of 235 business meetings and have expanded sales channels.**



▲ Business meeting

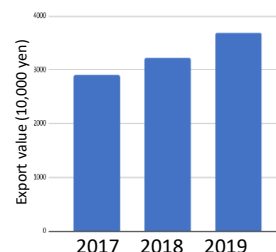
Hikari Foods Co., Ltd. (Kamiita Town, Itano-gun, Tokushima Pref.)

《Initiative characteristics》

- Created products that match overseas demand
- Expanding exports of Organic JAS certified condiments such as ponzu, soy sauce, and sauces

《Initiative results》

Trends in export value



《Initiative key points》

- ✓ **Creating products that match demand** by exhibiting at export trade fairs and visiting overseas buyers to directly hear their requests and opinions.
- ✓ **Holding business meetings with local importers** in Australia, the UK, Belgium, and Singapore. **Currently negotiations are underway to export large quantities of organic seasonings**, such as organic ginger hot sauce and organic ponzu sauce.



▲ Organic ginger hot sauce

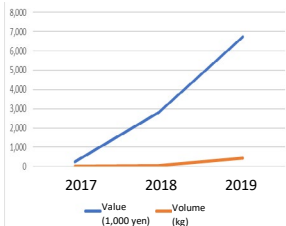
Sugimoto Shoten Organic Shippers Council (Takachiho Town, Miyazaki Pref.)

《Initiative characteristics》

- Acquired organic JAS certification for vegans in response to overseas demand
- Initiatives to expand exports of organically certified dried shiitake mushrooms, etc.

《Initiative results》

Trends in export volumes of dried shiitake mushroom products



《Initiative key points》

- ✓ After conducting surveys of actual overseas users, found that there was demand from vegans, so **newly obtained Organic JAS certification.**
- ✓ In order to expand exports of organically certified dried shiitake mushrooms, actively participated in domestic and international exhibitions, and **increased exports by more than 10x in two years.**



▲ Presenting at an exhibition

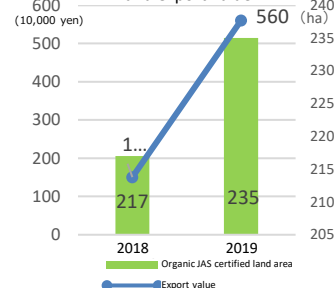
Kagoshima Organic Farmer's Association (Kagoshima City, Kagoshima Pref.)

《Initiative characteristics》

- Expanding exports of organic produce from the prefecture
- Developed products for export, such as frozen baked sweet potatoes and organic baby food

《Initiative results》

Organic JAS certified land area and export value



《Initiative key points》

- ✓ Actively participated in business meetings both domestically and abroad, and have expanded demand and are successfully **exporting 20 agricultural products to Hong Kong.**
- ✓ With an eye on overseas demand, are **developing products for export, such as frozen baked sweet potatoes and organic baby food.**



▲ Business meetings aimed at developing demand in the Middle East



Outstanding Examples of Organic Farming Initiatives

2023 Promoting Sustainable Agriculture for the Future Contest

(Organic Agriculture/Environmentally Friendly Agriculture Category)

For more details→



MAFF Minister's Award

Oyano Organic Farm Products Supply Center Agricultural Cooperative Association (Kamiamakusa City, Kumamoto Pref.)

- The Oyano Organic Association was established in 1984 by seven citrus producers. In 1992, an agricultural producer's cooperative corporation was established, and the union district and production base were expanded throughout the prefecture.
- Organic and special cultivation is carried out on all production farmland, and 9 hectares of this have obtained Organic JAS certification.
- At the cooperative's organic fertilizer production facility, they produce *bokashi* fertilizer (Organic JAS compliant) from local resources such as rice bran, fish meal, and chicken manure, and sells it to members.
- In order to supply high-sugar content and high-quality organic farm products, the cooperative has installed a citrus optical sensor sorting machine and a collection and shipping facility.

Land area: 50 ha (approx. 11 ha organic)
Members: 88
Products: Citrus, onions, carrots, etc.
approx. 9 kinds of fruits and vegetables



Crop Production Bureau Director-General's Award

Saku Organic Farmers LLC (Saku City, Nagano Pref.)

- In 2009, the Saku Organic Association, a voluntary shipping group for organic farm products, was formed with the local organic farmers and the local market (currently the Saku branch of R&C Nagano Fruits & Vegetables Co., Ltd.) as its secretariat. It became an LLC in 2023.
- All 16 producers have obtained Organic JAS certification. Sales have reached 170 million yen, more than four times the amount since the company was founded.
- Sales functions such as ordering, truck arrangements, delivery, and payment collection have been completely outsourced to a distribution company.
- They developed their own cloud system that allows all producers and business partners to share their cultivation plans and order status.

Land area: 80 ha (approx. 60 ha organic)
Members: 16
Products: Pumpkins, zucchinis, tomatoes, etc.
approx. 18 kinds of vegetables



Crop Production Bureau Director-General's Award

doyuuno organic farm LLC (Toyama City, Toyama Pref.)

- Established in 1995. Achieved annual sales of approx. 80 million yen through recycling-based organic agriculture in mountainous areas centered on rice terraces.
- Produces compost from local resources such as sake lees from local companies and food residue such as soy pulp, and then provides it to local farmers. Practices livestock integrated recycling-based agriculture, using feed rice produced with reduced pesticides and local vegetable residue for its own chicken feed.
- In addition to selling organic farm products, they manufacture and sell rice flour, baked goods, organic sake, *mirin* rice wine, and other products made from organic rice.
- Promotes organic agriculture by giving lectures at organic agriculture schools both inside and outside the prefecture, and by holding outdoor education experiences in Satoyama.

Land area: Approx. 35 ha
(approx. 28 ha organic)
Members: 15
Products: Rice, soybeans, wheat, poultry, etc.



Crop Production Bureau Director-General's Award

BIO Marche Co., Ltd. (Toyonaka City, Osaka Pref.)

- Founded in 1983, before the Organic JAS system was introduced. They collect organic farm products from approximately 300 producers nationwide and sell it to local retailers, and also operate a home delivery business. Through contracts with a variety of production areas, they are able to ship over a dozen items, including onions and carrots, year-round.
- By working to streamline distribution, such as by establishing joint logistics that connect producers within the region, they have reduced distribution costs, ensuring profits for producers while setting prices that are affordable for consumers.
- In addition to providing organic farm products for school lunches in public schools in multiple cities and towns, they also provide organic processed foods to nursery schools.

Members: 54 full-time, 227 part-time

