

MeaDRI ~ the Strategy for a sustainable food system ~

Measures for achievement of Decarbonization and Resilience with Innovation (MeaDRI)

~ Innovation will enhance productivity potentials and ensure sustainability in a compatible manner~

“MeaDRI,” the medium-long term strategy will pave the way for the future.

- Enhancing engagement of stakeholders at each stage of food supply chains
- Promoting innovation to reduce environmental load

Challenges

- Depopulation and aging of producers
- Stagnant rural communities
- Climate change and increasing natural disasters
- Disrupted supply chains due to the COVID-19
- Achievement of SDGs

By 2050, MAFF aims to achieve;

- ➔ Zero CO2 emission from the agriculture, forestry and fisheries sectors
- ➔ 50% reduction in risk-weighted use of chemical pesticides by dissemination of the Integrated Pest Management and newly-developed alternatives
- ➔ 30% reduction in chemical fertilizer use
- ➔ Increase in organic farming to 1Mha (equivalent to 25% of farmland)
- ➔ At least 30% enhancement in productivity of food manufacturers (by 2030)
- ➔ Sustainable sourcing for import materials (by2030)
- ➔ 90% and more superior varieties and F1 plus trees in forestry seedling
- ➔ 100% of artificial seedling rates in aquaculture of Japanese eel, Pacific bluefin tuna,etc.

which will be enabled through:

- development and dissemination of innovative technologies
- greening of MAFF’s policy tools

Zero-emission Sustainable Development

Dissemination of innovative technologies

Innovations to be developed

Dissemination of technologies currently under development

2020 2030 2040 2050

MAFF endeavors to accomplish the triple win of;

Economic sustainability

Ensure robust and resilient food industry

Social sustainability

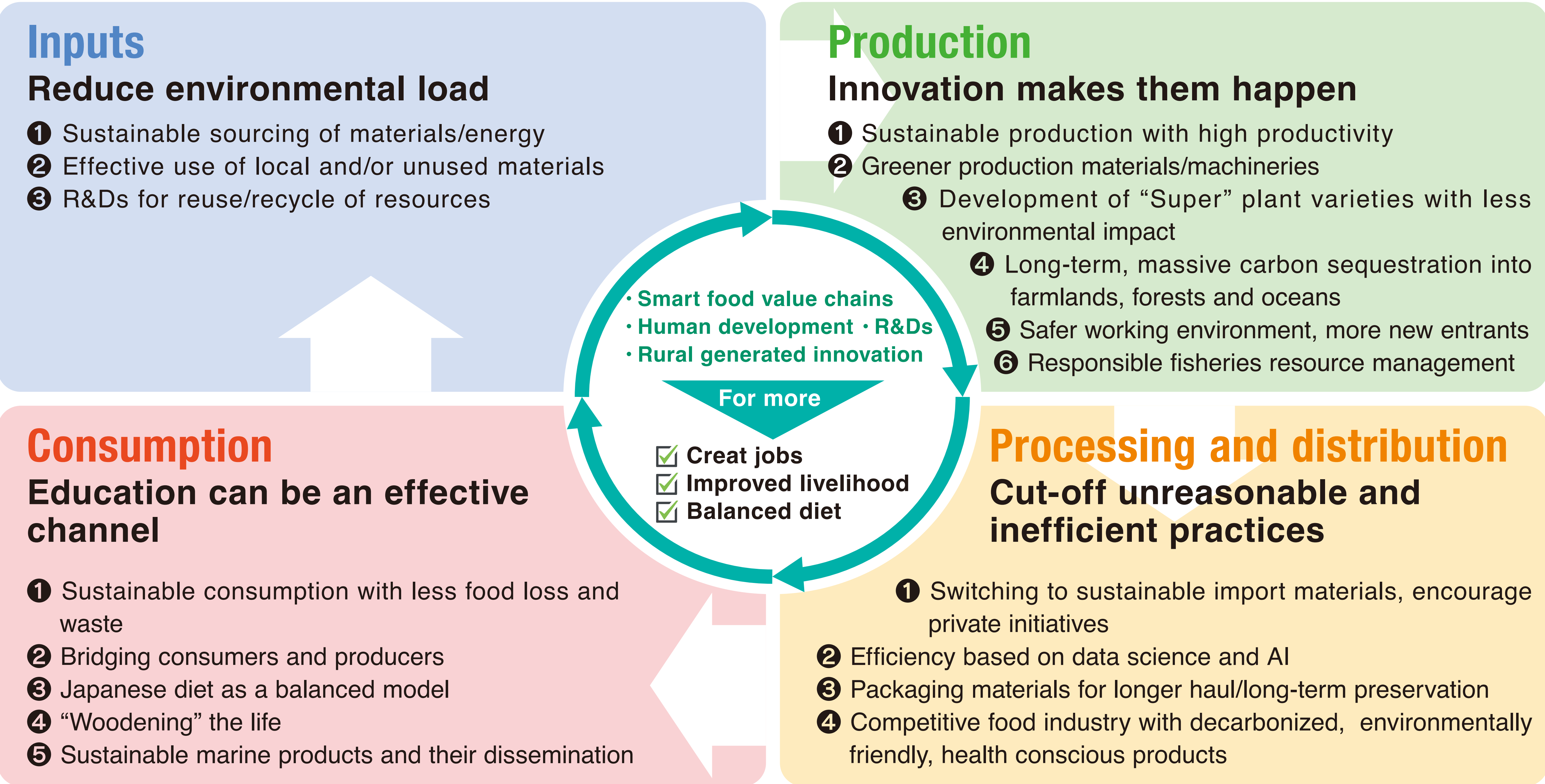
Improve livelihood, promote balanced diet

Environmental sustainability

Save global environment for the future generation

MeaDRI’s Conceptual Approach

Following viewpoints are required to transform our food systems. Awareness, efforts and behavioral changes of stakeholders as well as promising technologies are the keys to success.



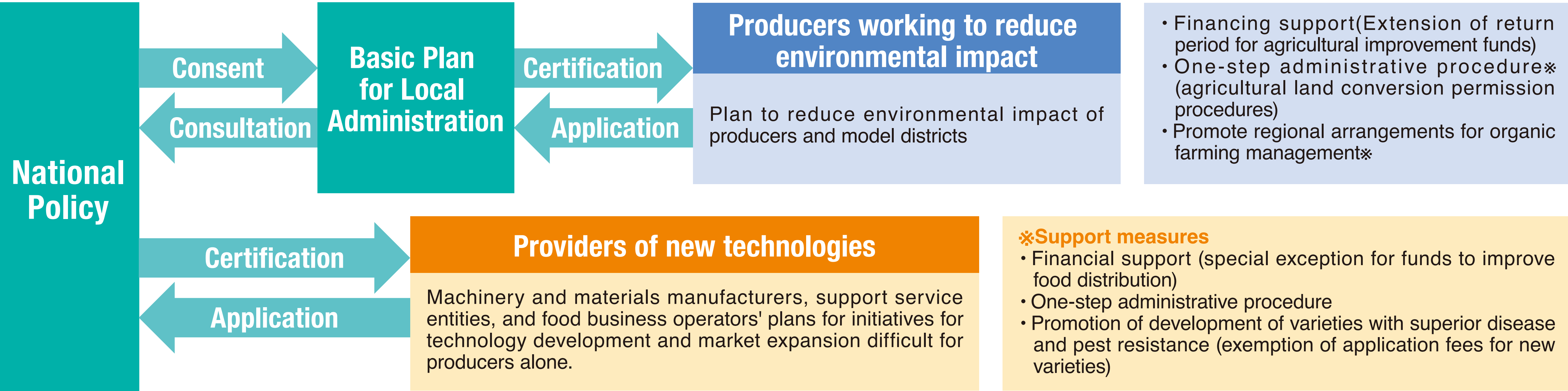
What the MeaDRI is about?

The MeaDRI related law

The "MeaDRI related law" was enacted in order to share the basic principles with all stakeholders in the food system and to promote efforts to reduce environmental impacts through the united efforts of all stakeholders.

The law was enacted on April 22, 2022, promulgated on May 2, and came into effect on July 1.

Purpose	Implementation of MeaDRI. ▶ Sustainable development of agriculture, forestry, fisheries, and food industry, ensuring stable food supply	
Basic Principles	• Cooperation among producers, businesses, consumers	• Development and use of technology • Ensuring Food Distribution systems etc
Clarify roles of stakeholders	• Responsibilities of National and Local Governments (policy development and implementation)	• Efforts by producers, businesses, and consumers
Measures to be taken by the government	• Promoting understanding among stakeholders • Promote procurement, production, distribution, and consumption that contribute to reducing	environmental impact • Technology development and promotion • Visualization of environmental impact reduction etc



• In addition to the planning system, a new tax incentive for investment in necessary machinery and facilities, and a new JFC fund for machinery and materials.

• Inclusion of initiatives under the Sustainable Agriculture Law (the Law will be repealed and transitional measures will be taken to phase in the new system).

Example of innovation

Pest diagnosis and pin-point spraying can also reduce pesticide use.

