Updated on September 22, 2025

The Situation Surrounding Organic Agriculture in Japan

September 2025

Ministry of Agriculture, Forestry and Fisheries

Sustainable Agriculture Division, Crop Production Bureau

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What are Organic Agriculture and Organic Farm Products?

Organic agriculture

- According to the Codex Alimentarius Commission's *1 Guidelines for the Production, Processing, Labelling and Marketing of Organically produced Foods, "Organic agriculture is a holistic production management system which promotes and enhances agroecosystem health, including biodiversity, biological cycles, and soil biological activity."

*1: An international intergovernmental organization established in 1963 by the FAO and WHO with the objectives of protecting consumer health and ensuring fair trade in food. It is responsible for formulating international food standards, and Japan has been a member since 1966.

- In Japan, the Act on the Promotion of Organic Agriculture (Act No. 112 of 2006) defines organic agriculture as agriculture that uses methods that basically do not, in principle, use chemically synthesized fertilizers, pesticides or genetic modification technology and which aims to minimize the burden of agricultural production on the environment.

Organic farm products

Agricultural products produced in accordance with the standards of the Japanese Agricultural Standard for Organic Products of Plant Origin (Organic JAS Standard), which conforms to the Codex Alimentarius Commission's Guidelines.

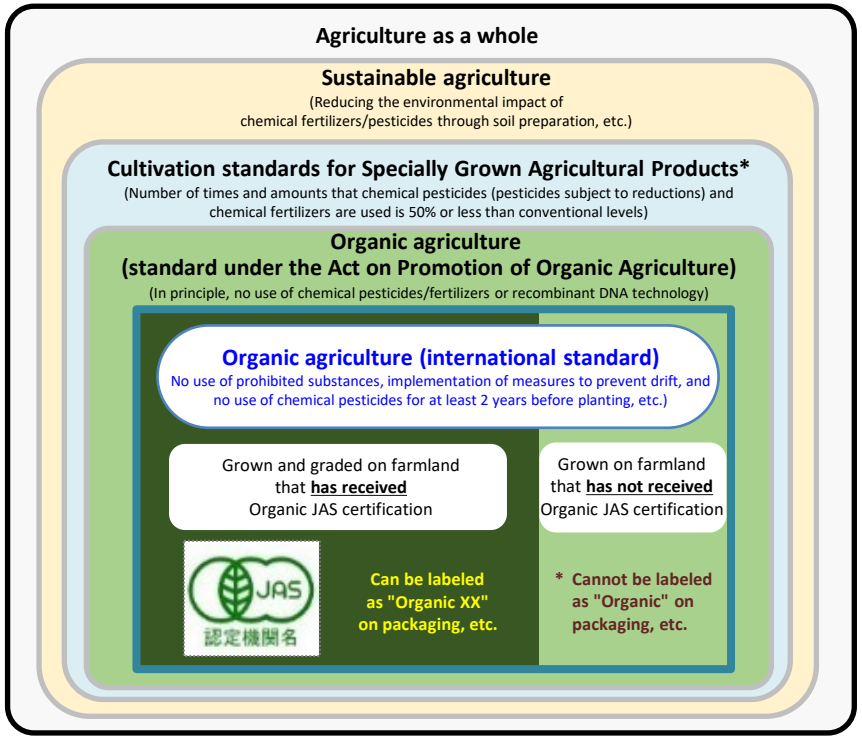
A **third-party organization conducts inspections** to ensure that production complies with these standards, **and businesses that are certified** can use the "Organic JAS Mark" and label their products as **"Organic XX" or "Organic," etc.**

Agricultural products that have not been certified cannot be labeled as "Organic," etc.

The Japanese Agricultural Standard for Organic Products of Plant Origin (Organic JAS) stipulates that, based on the principle of **avoiding the use** of chemically synthesized fertilizers and pesticides, in order the fully utilize the productivity of farmland as derived from the properties of the soil and in order to adopt cultivation management methods that minimize the environmental burden caused by agricultural production:

- ✓ **Necessary measures must be taken to prevent prohibited materials from drifting or flowing in from the surrounding area.**
- ✓ **No chemical fertilizers or synthetic chemical pesticides must be used for more than two years prior to seeding or planting.**
- ✓ **No use of recombinant DNA technologies or irradiation must be used**

■ Relationship between the use of chemical fertilizers/pesticides (standards) and terminology



* Based on the definition of "Specially Grown Agricultural Products" in the third definition of the 2007 Guidelines for the Labeling of Specially Grown Agricultural Products.

MIDORI Strategy for Sustainable Food Systems (overview)

~ Innovation will be the key to enhance both productivity potential and sustainability~
Measures for achievement of Decarbonization and Resilience with Innovation (MIDORI)

May 2021
MAFF

Current situation and future issues

- Decreasing numbers of/aging producers and the decline of local communities
- Global warming and large-scale natural disasters
- Supply chain disruptions triggered by COVID-19 and increase in home-cooked meals
- Strengthening response to SDGs and the environment
- Participation in international rule-making

"Farm to Fork Strategy" (May 2020) Reduce the overall use and risk of chemical pesticides by 50%, and boost organic production to reach 25% by 2030

"Agriculture Innovation Agenda" (Feb. 2020)
Increase agricultural production by 40 percent while cutting the environmental footprint of U.S. agriculture in half by 2050

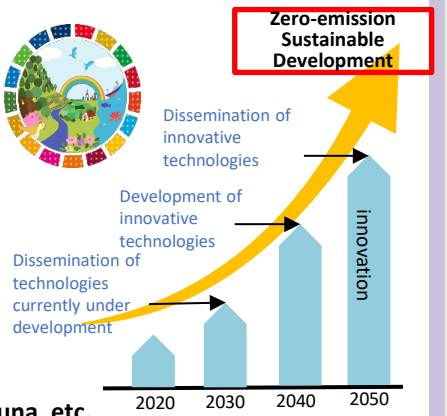
There is an urgent need to build sustainable food systems that also take into account the future of local communities and of agriculture, forestry, and fisheries

In order to build sustainable food systems, the "MIDORI Strategy for Sustainable Food Systems" was formulated, and initiatives at each stage of procurement, production, processing, distribution, and consumption are being promoted from a medium- to long-term perspective, along with innovations to reduce environmental burdens, such as via carbon neutrality

Goals and Directions for Initiatives

Key Performance Indicators by 2050

- Zero **CO2 emission** from fossil fuels combustion in 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.**



Strategic Approach

By 2040, progressively develop innovative technologies and production systems (technology development goal)
By 2050, based on the development of innovative technologies and production systems:
In the future, promote the "greening of policy methods" and realize their social implementation (social implementation goal)

* "Shift to green policy methods":
  By 2030, concentrate support measures on individuals engaged in sustainable food, agriculture, forestry, and fisheries.
  By 2040, based on the state of technological development, the goal is to achieve carbon neutrality for subsidized projects.
  Enhance cross-compliance requirements together with expanded subsidies and a more complete menu of measures to reduce environmental impact.
* Review regulations that will be necessary at that time, with a view to supporting sustainable initiatives and the social implementation of innovative technologies and production systems. Review the regulations necessary to build local production for local consumption energy systems.

Expected effects

Economic — **Building a sustainable industrial base**

- Shift from imports to domestic production (procurement of fertilizers, feed, and raw materials)
- Increase exports by improving the reputation of domestic products
- Expand diverse working styles by utilizing new technologies, and expand the base of producers

Social — **Enrich people's diets; increase local employment and income**

- Healthy Japanese-style diet in collaboration with producers and consumers
- Local economic circulation utilizing local resources
- Local communities where diverse people coexist

Environ-mental — **Passing on a safe and secure global environment for the future**

- Food, agriculture, forestry, and fisheries in harmony with the environment
- Contributing to carbon neutrality by switching away from fossil fuels
- Reducing costs by limiting the use of chemical pesticides and fertilizers

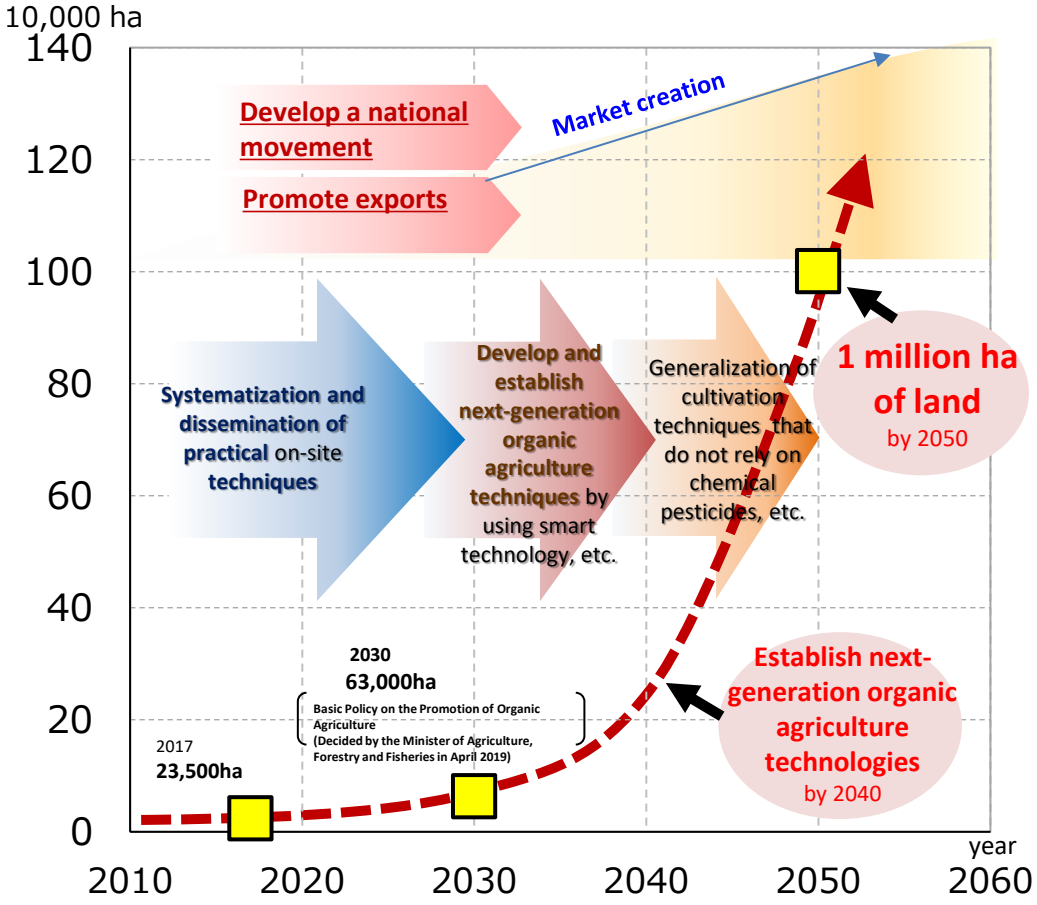
Presented as a model for sustainable food systems in the Asian monsoon region, and participated in international rule-making (such as at the UN Food Systems Summit (September 2021))

Expanding Organic Agriculture Efforts

Goal

- **By 2050, expand the organic market** while also **increasing the proportion** of arable land area **used for organic agriculture to 25% (1 million hectares)** (*organic agriculture as practiced internationally)

(・**By 2040, establish next-generation organic agriculture techniques** for major crops that many farmers can use)



Basic Policy on the Promotion of Organic Agriculture

Promotion and Dissemination Goals

● Set **production and consumption goals in anticipation of increased demand for organic food, both domestically and internationally**, 10 years from now (2030)

Area used for organic agriculture
23.5 thousand ha(2017) → **63 thousand ha** (2030)

Number of organic farmers
11.8 thousand (2009) → **36 thousand** (2030)

Domestic share of organic food products
60%(2017) → **84%** (2030)

Percentage of people who eat organic food at least once a week
17.5%(2017)→**25%** (2030)

Promotion Measures

- **Developing human resources**
- **Creating production areas**
- **Diversifying sales opportunities**
- **Increasing consumer understanding**
- **Technology research and development**

Recent Examples of Research and Surveys on the Effects of Organic Agriculture on the Environment

SUSTAINABLE DEVELOPMENT GOALS

➢ Research and survey results have been published showing that organic agriculture contributes to conserving biodiversity and to preventing global warming

Relationship between cultivation methods and biodiversity in paddy fields

15 LIFE ON LAND — Contribute to maintaining ecosystems and biodiversity

Biota	Comparison of cultivation methods
Red list plants	Conventional < reduced-pesticide < organic
Tetragnatha genus spiders	Conventional < reduced-pesticide / organic
Sympetrum genus dragonflies	Conventional < organic
Pelophylax nigromaculatus genus frogs	Conventional / reduced-pesticide < organic
Waterfowl	More common in areas with more organic paddy fields

August 28, 2019 (National Agriculture and Food Research Organization) press release: "(Research Results) Clarifying the Relationship between Organic/Reduced-Pesticide Cultivation and Biodiversity"

Survey results on the effectiveness of organic farming in preventing global warming

13 CLIMATE ACTION — Proper soil management can help mitigate climate change

Initiative name	Amount of greenhouse gas emissions reduced per unit* (tCO_2/ha/year)	Area of activities (ha)	Amount of greenhouse gas emissions reduction (tCO_2/year)
Organic farming	1.04	11,610	12,074

*Figures comparing (subtracting) greenhouse gas emissions when organic farming is practiced and when conventional management (use of chemical fertilizers) is used.

Compiled by the Sustainable Agriculture Division based on materials from the Third Party Committee on the Direct Payments for Environmentally Friendly Agriculture (9th meeting, March 7, 2024)

Overseas examples of the effects of organic agriculture

3 GOOD HEALTH AND WELL-BEING — Preventing water pollution by reducing the use of chemical fertilizers and pesticides contributes to people's health and welfare

6 CLEAN WATER AND SANITATION — Prevents chemicals from running off into waterways

13 CLIMATE ACTION — Proper soil management can help mitigate climate change

15 LIFE ON LAND — Contribute to maintaining ecosystems and biodiversity

Report from the Heinrich von Thünen Institute (a think tank of the German Federal Government)

In 2019, the results of a comparative study of 2,816 organic and conventional agriculture cases from 528 previous research papers were compiled, and it was concluded that organic agriculture has **advantages (organic agriculture is superior) in terms of water quality conservation, soil fertility, biodiversity, prevention of global warming (soil carbon storage), prevention of soil erosion, resource usage efficiency (nitrogen, etc.), and** animal welfare.

(Compiled by the Sustainable Agriculture Division based on https://literatur.thuenen.de/digbib_extern/dn060722.pdf)

(Reference)

The relationship between organic agriculture and the SDGs, according to IFOAM (International Federation of Organic Agriculture Movements)

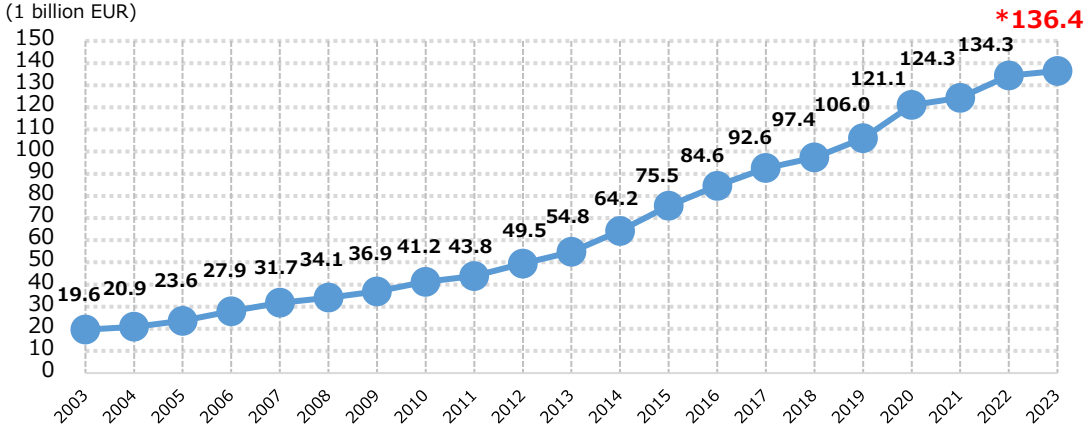
2 ZERO HUNGER	Sustainable agricultural systems promote sustainable food production
3 GOOD HEALTH AND WELL-BEING	Preventing water pollution by reducing the use of chemical fertilizers and pesticides contributes to people's health and welfare
6 CLEAN WATER AND SANITATION	Prevents chemicals from running off into waterways
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	Purchasing organic foods contributes to sustainable food production
13 CLIMATE ACTION	Proper soil management can help mitigate climate change
15 LIFE ON LAND	Contribute to maintaining ecosystems and biodiversity

* Prepared by the Sustainable Agriculture Division based on materials from IFOAM Japan

Organic Food Market: (1) Globally

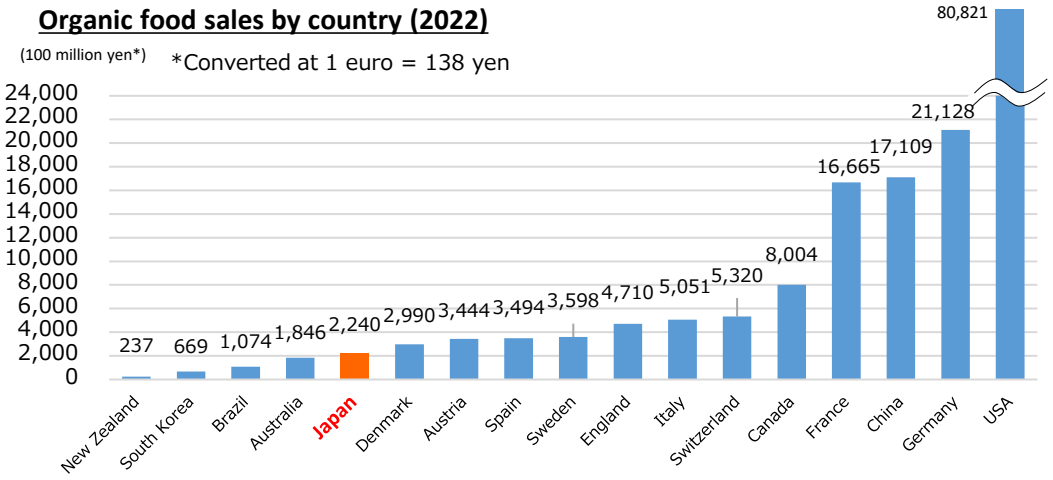
- Global organic food sales continue to grow, reaching approximately €136.4 billion in 2023 (approx. 20.7 trillion yen at 1 EUR = 152 yen).
- Sales are over 8 trillion yen in the US, over 2 trillion yen in Germany, and over 1 trillion yen in China and France. Japan is the second largest organic food market in Asia after China and the 13th largest in the world (2022).
- In Germany and France, organic food sales are highest in general stores. In Germany, there has been remarkable growth over the past two years (2021).
- The global average organic food consumption per capita is 2,346 yen (17.0 euros), with a high tendency in Switzerland and Nordic countries (2022).

Trends in global organic food sales



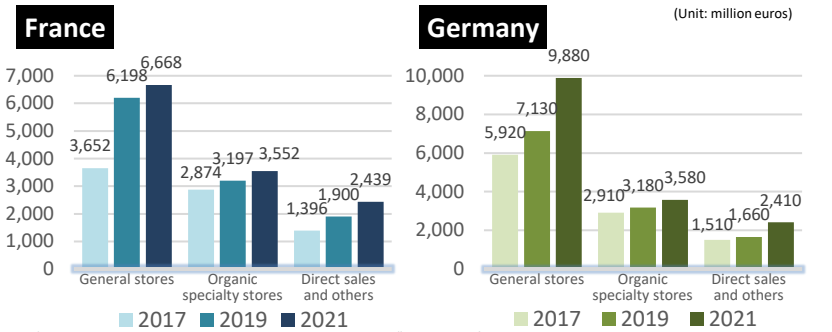
*Prepared by the Sustainable Agriculture Division based on "The World of Organic Agriculture Statistics & Emerging Trends 2010-2025" by FiBL＆IFOAM

Organic food sales by country (2022)



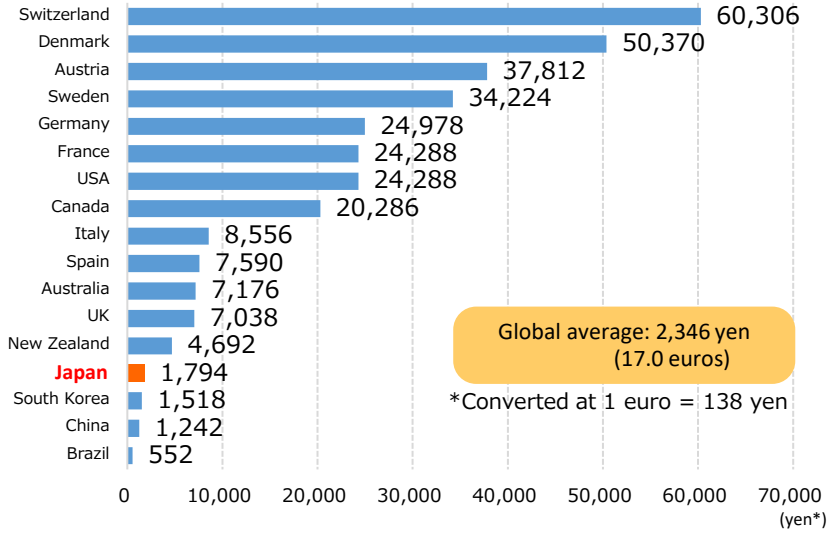
* Prepared by the Sustainable Agriculture Division based on "The World of Organic Agriculture Statistics & Emerging Trends 2024" by FiBL＆IFOAM

Trends in organic food sales by retail format in European countries



* Prepared by the Sustainable Agriculture Division based on "The World of Organic Agriculture Statistics & Emerging Trends 2023" by FiBL＆IFOAM

Annual per capita consumption of organic food by country (2022)



* Prepared by the Sustainable Agriculture Division based on "The World of Organic Agriculture Statistics & Emerging Trends 2024" by FiBL＆IFOAM

Organic Food Market: (2) Japan

- Based on consumer surveys, the organic food market size in Japan is estimated to have been 130 billion yen in 2009, 185 billion yen in 2017, and 224 billion yen in 2022.
- In surveys conducted in 2022, 32.6% of consumers stated that they consume organic food at least once a week.

Estimated size of the organic food market in Japan (based on consumer surveys)

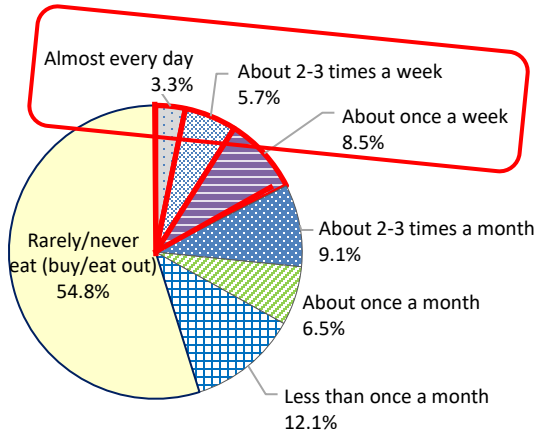
Estimate year	2009	2017	2022
Estimated size of the organic food market in Japan (yen)	130 billion yen	185 billion yen	224 billion yen

* Prepared by the Sustainable Agriculture Division. 2009 estimates are based on the IFOAM Japan/Organic market Research Project; 2017 estimates are based on the "Survey on Organic Food Markets" by MAFF; and the 2022 estimates are based on the "Project to Examine Estimation Methods for Organic Food market Size and for the Area Utilized for Organic Agriculture" by MAFF.

Consumer survey results

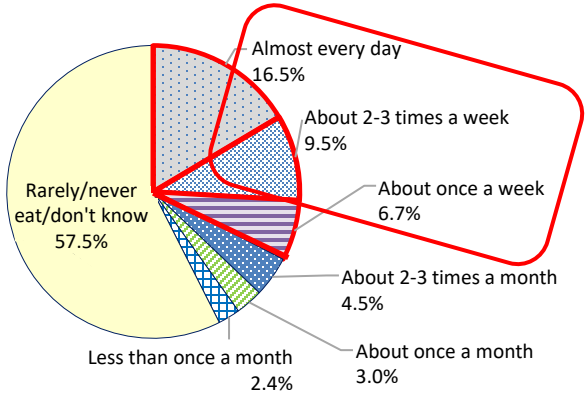
2017

Consume organic food at least once a week = 17.5%



2022

Consume organic food at least once a week = 32.6%

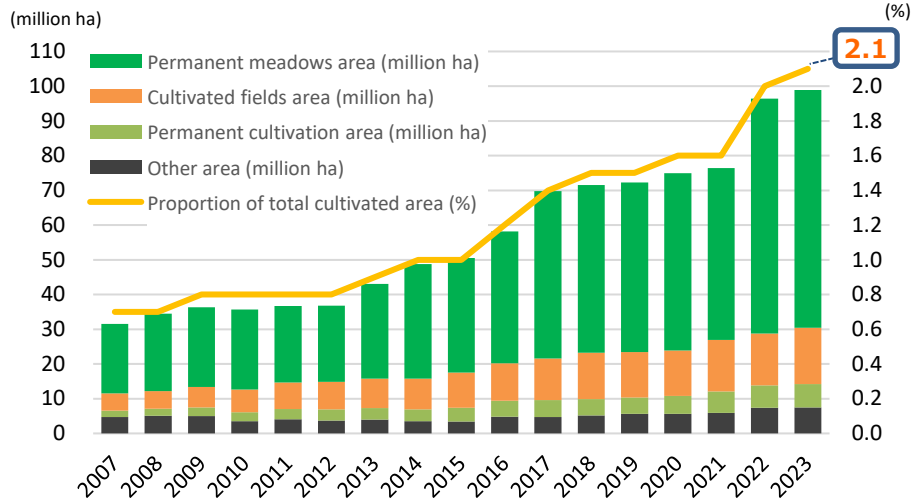


Prepared by the Sustainable Agriculture Division based on "Project to Examine Estimation Methods for Organic Food market Size and for the Area Utilized for Organic Agriculture" by MAFF.

Land Area Used for Organic Agriculture: (1) Globally

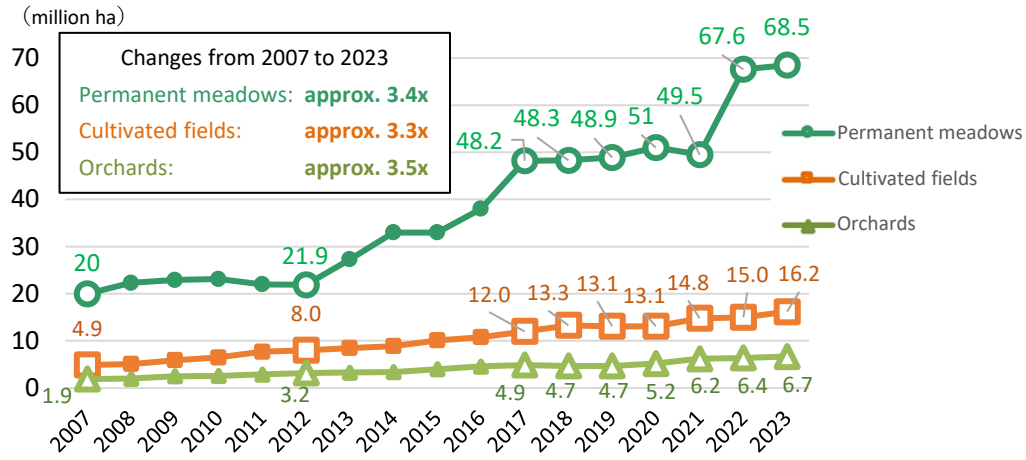
- The global land area used for organic agriculture has tripled over the past 15 years, to approx. 98.9 million hectares in 2023, accounting for approx. 2% of total arable land area. Over the past decade or so, there has been a notable expansion of permanent meadows.
- The percentage of land area used for organic agriculture is high in European countries, but low in the United States and China, at less than 1%.

Global organic agriculture land area, and its percentage or total arable land area



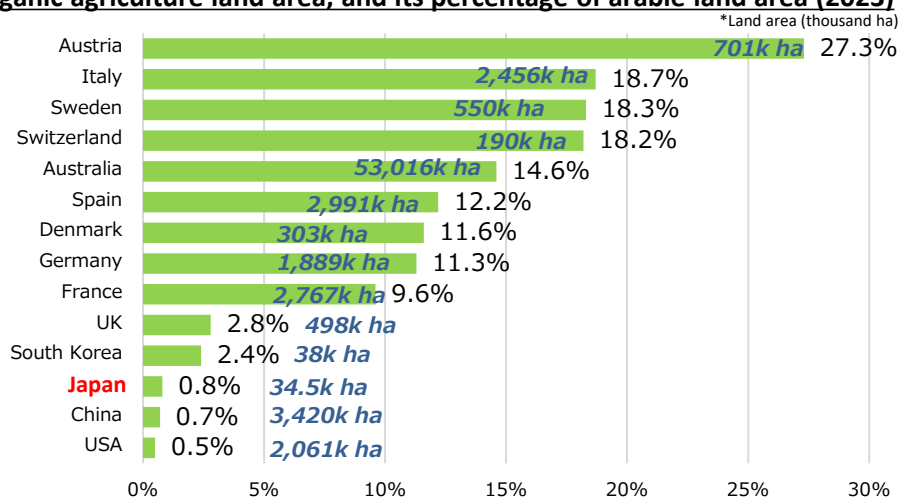
* Prepared by the Sustainable Agriculture Division based on "The World of Organic Agriculture Statistics & Emerging Trends 2025" by FiBL＆IFOAM

Trends in global organic agriculture land area by land use

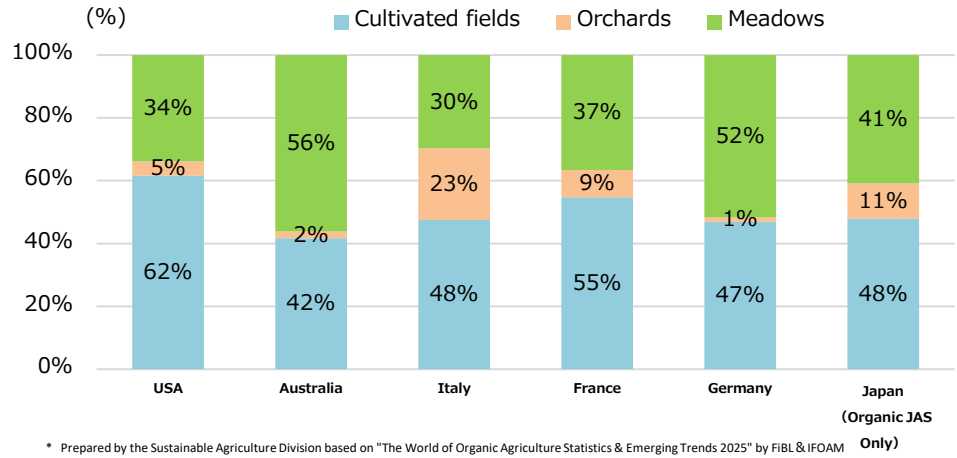


* Prepared by the Sustainable Agriculture Division based on "The World of Organic Agriculture Statistics & Emerging Trends 2025" by FiBL＆IFOAM

Organic agriculture land area, and its percentage of arable land area (2023)



Percentage of organic agriculture land area by land use in each country (2023)

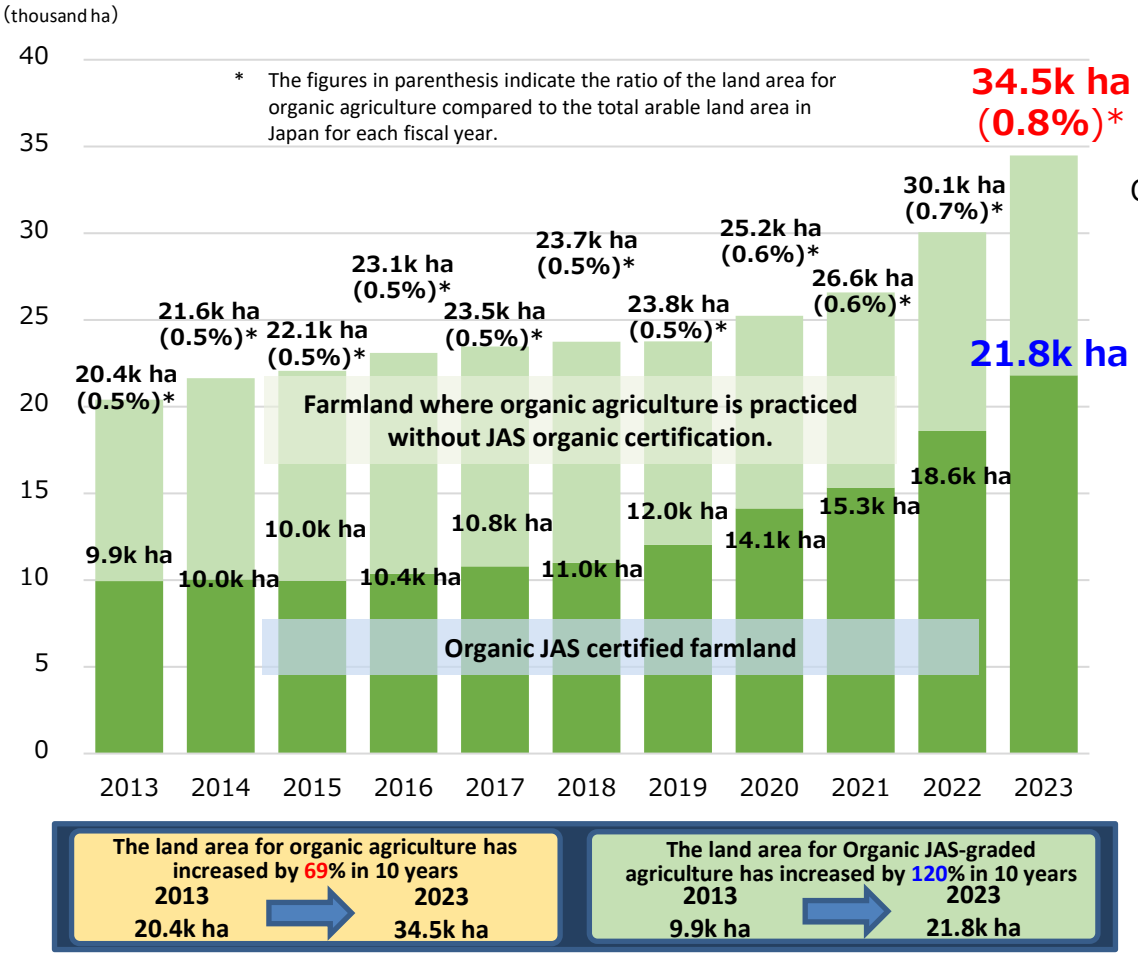


* Prepared by the Sustainable Agriculture Division based on "The World of Organic Agriculture Statistics & Emerging Trends 2025" by FiBL＆IFOAM

Note 1: Prepared by the Sustainable Agriculture Division based on "The World of Organic Agriculture Statistics & Emerging Trends 2025" by FiBL＆IFOAM
Note 2: Japan includes agricultural land area that has not received Organic JAS certification but where international-standard organic agriculture is being practiced

Land Area Used for Organic Agriculture : (2) Japan

- The land area for organic agriculture in Japan is on an upward trend, and Organic JAS land in particular has expanded by 120% in 10 years.
- By land category, the expansion has primarily been in ordinary cultivated land and pastures.

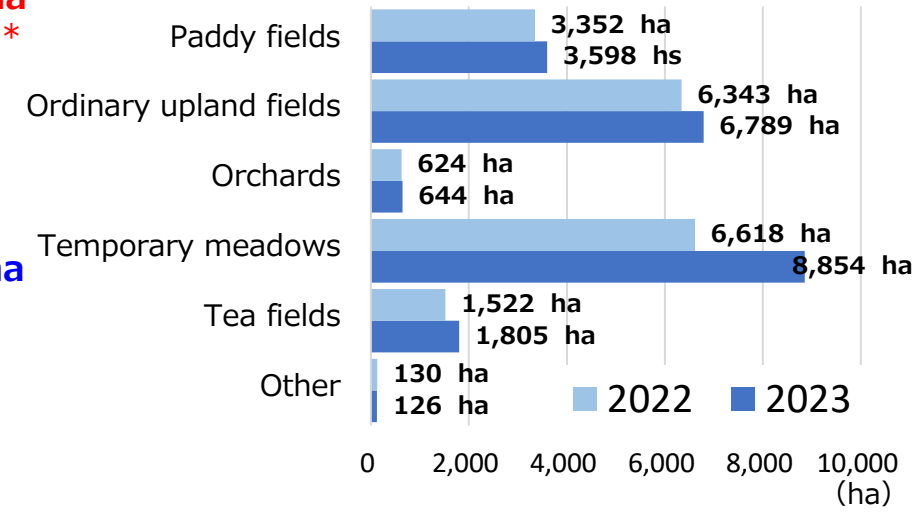


The land area for organic agriculture has increased by 69% in 10 years
2013 20.4k ha → 2023 34.5k ha

The land area for Organic JAS-graded agriculture has increased by 120% in 10 years
2013 9.9k ha → 2023 21.8k ha

* Organic JAS certified farmland was surveyed by the Food Manufacture Affairs Division of the Ministry of Agriculture, Forestry and Fisheries. Farmland that has not received Organic JAS certification was estimated by the Sustainable Agriculture Division (Note: From 2011 to 2014, estimates were made based on the results of the "2010 Organic Agriculture Basic Data Creation Project" survey (MOA Natural Farming Culture Foundation) or from interviews with prefectures. From 2015 onwards, estimates were compiled by the Sustainable Agriculture Division based on interviews with prefectures.)

■ Changes in land area by land use for Organic JAS agriculture (FY2022 to FY2023)



■ Prefectures with the largest growth in Organic JAS land area by land category (FY2022 to FY2023)

Paddy fields
1. Hokkaido 38ha
2. Hyogo Pref. 26ha

Ordinary upland fields
1. Hokkaido 270ha
2. Ibaraki Pref. 50ha

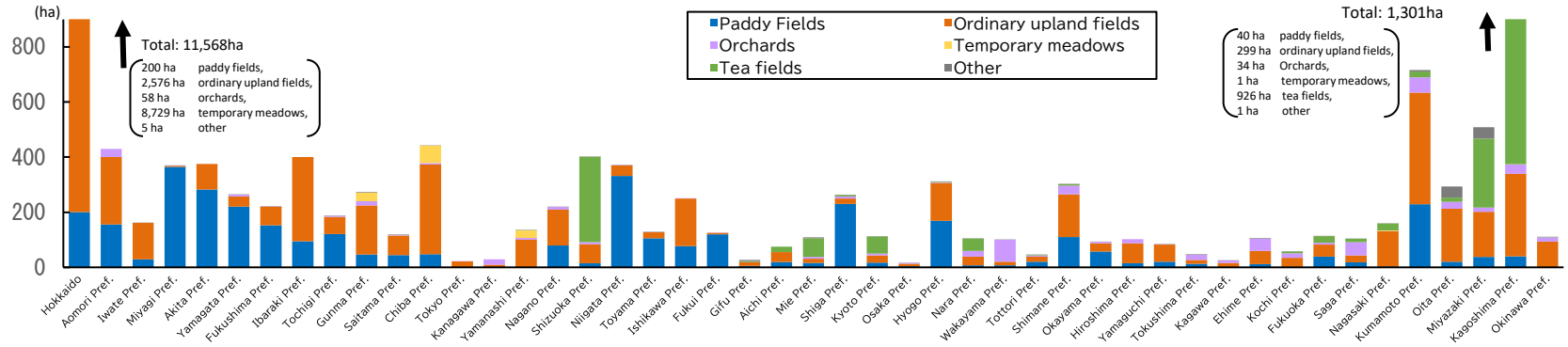
Temp. meadows
1. Hokkaido 2,236ha
2. Nagasaki Pref. 2ha

Tea fields
1. Kagoshima Pref. 175ha
2. Miyazaki Pref. 60ha

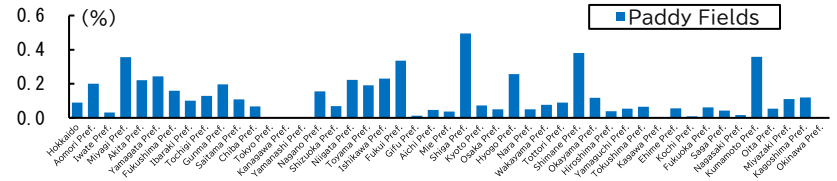
Organic JAS Certified Agricultural Land

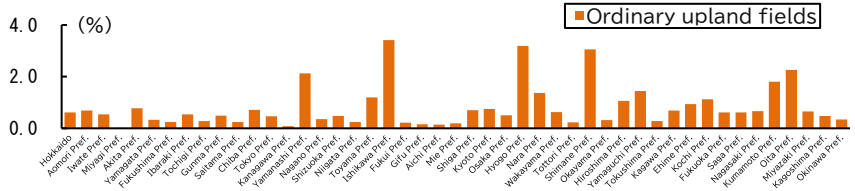
- As of FY2023, 53% of Organic JAS farmland was located in Hokkaido, 6% in Kagoshima Pref., and 3% in Kumamoto Pref.
- The Tohoku and Hokuriku regions tend to have many paddy fields, the Kyushu region tends to have many ordinary upland fields and tea fields, and the Kanto region tends to have many ordinary upland fields.
- The proportion of Organic JAS farmland among paddy fields is less than 0.5%, but there are prefectures where the proportion of ordinary upland fields and permanent cultivation fields exceeds 3%, and in some prefectures more than 10% of the tea cultivation or temporary meadows area is Organic JAS farmland.

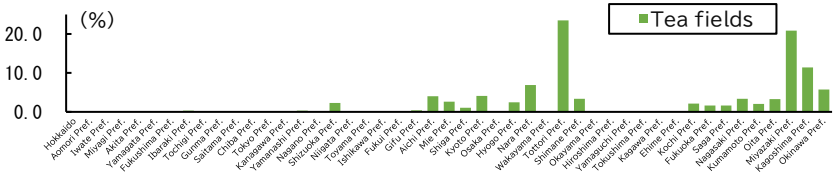
Organic JAS agricultural land area by land category and prefecture (FY2023)

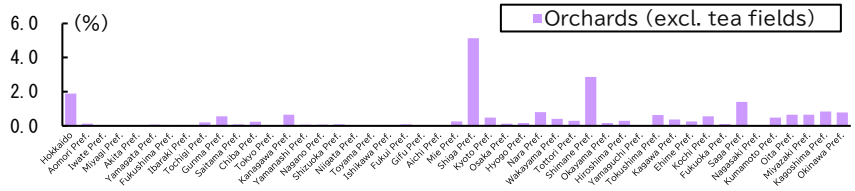


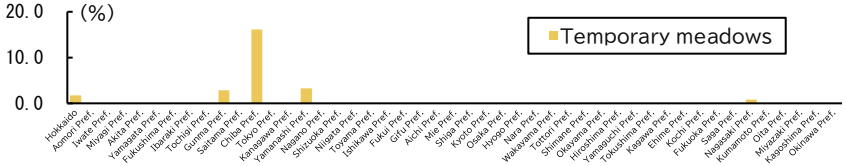
Percentage of Organic JAS agricultural land area by land category and prefecture (FY2023)











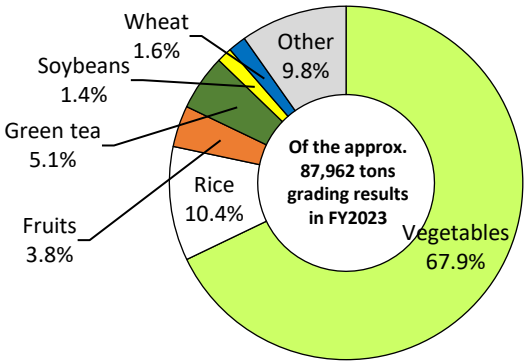
*Organic JAS agricultural land area is based on "Grading Results for Organic Agricultural Products, etc. and Area of Organic Agricultural Land (Food Manufacture Affairs Division of the Ministry of Agriculture, Forestry and Fisheries). The percentage of Organic JAS agricultural land by land use is calculated for paddy fields by dividing the Organic JAS paddy field area by the "Arable land area by field" in the "2023 Cultivated Land and Planted Area Statistics"; for ordinary upland fields and temporary meadows by dividing their respective Organic JAS areas by the "Land area by type of field" in the "2023 Cultivated Land and Planted Area Statistics"; for tea fields by dividing the Organic JAS tea field area by the tea cultivation area in the "Planted (cultivated) land area by crop type"; and for orchards by dividing the Organic JAS permanent cultivation area by the area obtained by subtracting the tea cultivation area in the "Planted (cultivated) land area by crop type" from the orchard area in the "Land area by type of field." In addition, for the area of tea cultivation, the statistics from fiscal year 2020 are used for prefectures other than the producing prefectures.

Domestic and International Grading for Organic JAS-Certified Agricultural Products

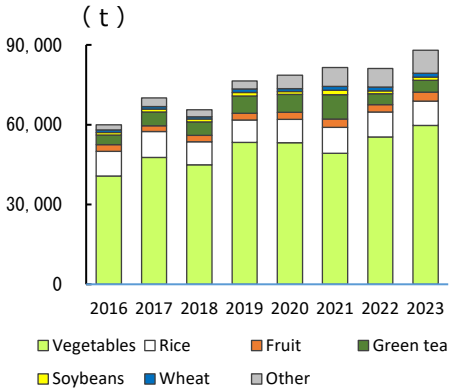
- In FY2023, an annual approx. 88,000 tons of agricultural products obtained Organic JAS certification in Japan (graded organic farm products), of which 68% were vegetables and 10% were rice.
- Of Japan's total production of agricultural products, organic farm products have vegetables accounting for 0.43%; rice, wheat, and fruit accounting for around 0.1%; but with tea accounting for over 6%; and soybeans accounting for 0.47%.
- An annual approx. about 60,000 tons of organic farm products are imported to Japan from overseas each year (approx. 70% of the domestic graded quantity), with soybeans and fruit accounting for approx. 80%.

Grading results by category (domestic)

▼ Grading results by category for organic agricultural products (FY2023)



▼ Changes in grading results by category for organic farm products



Proportion of Organic JAS (domestic) to total production* (FY2023)

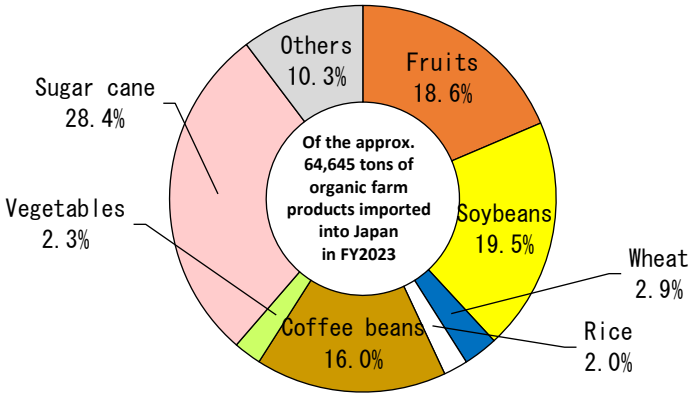
Category	Total production (thousand tons)	Graded quantity (domestic) (tons)	Organic JAS proportion*
Vegetables	13,964	59,705	**0.43%**
Fruit	2,447	3,333	**0.14%**
Rice	7,911	9,187	**0.12%**
Wheat	1,310	1,437	**0.11%**
Soybeans	261	1,227	**0.47%**
Green tea (rough tea)	68	4,486	**6.60%**

*Percentage of the amount of Organic JAS-graded products to total domestic production in each category

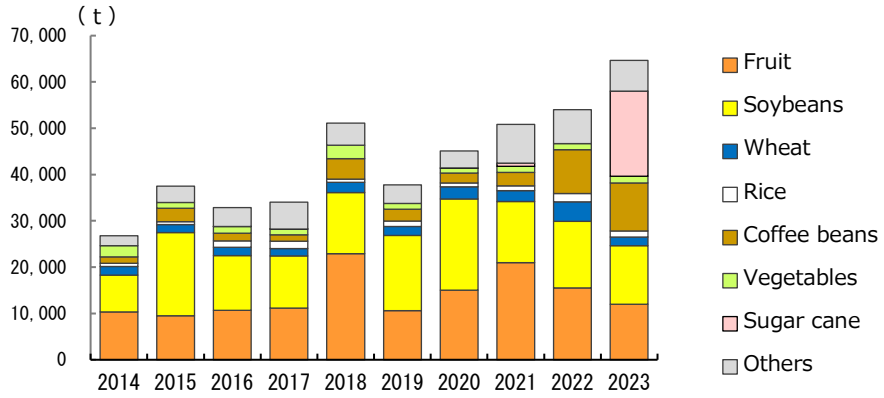
* Prepared by the Sustainable Agriculture Division based on the "Grading Results for Organic Agricultural Products" and "Area of Organic JAS Farmland in Japan" from the MAFF website.

Organic farm products imported into Japan

▼Breakdown of organic farm products imported into Japan (FY2023)



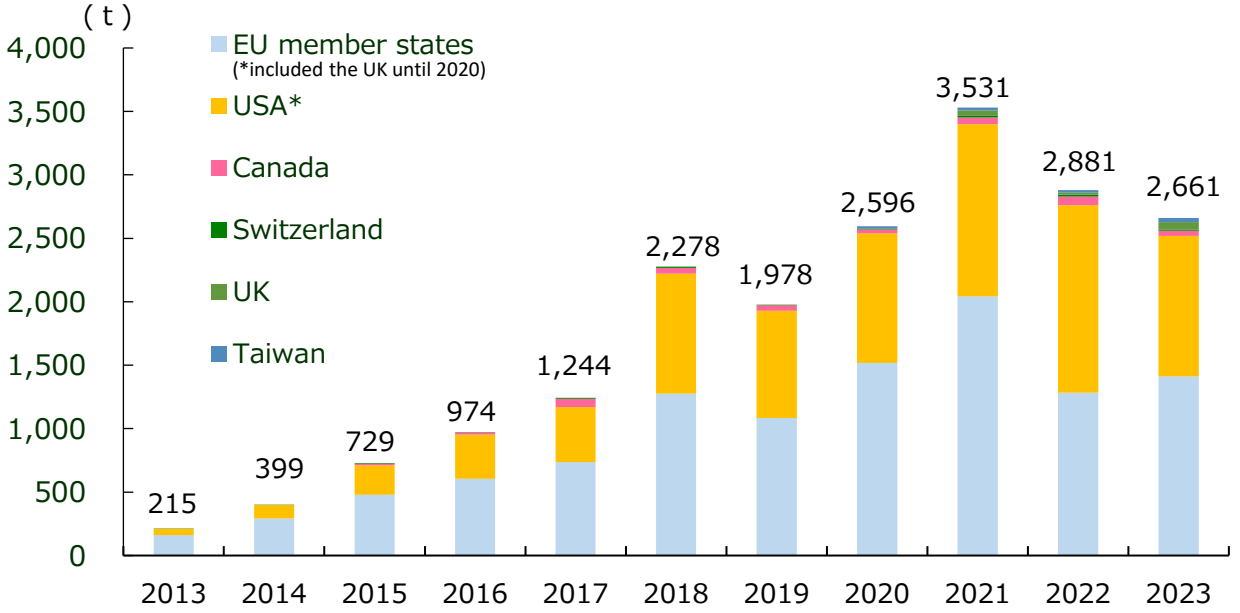
▼Changes in organic farm products imported into Japan



* Prepared by the Sustainable Agriculture Division based on the "Grading Results for Organic Agricultural Products" and "Area of Organic JAS Farmland in Japan" from the MAFF website.

Trends in Organic Food Exports

Trends in organic food export quantities (exports using the equivalence system) to the UA, EU member states, the UK, Canada, Switzerland, and Taiwan



* Prepared by the Sustainable Agriculture Division based on the "Trends in the Export Volumes of Organic Foods Using the Equivalence System" from the MAFF website.
* Up until 2013, the export volume to the USA was calculated based only on export results compiled by certification bodies certified by MAFF based on the Recognition Agreement.

<When organic equivalence is recognized>
Japanese businesses can export agricultural products labeled as "organic" without receiving organic certification from a foreign country or region if they are certified under the JAS Law (if they have obtained Organic JAS certification).

<When organic equivalence is not recognized>
Japanese businesses cannot export agricultural products labeled as "organic" unless they receive organic certification from a foreign country or region.

Major organic food export volumes in 2023*

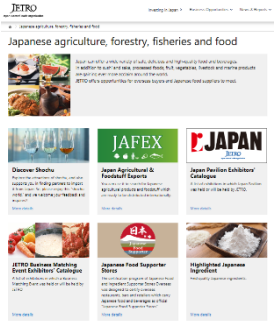
*Total organic food export volumes to the USA, EU member states, the UK, Canada, Switzerland, and Taiwan (exports using the equivalence system)

Product	Export quantity
Tea	**1,585 t**
Konnyaku	**33 t**
Processed plum products	**66 t**
Miso	**59 t**
Soy sauce	**524 t**
Vinegar	**131 t**
Natto	**47 t**

Export-related information

JETRO
Portal site

Can check basic market information and regulations for each country



GFP
Agricultural, Forest and Fishery Foodstuff Export Project

A framework for interaction between agricultural/forestry/fisheries individuals, producer groups, and food businesses engaged in exports

(Ref.) When exporting organic produce, make sure to check the pesticide residue standards of the destination country

Even if the pesticide is approved under Organic JAS, you must check the pesticide residue standards of the destination country before exporting.

Check here for pesticide residue standards by item (Export Support Division, Export and International Affairs Bureau) ▶

* The standard values are those at the time of the survey and may have since been changed. Please check the relevant laws and regulations of the destination country before exporting.

Producers Engaged in Organic Agriculture

- As of 2010, it was estimated that there were approx. 4,000 farm households with Organic JAS certification, and approx. 8,000 farm households engaged in organic agriculture without obtaining Organic JAS certification.
- Among new entrants, there is a high tendency for 20-30% to be engaged in organic agriculture.
- As of 2023, the number of farm households with Organic JAS certification was over 300 in Hokkaido and Kagoshima Pref., over 200 in Kumamoto Pref., and over 100 in 11 prefectures. The overall number of households remains almost unchanged from the previous fiscal year, reaching about 3,900 in FY2023.

Estimated number of organic farm households (FY2010)

*Figures in parenthesis are the percentage of the total number of farm households

Total number of farm households in Japan	2,528,000	
Number of organic farm households	**12,000**	**(0.5%)***
Number of farm households that have obtained Organic JAS certification	**4,000**	**(0.2%)***
Number of farm households that have not obtained Organic JAS certification	**8,000**	**(0.3%)***

The overall number of farm households nationwide is from the 2010 World Census of Agriculture and Forestry; the number of farm households engaged in organic agriculture is from the 2010 Organic Agriculture Basic Data Creation Project Report and as investigated by the (then) Labeling and Standards Division

State of new entrants in organic agriculture (FY2021)

▼Percentage of new entrants practicing organic agriculture

	Practicing organic agriculture for all crops	Practicing organic agriculture for some crops
2010	**20.7%**	**5.9%**
2013	**23.2%**	**5.7%**
2016	**20.8%**	**5.9%**
2021	**16.9%**	**5.9%**

*New entrants are those who have independently acquired land and funds (excl. inheritance and gifts, etc.) and are newly established as managers or business partners in agricultural management

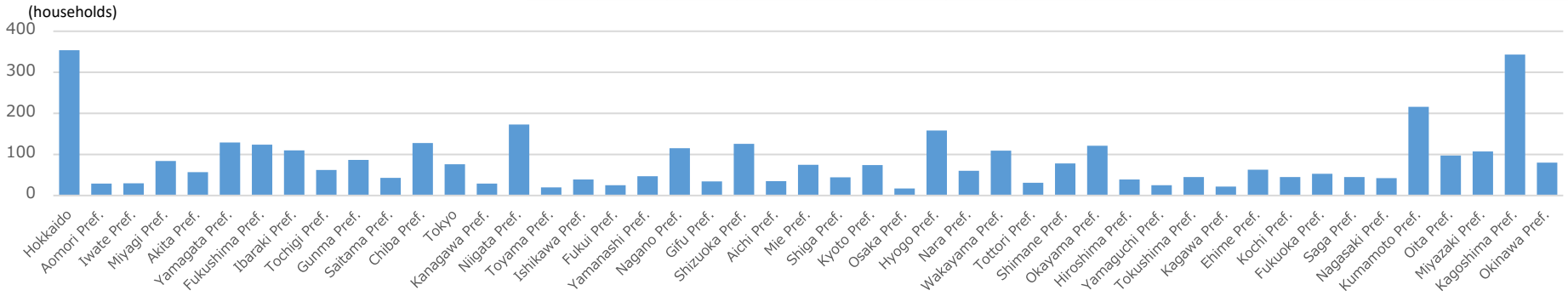
* Prepared by the Sustainable Agriculture Division based on the Surveys on the Current State of New Farmers (2010, 2013, 2016, 2021, by the National Chamber of Agriculture and National New Farmer Consultation Center). The surveys cover newcomers who have been farming for approx. 10 years or less.

Number of farm households that have acquired Organic JAS certification (FY2023)

Number of farm households by prefecture that have obtained Organic JAS certification (FY2023)

▼ Changes in the number of farm households nationwide that have acquired Organic JAS certification

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
3,815	3,994	4,009	3,838	3,812	3,634	3,660	3,678	3,718	3,782	3,816	3,790	3,703	3,936	3,945

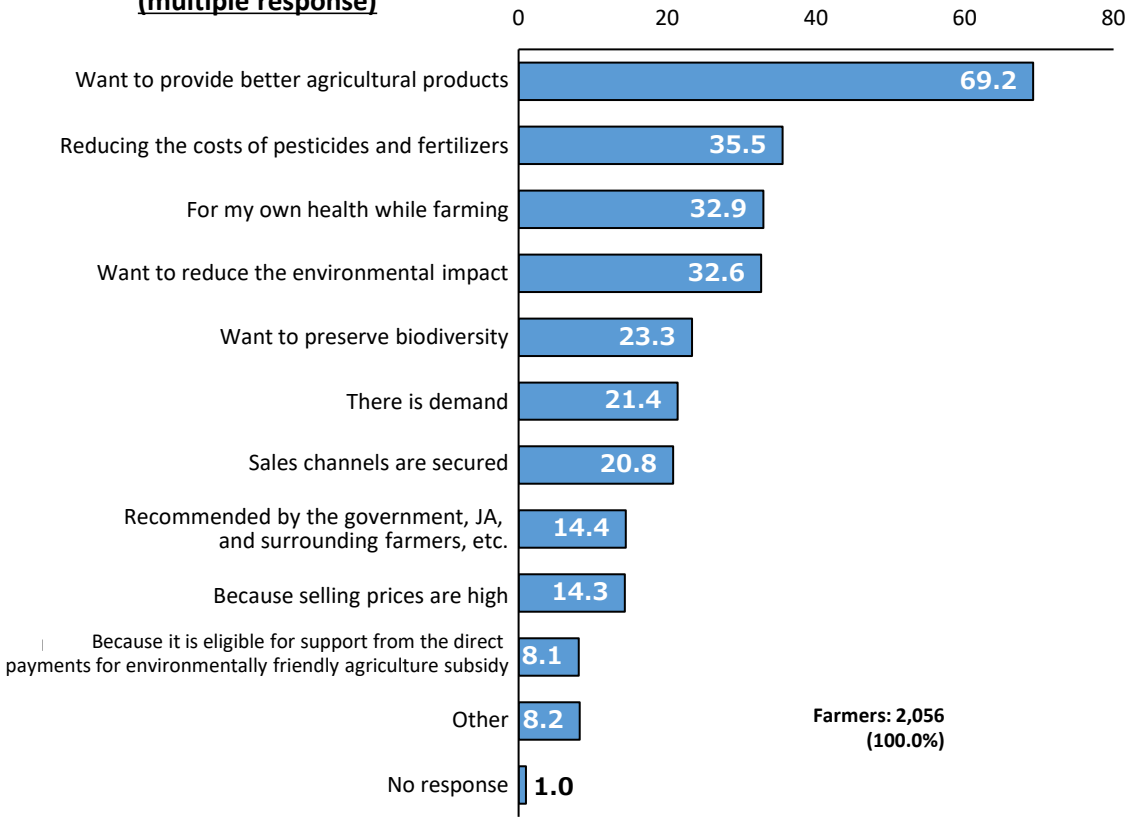


* Prepared by the Sustainable Agriculture Division based on "Number of Organic Certified Businesses by Prefecture" from the MAFF website.

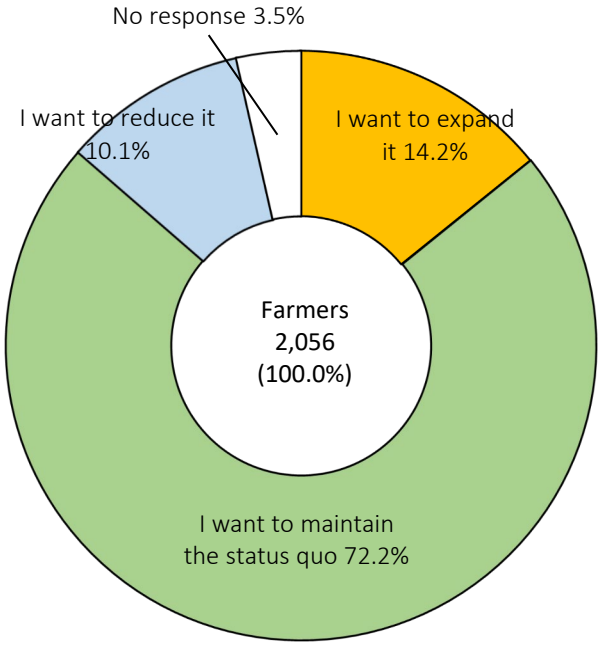
Awareness of Producers Engaged in Organic Agriculture

- The most common reason for producers to be engaged in organic agriculture was "Want to provide better agricultural products" at approx. 70%, followed by "Reducing the costs of pesticides and fertilizers," "For my own health while farming," and "Want to reduce the environmental impact," each of which accounted for just over 30% of responses.
- As for the land area they will devote to organic agriculture in the future, the most common answer was "I want to maintain the status quo" at approx. 70%, while "I want to expand it" and "I want to reduce it" were each at approx. 10%.

Reasons for engaging in organic agriculture (multiple response)



About land area devoted to organic agriculture in the future

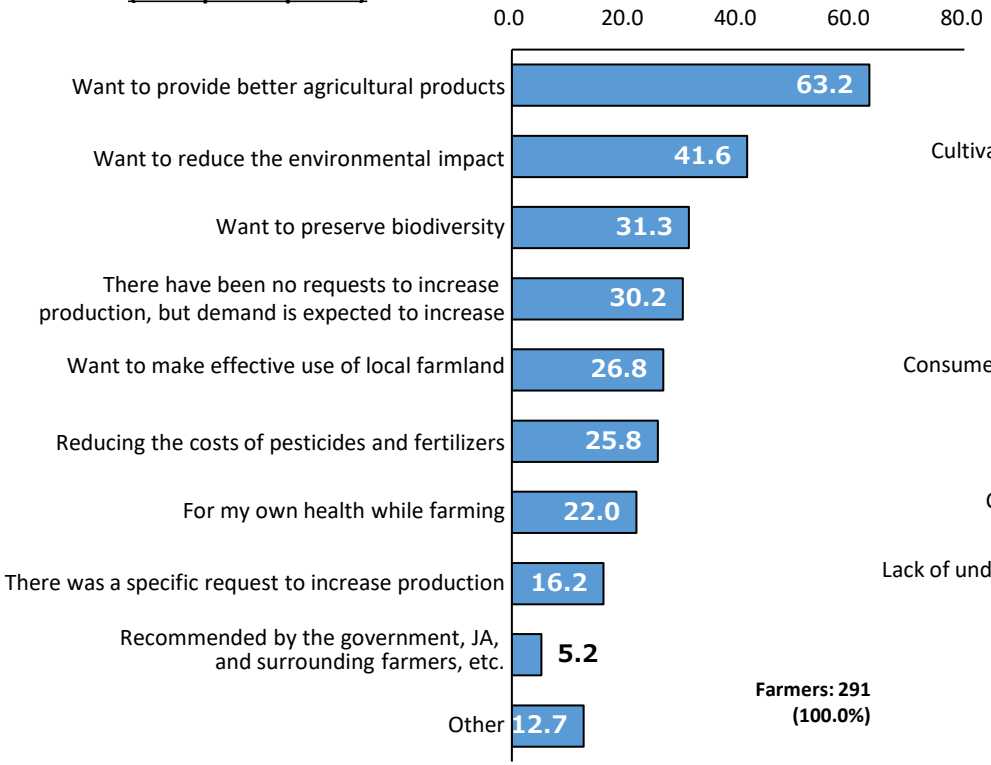


Source: FY2021 Survey on Awareness and Intentions Regarding Food, Agriculture, Forestry, Fisheries, and Rural Areas; and the Results of the Survey on Awareness and Intentions Regarding Organic Agriculture

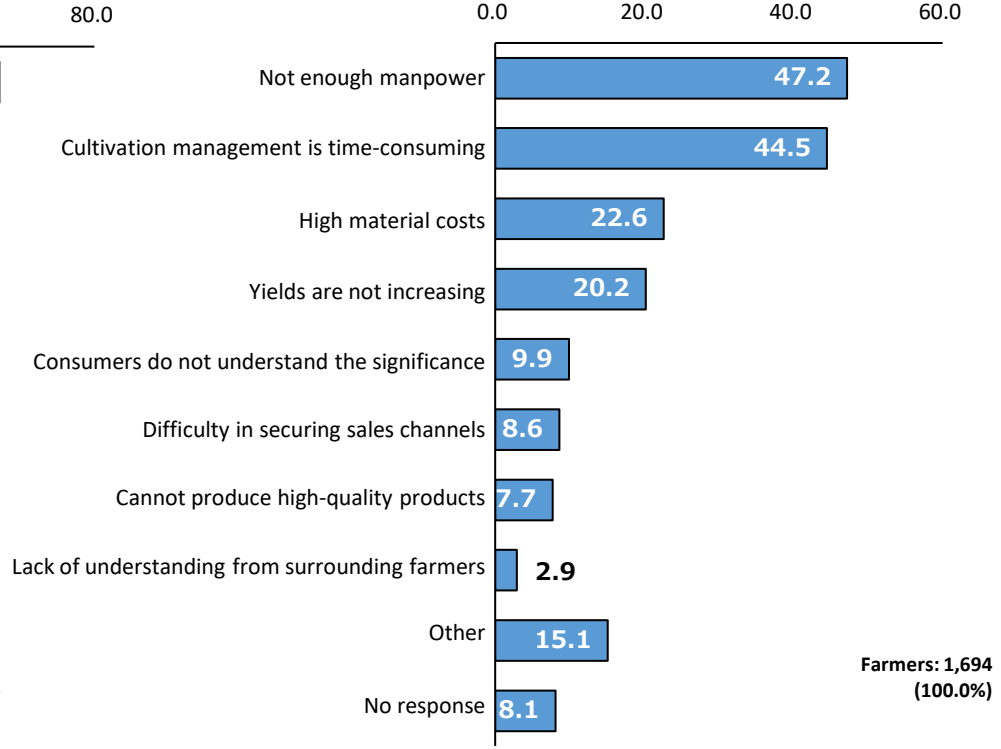
Challenges Faced by Producers Engaged in Organic Agriculture

- The most common reason given by organic farmers for expanding the area of their operations was "Want to provide better agricultural products," followed by "Want to reduce the environmental impact," with a high proportion of reasons relating to the added value to agricultural products and reducing the environmental impact.
- The most common reason given by organic farmers for reducing the area of their operations was "Not enough manpower," followed by "Cultivation management is time consuming," with a higher proportion of reasons relating to the manpower and effort involved in production rather than issues with developing sales channels.

Reasons for wanting to expand the area for organic agriculture (multiple response)



Reasons for wanting to reduce the area for organic agriculture or maintain the status quo (multiple response)

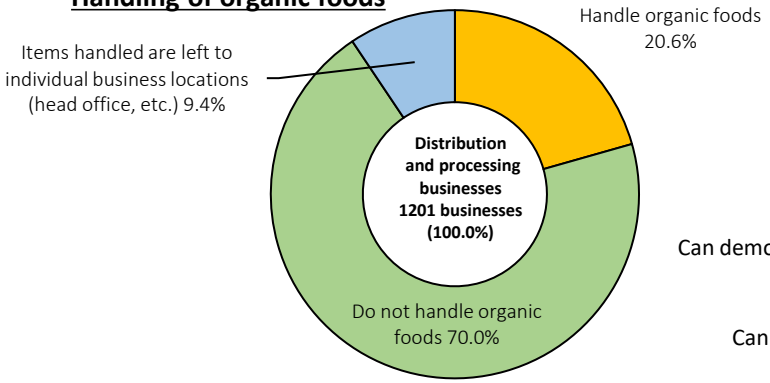


Source: FY2021 Survey on Awareness and Intentions Regarding Food, Agriculture, Forestry, Fisheries, and Rural Areas; and the Results of the Survey on Awareness and Intentions Regarding Organic Agriculture

Awareness of Distributors and Processors for Organic Farm Products

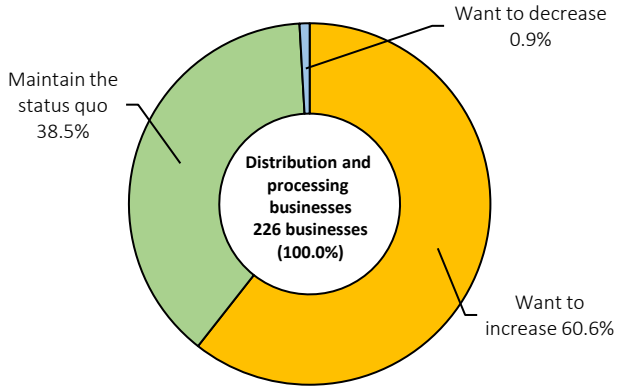
- Approx. 20% of distribution and processing companies that handle agricultural products also handle agricultural products produced via organic agriculture.
- Amongst businesses that already handle domestically produced organic foods (such as domestically produced agricultural products and domestically produced organic processed products), 60.6% responded that they "Want to increase" their handling of domestically produced organic foods in the future, and if those that responded that they would like to "Maintain the status quo" are included, then the figure rises to 99.1%.
- Amongst businesses that would like to increase the amount of domestically produced organic foods that they handle in the future, the highest reason given was the "Good quality" at 58.4%, followed by "Can demonstrate support for domestic agriculture" and "Can demonstrate environmental friendliness," both of which accounted for just under 50% of responses.

Handling of organic foods



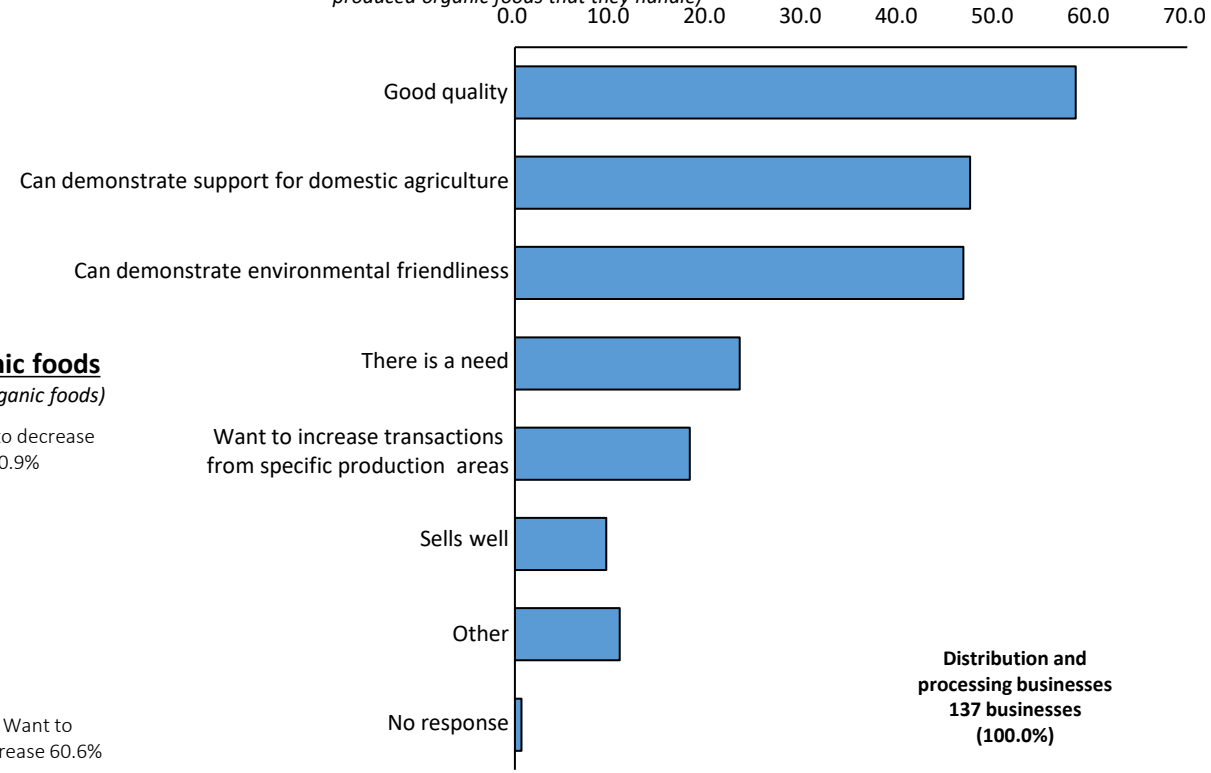
Future handling of domestically produced organic foods

(responses from businesses that handle domestically produced organic foods)



Reasons for wanting to increase the amount of domestically produced organic foods that the business handles (multiple response)

(responses from businesses that answered that they want to increase the amount of domestically produced organic foods that they handle)



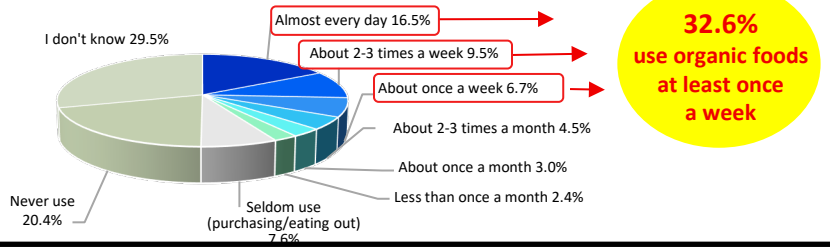
Source: FY2021 Survey on Awareness and Intentions Regarding Food, Agriculture, Forestry, Fisheries, and Rural Areas; and the Results of the Survey on Awareness and Intentions Regarding Organic Agriculture

Trends in the Consumption of Organic Farm Products

- 32.6% of consumers use organic food (by purchasing or eating out) at least once a week, and approx. 90% know the word "organic," but there is low awareness regarding labeling regulations.
- Among those who "Use organic food at least once a week,"
  (1) The largest group, 50%, have purchased "organic vegetables." More than 30% have purchased tofu, natto, and bread.
  (2) Just under 90% purchase organic food at supermarkets, and just under 10% purchase directly from farmers.
  (3) The main image of organic farm products is that they are "healthy," "expensive," and "safe," but just under 70% also answered that they "don't burden the environment."

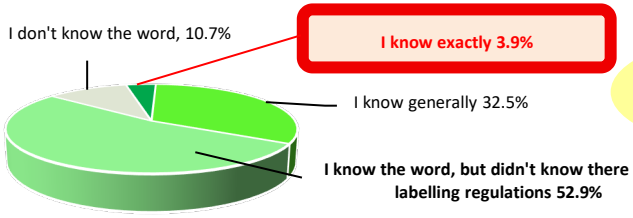
Survey of domestic general consumers aged 20 and over (n=5,000)

Frequency of purchasing organic foods and eating out, etc.



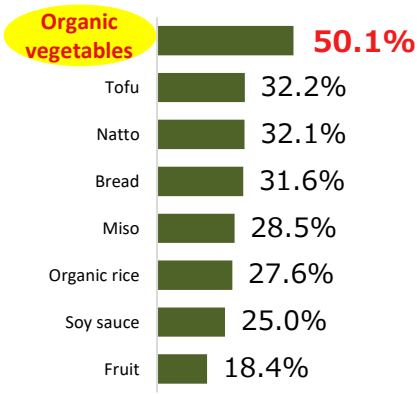
32.6% use organic foods at least once a week

Understanding of the word "organic"

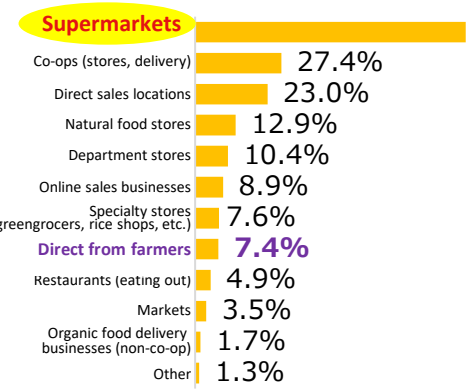


89.3% know the word "organic"

Organic foods you have purchased (multiple response)

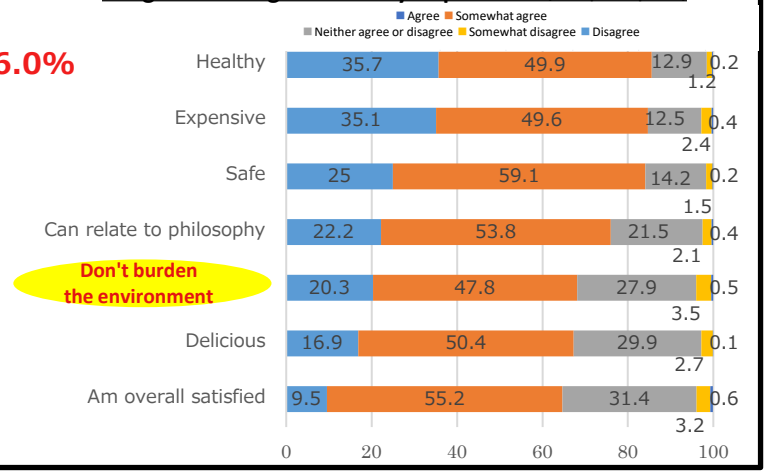


Where you buy organic foods (multiple response)



Survey of general consumers aged 20 and over who consume organic food at least once a week (n=2,820)

Image of the organic foods you purchase (multiple response)



Source: Sustainable Agriculture Division, "Project to Examine Estimation Methods for the Market Size of Organic Foods and the Land Area for Organic Agriculture" (November 2022)

Prices for Organic Farm Products

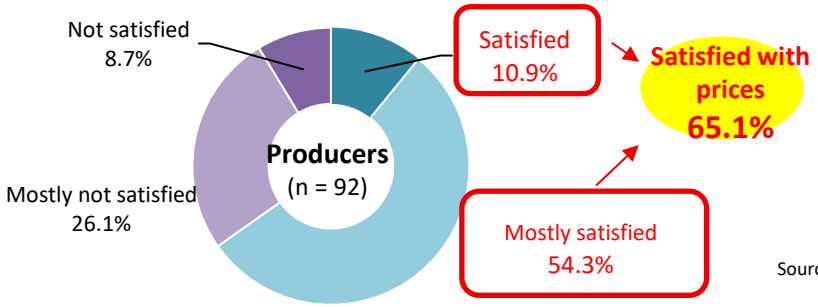
- Organically grown products (bearing the Organic JAS mark) are transacted at higher prices than standard domestic products (all conventionally grown products), with a certain amount of added value being recognized in the market.
- Approx. 65% of producers are satisfied with the selling prices of organic farm products.
- The majority of distributors, processors, and consumers would like prices to be up to 10% higher. Less than 10% would like to see prices be 40-50% higher than standard products.

Sales price comparison between organic products and standard domestic products (2016)

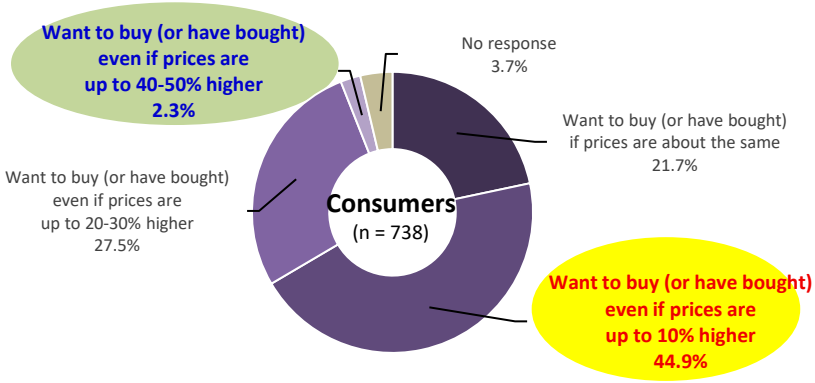
	Products	Standard domestic products (yen/kg)	Organic products (yen/kg)	Ratio (%)
Tubers	Daikon radish	204	315	155
	Carrot	394	685	174
	Potato	385	568	147
Leaf vegetables	Cabbage	178	291	163
	Green onion	669	960	143
	Onion	296	536	181
Fruiting vegetables	Tomato	697	1,078	155
	Green pepper	959	1,793	187

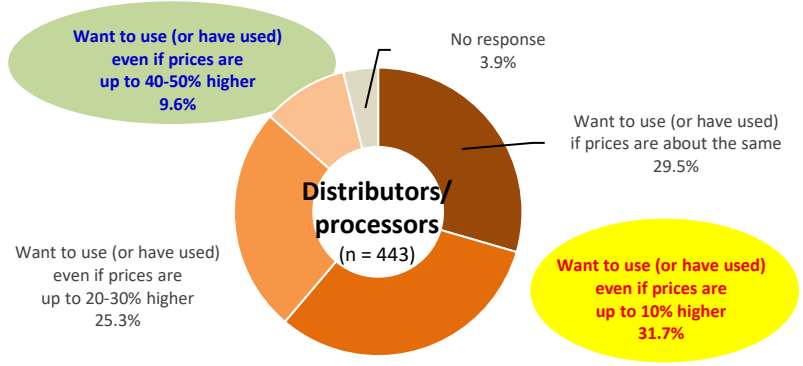
Source: Statistics Department, Minister's Secretariat, "Report of Survey on Trend of Price of Fresh Vegetables" (March 2017)
Note: 1. Stores selling standard domestic products and other products in major cities (21 cities) in Japan were compared.
2. "Organic products" means products bearing the Organic JAS Mark.

Producers' satisfaction with selling prices for organic farm products



Prices at which distributors, processors, and consumers purchase organic farm products





Source: Nationwide Survey by the 2015 Agriculture, Forestry and Fisheries Information Exchange Network Project "Survey on Awareness and Intentions regarding Environmentally Friendly Agricultural Products, including Organic Agriculture" (February 2016)

Act on Promotion of Organic Agriculture

- In order to promote organic agriculture, the Act on Promotion of Organic Agriculture was enacted in December 2006 as a bipartisan bill.
- Based on Article 6 of the Act, the Basic Policy for the Promotion of Organic Agriculture was formulated in 2007 (revised in 2014) to promote the expansion of organic agriculture efforts through support for organic farmers, technological development, increased understanding and interest from consumers, and the establishment of a system of collaboration and cooperation. In light of this situation, the policy was revised in April 2020.

Act on Promotion of Organic Agriculture (Act No. 112 of 2006)

Article 1 Purpose

The purpose of this Act is to comprehensively take measures for the promotion of organic agriculture by establishing basic principles and clarifying responsibilities of the national and local governments with regard to the promotion of organic agriculture, **as well as establishing basic matters for measures for the promotion of organic agriculture, and thereby to promote the development of organic agriculture.**

Article 2 Definitions

The term "organic agriculture" in this Act **means agriculture carried out using agricultural production methods that have as low of an environmental load possible, resulting from agricultural production methods with the basis that chemically synthesized fertilizers and agricultural chemicals are not used and genetically modified technology is not used.**

Article 4 Responsibilities of the National and Local Governments (overview)

The national and local governments are responsible for comprehensively formulating and implementing measures for the promotion of organic agriculture in line with the basic principles.
(omitted)

Article 6

The Minister of Agriculture, Forestry and Fisheries is to establish a basic policy for the promotion of organic agriculture.
(omitted)

Particulars prescribed in the basic policy

(i) basic particulars related to the promotion of organic agriculture;
(ii) particulars related to the targets for promotion and dissemination of organic agriculture;
(iii) particulars related to the measures for promotion of organic agriculture; and
(iv) other particulars necessary for the promotion of organic agriculture.

Article 7

Prefectures must endeavor to establish plans with regard to measures for the promotion of organic agriculture **(promotion plan)** in line with the basic policy.
(omitted)

Basic Policy for the Promotion of Organic Agriculture (Revised in April 2020)

➢ The new policy (announced on April 30, 2020) promotes the expansion of organic agriculture efforts through human resources development in organic agriculture, the creation of production areas, the diversification of sales opportunities, increased consumer understanding, and technological development and surveys.

Basic matters

- Expanding organic agriculture efforts contributes to promoting agricultural policies due to the following characteristics:
  - ➢ It **greatly enhances the natural cyclical function** of agriculture, **reduces the burden on the environment** from agricultural production, and is highly effective in **conserving biodiversity and preventing global warming**, thereby **contributing** to agricultural policies as a whole and **to the achievement of SDGs in rural areas.**
  - ➢ Ensuring a stable supply of domestically produced food in response to expanding demand both domestically and internationally **contributes to production and supply that meets demand as well as promoting the expansion of exports.**
- To expand organic agriculture, the following initiatives will be promoted while respecting the autonomy of farmers and other stakeholders:
  - ➢ **Expanding organic agriculture production:** Promoting **human resources development** for organic farmers and the **creation of production areas**
  - ➢ **Expanding the domestic share** of organic food: Promoting **the diversification of sales opportunities and increased consumer understanding**

Goals for Promotion and Dissemination

- Domestic and international demand for organic food is forecast to grow in 10 years (2030) as follows:

<Domestic demand for organic food>
130 billion yen (2009) → 185 billion yen (2017) → **328 billion yen** (2030)

<Export value of organic food>
1.75 billion yen (2017) → **21 billion yen** (2030)

- In response to this demand, the following **production and consumption targets** have been set:

[Land area used for organic agriculture]
23,500 ha (2017) → **63,000 ha** (2030)

[Number of organic farmers]
11,800 (2009) → **36,000** (2030)

[Share of domestic organic food production]
60% (2017) → **84%** (2030)

[Percentage of consumers who consume organic food at least once a week]
17.5% (2017) → **25%** (2030)

Promotion measures

- In order to promote organic agriculture as contributing to the SDGs and to make appeals to consumers about its characteristics, **there will be promotion for organic agriculture initiatives that meet or exceed international standards** in terms of human resources development, the creation of production areas, the diversification of sales opportunities, and increased consumer understanding.
- Research and technology development will be broadly promoted, not being limited to international standards.

* **Blue text** indicates new measures in the current Basic Policy

➢ **Human resources development:** Consultations for starting farming, development of shared-use facilities, technology demonstrations, **construction of soil diagnostic databases, training of instructors and on-site guidance, etc.**

➢ **Creation of production areas:** Development of bases, **securing and consolidating farmland suitable for organic agriculture, and building networks of local governments, etc.**

➢ **Diversification of sales opportunities:** Collaborations with various industries, **streamlining logistics, expanding demand for processing, and reducing the burden of obtaining organic certification, etc.**

➢ **Increasing consumer understanding:** Dissemination and awareness of labeling systems, collaborations with food education, and **stimulating domestic demand in collaboration with retailers, etc.**

➢ **Technology development and research:** Establishment of technological systems suitable for regions, **such as weed control and breeding**, as well as implementing various surveys and **disseminating easy-to-understand information, etc.**

Interim evaluation and review

- While **setting a target year (2030)** for 10 years in the future, achievement progress will be periodically checked, and **an interim evaluation will be conducted after five years to consider making revisions.**

Path to Expansion of Organic Farming Toward 2030

- Toward 2030, in order to make it easier for more farmers to engage in sustainable agriculture/organic farming, it is important to shift from individual farmers' **spot initiatives** to **extensive initiatives** in cooperation with a wide range of stakeholders.

Spot initiatives

From 2007
(Act on the Promotion of Organic Agriculture)

From 2021
(MIDORI Strategy)

Extensive initiatives

By 2030

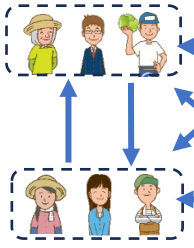
I want to learn more about organic farming techniques.

I should secure a stable sales channel.

Cooperation with farmer groups enables the sharing of information, thereby promoting sales channel expansion and improved distribution efficiency.

Cooperating with local residents, businesses, agricultural organizations, and local governments enables the expansion of initiatives for production and consumption on a region-wide level.

Promotion of consolidating organic farming by establishing designated areas and formulating regional plans based on the MIDORI Act



Cooperation among regions and with processors and wide-area distributors enables further stable expansion of sales channels.

Measures in production and technical aspects

Guidance by private technical guidance organizations

Extension of cultivation techniques
- Establishment of specialized courses for organic agriculture at agricultural colleges and universities
- Training of organic agriculture instructors

Extension of cultivation techniques within the region
- Extension of local technologies in organic villages
- Support for conversion to green cultivation systems

Systematization of wide-area technologies
- Promotion of organic farming management and technology visualization in a wide range of prefectures
- Promotion of research projects by NARO, etc.
- Extension of innovative technologies such as double-row planting rice planter

Expansion of direct support
- Expansion of direct payment for environmentally friendly agriculture
- Project to promote conversion to organic agriculture

Measures in sales and consumption aspects

Matching with sales companies and distributors

Expansion of distribution and consumption within the region
- Use for school lunches, etc. and holding of local markets and other events in organic villages
- Support for initiatives where production areas and consuming areas cooperate

Organic villages: 131 municipalities (in 2024)

Wide-Area expansion of distribution and consumption
- Establishment of the Japan Organic Processed Food Consortium
- Support for the development of processing and distribution facilities
- Expansion of organic farm products
- Demonstration for more efficient distribution
- Implementation of special period for Organic Day
- Promotion of use in public procurement

Create a wide area for organic farming in cooperation with a wide range of stakeholders with organic villages at the core

Summary of FY2024 Supplementary Budget and FY2025 Organic Agriculture-Related Budget

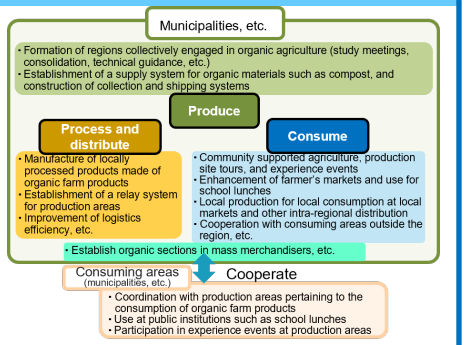
1. Comprehensive measures to promote the MIDORI Strategy for Sustainable Food Systems

[FY2025 budget: 612 (650) million yen included]
[FY2024 supplementary budget: 3,828 million yen included]

Support for creating region-wide advanced model districts as well as for the creation of an environment that encourages behavioral changes and mutual cooperation amongst all involved parties.

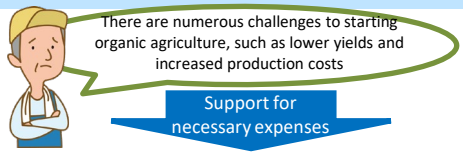
(1) Creation of advanced model districts (organic villages)

In order to **promote the efforts of municipalities** that engage in region-wide organic agriculture, provide **integrated support for trial efforts and the creation of a system to promote consistent organic agriculture from production to consumption**, involving not only farmers but also **businesses and local/non-local residents**, in combination with efforts to **streamline logistics efficiency and to expand sales channels**, as well as **support for production areas to dramatically expand the land area for organic agriculture**.



(2) Promote conversion to organic agriculture

For farmers who are newly converting to organic agriculture, support the purchase of organic seeds and seedlings, soil preparation, and other necessary expenses to start organic agriculture production.

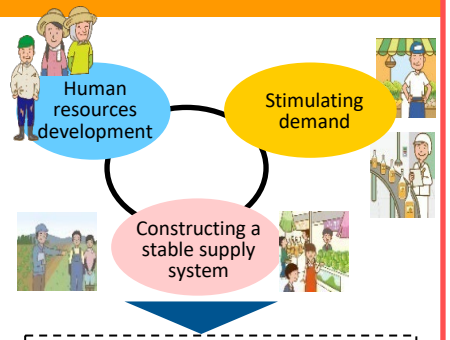


Promote a shift from conventional to organic agriculture

Eligibility: **New farmers or farmers who are converting from conventional cultivation, and those who have or will receive MIDORI certification.**
Eligible agricultural land: **Agricultural land in the first year of conversion**
Grant unit price: **20,000 yen/10a or less**

(3) Promote on-site efforts by developing human resources & stimulating demand

In order to **promote on-site efforts** to expand organic agriculture, provide support for:
(1) **Train and secure organic agriculture instructors**
(2) Initiatives to develop human resources in an integrated manner through the **activities of private organizations that provide guidance on cultivation techniques of organic farming** and by the acquisition of skills by farmers
(3) **Efforts to expand production and handling of organic processed foods** using domestic raw materials
(4) **Efforts to stimulate demand** in cooperation with businesses



・Expand organic agriculture initiatives
・Create advanced model districts

(4) Acceleration of intra-prefectural expansion and conversion to green cultivation systems

In order to accelerate the expansion of organic farming, support will be provided for efforts to **develop an environment that can provide guidance on organic farming in a wide range of prefectures.**

By the Regional Council
・Preparation of management indicators
・Arrangement of cultivation techniques

・Preparation of "management and technical guidance manual"
・Formulation of a guidance plan

In order to accelerate **conversion to "green cultivation systems"** that incorporate **"environmentally friendly cultivation techniques" and "advanced technologies that contribute to labor saving"** that are suited to each production area, support will be provided for **initiatives to verify** and **establish techniques suited to production areas**

● Verification of "environmentally friendly cultivation techniques" and "advanced technologies that contribute to labor saving" that are suitable to the production area

Reduce chemical pesticides
Organic agriculture
Reduce chemical fertilizers
Reduce greenhouse gases
+ Labor saving

As part of these efforts, support will also be provided for fostering consumer understanding

● Formulate green cultivation manual and production area strategies (roadmaps)

2. Direct payment for environmentally friendly agriculture

[FY2024 budget: 2,804 (2,641) million yen included]

Support for reducing the environmental impact from agricultural production and for agricultural production activities that are highly effective at **preventing global warming and preserving biodiversity**

[Grant unit price for organic agriculture] Requirement that organic agriculture at international standards is being practiced. *Organic JAS certification is not required.

○ **Farm products except coarse cereals (e.g. buckwheat) and forage crops: 14,000 yen/10a**
Only when organic agriculture with high carbon storage effects are being practiced, an additional 2,000 yen will be added
**In addition to conducting soil analysis, you will be asked to apply compost and to either use cover crops, living mulch, or engage in meadow cultivation*

○ **Coarse cereals (e.g. buckwheat) and forage crops: 3,000 yen/10a**

[Addition for expanded efforts] * Support is based on the new land area that has increased as a result of the activities

Support for agricultural groups working to take in and establish new organic farmers
<Grant unit price> 4,000 yen/10a


This system provides grants within the budget. If the total nationwide application amount exceeds the budget, then grant amounts may be reduced.

[Inquiries]
Crop Production Bureau
Sustainable Agriculture Division
03-6744-2114

For more details →

MAFF Organic Agriculture Support Measures (Organic Village)

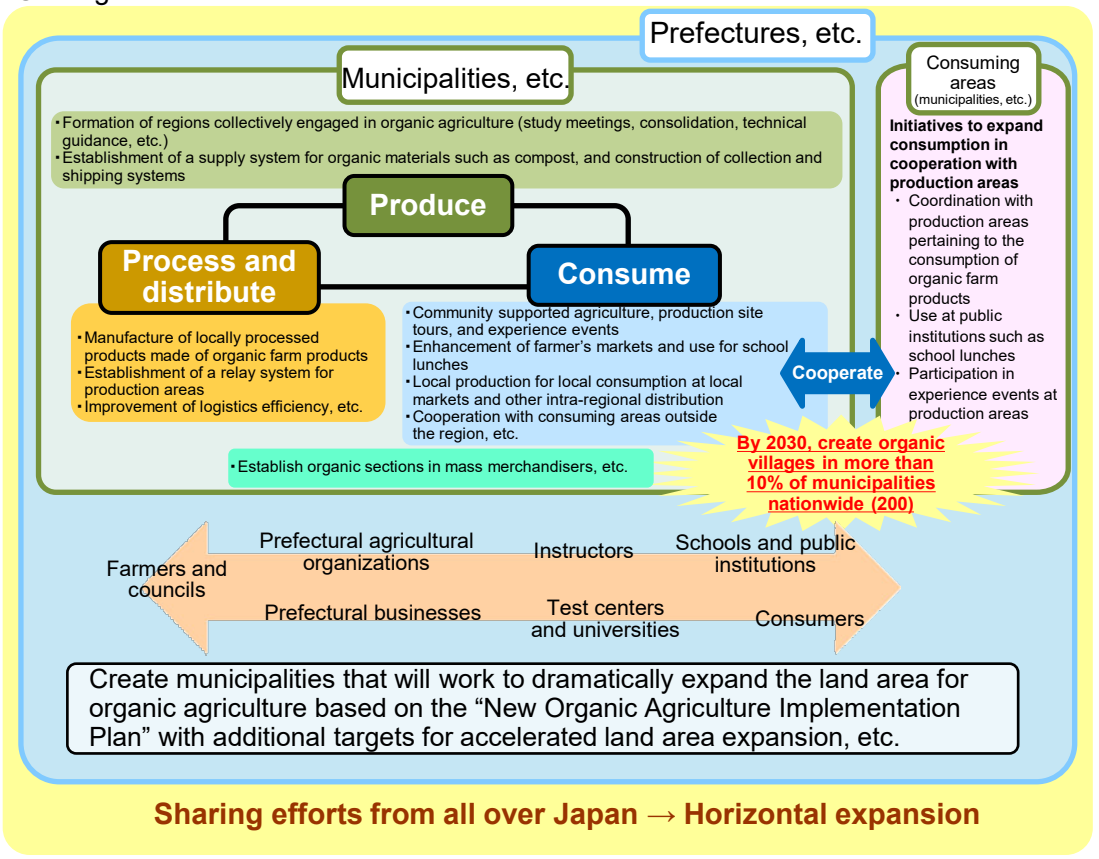
➢ **Creating production areas**

・Promoting organic agriculture production areas (MIDORI Strategy for Sustainable Food Systems grants)

Promoting municipalities' efforts to address organic agriculture on a region-wide level, consistently from **organic** agricultural production to consumption, by **involving** not only farmers but also **businesses and residents both inside and outside the region**

For more details →

○ Image of initiatives



Sharing efforts from all over Japan → Horizontal expansion

Organic agriculture initiatives, centered around organic villages, are being developed all across Japan

○ Flow of initiatives

Holding of study meetings
- ✓ Hearing opinions from farmers, businesses, consumers inside and outside the region, experts, etc.
- ✓ Survey of local conditions
- ✓ Guidance by experts
- ✓ Visits to advanced districts

Implementation of trial initiatives
- ✓ Implementation of trial initiatives at each stage of production, processing, distribution, and consumption

Formulation and dissemination of organic agriculture implementation plan

Submitted to prefectural governments by April of the fiscal year following the project starting year

Organic Village Declaration

Implementation of initiatives based on the implementation plan
Interim/provisional-stage efforts
Establishing promotion systems, etc.
(holding of study meetings, implementation of initiatives, surveys, etc.)

Establishing initiatives based on the implementation plan

Implementation plan period (expected to be about 5 years)

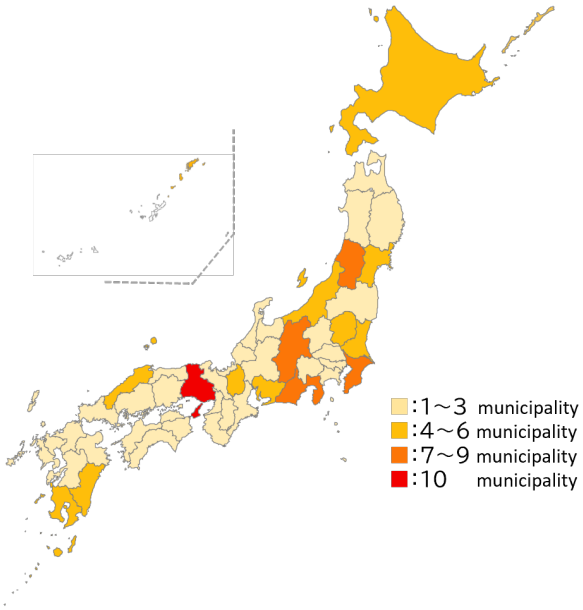
Government-funded support period

Expansion of initiatives for organic agriculture and realization of plans

Organic Agriculture Production Area Creation Promotion Project: Areas Implementing Organic Villages

[As of August 29, 2025]

- In order to expand the land area for organic agriculture, MAFF is promoting the creation of production areas across Japan with the goal of creating 100 "organic villages" by 2025 and 200 by 2030. Organic villages are areas in which the region as a whole works on everything from organic agriculture to production and consumption.
- Support began under the Comprehensive Measures for Promoting the MIDORI Strategy for Sustainable Food Systems, from the FY2021 supplementary budget, and by FY2025 initiatives had begun in 150 municipalities in 46 prefectures.



FY2024: 131 municipalities

Initiatives launched in 19 new municipalities

FY2025: 150 municipalities

*New in 2025 are underlined

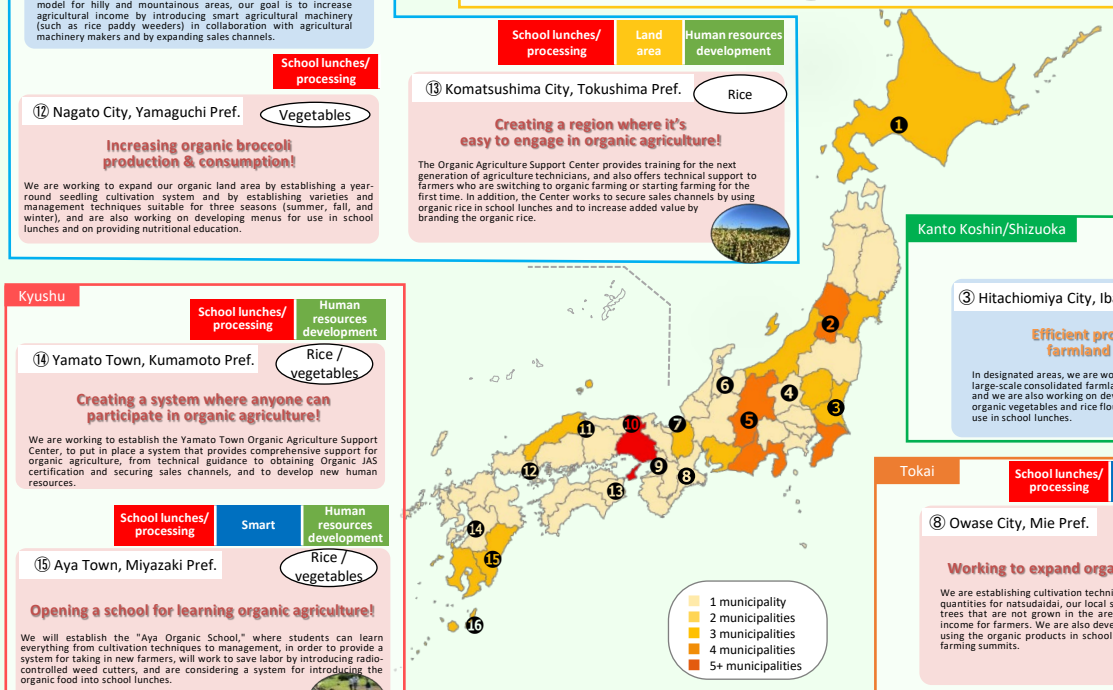
[Participating municipalities]

Prefecture	Municipality
Hokkaido	(5) Abira Town, Asahikawa Town, Shintotsukawa Town, Akaigawa Village, Urahoro Town
Aomori	(2) Kuroishi City, Gonohe Town
Iwate	(3) Hanamaki City, Ichinoseki City, Tono City
Miyagi	(4) Tome City, Kurihara City, Osaki City, Kami Town
Akita	(1) Ogata Village
Yamagata	(7) Yonezawa City, Tsuruoka City, Shinjo City, Kawanishi Town, Yamagata City, Sakata City, Takahata Town
Fukushima	(3) Nihonmastu City, Kitakata City, Aizuwakamatsu City
Ibaraki	(4) Hitachiomiya City, Ishioka City, Kasama City, Kasumigaura City
Tochigi	(5) Oyama City, Ichikai Town, Shioya Town, Tochigi City, Otawara City
Gunma	(3) Kanra Town, Takayama Village, Minakami Town
Saitama	(3) Ogawa Town, Tokorozawa City, Saitama City
Chiba	(7) Kisarazu City, Sakura City, Kozaki Town, Narita City, Isumi City, Tako Town, Sosa City
Tokyo	(1) Taito Ward
Kanagawa	(2) Sagamihara City, Odawara City
Yamanashi	(1) Hokuto City
Nagano	(7) Tatsuno Town, Matsukawa Town, Iida City, Iizuna Town, Ina City, Saku City, Nagawa Town
Shizuoka	(8) Kakegawa City, Fujieda City, Kawanehoncho, Shizuoka City, Fujinomiya City, Shimada City, Izunokuni City, Oyama Town
Niigata	(5) Sado City, Shibata City, Gosen City, Agano City, Tsunan Town
Toyama	(2) Nanto City, Toyama City
Ishikawa	(3) Suzu City, Hakui City, Hakusan City
Fukui	(1) Echizen City
Gifu	(2) Shirakawa Town, Hida City
Aichi	(6) Togo Town, Minamichita Town, Okazaki City, Obu City, Mihama Town / Taketoyo Town

Prefecture	Municipality
Mie	(3) Owase City, Nabari City, Iga City
Shiga	(4) Koka City, Omihachiman City, Hino Town, Higashiomi City
Kyoto	(2) Kameoka City, Kyotango City
Osaka	(2) Sakai City, Izumiotsu City
Hyogo	(10) Toyooka City, Tamba-Sasayama City, Yabu City, Tamba City, Awaji City, Kobe City, Asago City, Kato City, Kamigori Town, Inami Town
Nara	(3) Uda City, Tenri City, Yamazoe Village
Wakayama	(1) Katsuragi Town
Tottori	(2) Nichinan Town, Yazu Town
Shimane	(5) Hamada City, Oda City, Onan Town, Yoshika Town, Gotsu City
Okayama	(2) Wake Town, Shinjo Village
Hiroshima	(1) Jinsekikogen Town
Yamaguchi	(1) Nagato City
Tokushima	(2) Komatsushima City, Kaiyo Town
Kagawa	(1) Mitoyo City
Ehime	(1) Imabari City
Kochi	(1) Umaji Village
Fukuoka	(2) Ukiha City, Sasaguri Town
Saga	(2) Kamimine Town/ Miyaki Town
Nagasaki	(3) Minamishimabara City, Unzen City, Goto City
Kumamoto	(3) Minamiaso Village, Yamato Town, Kikuchi City
Oita	(3) Saiki City, Usuki City, Bungotakada City
Miyazaki	(6) Aya Town, Takanabe Town / Kijo Town, Ebino City, Miyazaki City, Takachiho Town
Kagoshima	(5) Minamisatsuma City, Yusui Town, Minamitane Town, Tokunoshima Town, Aira City

Creating and Expanding Organic Villages: (1) Examples of Organic Village Initiatives

In order to expand organic agriculture, a variety of initiatives tailored to regional areas are being implemented, such as introducing smart technology and using organic foods in school lunches.



Hokkaido

School lunches/ processing | Land area

① Abira Town, Hokkaido — Rice / soybeans

Developing processed products to expand sales channels!

We used organic soybeans to develop organic miso products, which will lead to expansion into new sales channels, and we are also working to use them in school lunches.

Tohoku

School lunches/ processing

② Kawanishi Town, Yamagata Pref. — Rice / soybeans

Creating an environment that makes it easy to enter into organic farming!

We are introducing technologies to improving labor/work efficiency, such as solar soil disinfection for organic farming, and are adding new items to what we are cultivating, such as edamame and red soybeans. In addition, we are also developing products that use non-standard edamame.

Hokuriku

School lunches/ processing | Land area | Smart

⑥ Toyama City, Toyama Pref. — Rice / perilla

Developing high-added-value organic processed products!

We are working to convert perilla, our local specialty plant, to organic cultivation, as well as developing perilla oil, expanding production by introducing weeding robots (Aigamo Robot), and producing organic sake.

School lunches/ processing | Land area | Smart

⑦ Echizen City, Fukui Pref. — Rice

Shifting to large-scale agriculture by using smart agriculture!

By implementing data-based organic cultivation techniques and introducing labor-saving machinery primarily focused on weeding (such as paddy field weeders), our goal is to create a system that makes it easy for the region as a whole to engage in organic farming to significantly expand the land area for organic farming.

Chugoku / Shikoku

School lunches/ processing | Land area | Smart

⑪ Nichinan Town, Tottori Pref. — Rice / vegetables

Taking on the challenge of creating an organic agriculture area starting from 0 ha!

Aiming to create a sustainable production area that will serve as a model for hilly and mountainous areas, our goal is to increase agricultural income by introducing smart agricultural machinery (such as rice paddy weeders) in collaboration with agricultural machinery makers and by expanding sales channels.

School lunches/ processing

⑫ Nagato City, Yamaguchi Pref. — Vegetables

Increasing organic broccoli production & consumption!

We are working to expand our organic land area by establishing a year-round seedling cultivation system and by establishing varieties and management techniques suitable for three seasons (summer, fall, and winter), and are also working on developing menus for use in school lunches and on providing nutritional education.

School lunches/ processing | Land area | Human resources development

⑬ Komatsushima City, Tokushima Pref. — Rice

Creating a region where it's easy to engage in organic agriculture!

The Organic Agriculture Support Center provides training for the next generation of agriculture technicians, and also offers technical support to farmers who are switching to organic farming or starting farming for the first time. In addition, the Center works to secure sales channels by using organic rice in school lunches and to increase added value by branding the organic rice.

Kanto Koshin/Shizuoka

School lunches/ processing | Land area

③ Hitachiomiya City, Ibaraki Pref. — Rice / vegetables

Efficient production through farmland consolidation!

In designated areas, we are working to promote the creation of large-scale consolidated farmland for organic rice and vegetables, and we are also working on developing processed products using organic vegetables and rice flour as well as on rice flour bread for use in school lunches.

School lunches/ processing | Human resources development

④ Kanra Town, Gunma Pref. — Rice / vegetables / fruit trees

Initiatives by Kanra Town Organic Agriculture Supporters!

In addition to expanding the use of organic foods in school lunches, we have also established support systems such as training systems for new farmers and securing labor during busy periods, and are working to expand production of organic olives and other produce by using idle farmland in the area.

School lunches/ processing

⑤ Matsukawa Town, Nagano Pref. — Rice / vegetables / fruit trees

Passing on farmland through organic farming!

We are working to pass on farmland to the next generation by expanding the use of organic rice and vegetables produced on idle farmland to school lunches, and by doing trial cultivation of apples and pears via the use of organic soil cultivation.

Tokai

School lunches/ processing | Smart | Human resources development

⑧ Owase City, Mie Pref. — Fruit trees

Working to expand organic fruit production!

We are establishing cultivation techniques to improve both yields and quantities for natsudaidai, our local specialty, as well as for new fruit trees that are not grown in the area, thereby leading to increased income for farmers. We are also developing region-wide initiatives by using the organic products in school lunches and by holding organic farming summits.

Kyushu

School lunches/ processing | Human resources development

⑭ Yamato Town, Kumamoto Pref. — Rice / vegetables

Creating a system where anyone can participate in organic agriculture!

We are working to establish the Yamato Town Organic Agriculture Support Center, to put in place a system that provides comprehensive support for organic agriculture, from technical guidance to obtaining Organic JAS certification and securing sales channels, and to develop new human resources.

School lunches/ processing | Smart | Human resources development

⑮ Aya Town, Miyazaki Pref. — Rice / vegetables

Opening a school for learning organic agriculture!

We will establish the "Aya Organic School," where students can learn everything from cultivation techniques to management, in order to provide a system for taking in new farmers, will work to save labor by introducing radio-controlled weed cutters, and are considering a system for introducing the organic food into school lunches.

School lunches/ processing | Smart

⑯ Minamitane Town, Kagoshima Pref. — Rice / vegetables

Expanding organic agriculture through more efficient production!

We are working to expand organic agriculture by utilizing unused farmland, to improve production efficiency via the introduction of smart agricultural machinery, and to increase the use of organic rice and organic vegetables in school lunches.

Kinki

Smart

⑨ Sakai City, Osaka Pref. — Rice

Taking on the challenge of urban agriculture using local resources!

By promoting the local use of cow manure compost, a local resource that is made by livestock farmers within the city, we are working to reduce the use of chemical fertilizers and encourage a shift to agriculture with lighter environmental impact, while strengthening the brand power of Sakai-produced agricultural products such as with our "Sakai-no-Megumi" brand.

School lunches/ processing | Land area | Smart

⑩ Toyooka City, Hyogo Pref. — Rice

Evolving to new farming methods that nurture storks!

In addition to demonstrating the introduction of new weed control technologies, such as ionized water generators, we are also reexamining current farming methods and considering a new calendar for growing rice that uses farming methods that will nurture storks, as well as working to expand the use of organic foods in school lunches.

: Started from FY2022
: Started from FY2023

School lunches/ processing : Product development and sales of organic agricultural products for school lunches and processed foods

Land area : Goal of expanding land area by 10 ha or more

Smart : Use of smart agricultural machinery and introduction of labor-saving machinery

Human resources development : Establishing learning environments

*Content includes initiatives in the planning stage

Creating and Expanding Organic Villages: (2) The Organic Villages National Conference

○ To achieve the goal of expanding organic agriculture as set out in the MIDORI Strategy for Sustainable Food Systems, "organic villages" will be created, in which municipalities will take the lead in expanding organic farming.

○ In January 2025, a "national conference" for organic villages was held, with organic village mayors, bringing together organic farmers, actual users, and other relevant parties, with approx. 800 people attending.

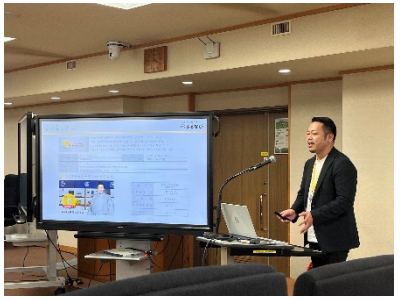
○At the national conference, municipalities engaged in organic farming-related activities and businesses engaged in the distribution of organic farm products reported on advanced initiatives from the viewpoints of history and ingenuity.

[Photos from the Organic Villages National Conference]

The Venue

Report on organic villages (Mayor Imazu, from Asahikawa City in Hokkaido)

Greetings from MAFF



Speech by a distribution company (Mr. Kato from i-mobile.)

Date and time: Thursday, January 16, 2025
Speakers:

Municipalities

- Asahikawa City, Hokkaido
- Osaki City, Miyagi Pref.
- Hitachiomiya City, Ibaraki Pref.
- Nanto City, Toyama Pref.
- Aya Town, Miyazaki Pref.

Distribution companies

- AEON TOPVALU Co., Ltd.
- Amakaze Taiyo Inc.
  (operating an EC website “Pocket Marche”)
- i-mobile Co., Ltd.
  (operating “Furunavi,” a hometown tax payment website)
- Next Generation Agriculture and Food Association

Stimulating Demand for Domestically Produced Organic Foods

◆ To further expand organic agriculture initiatives, MAFF has also launched the "Japanese Organic Supporters" platform for retailers and food service businesses who support domestically produced organic foods

Japanese Organic Supporters is a new platform by MAFF to work with businesses to stimulate demand for domestically produced organic foods!

As of May, 2025, the following 114 companies are participating

See here if you would like to joint Japanese Organic Supporters →

Networks of Local Governments Considering Organic Agriculture and Regional Development

MAFF is **establishing "networks of local governments considering organic agriculture and regional development"** as forums for information exchanges amongst local governments that are utilizing organic agriculture to promote regional development and for local governments that are considering doing so, and is also **promoting information sharing with private companies and organizations.**

As of 18, August 2025,
146 municipalities, 24 prefectures, and 8 organizations are participating

Member municipalities

Hokkaido
Abira Town, Asahikawa City
Shintotsukawa Town
Akaigawa Village
Aomori Pref.
Kuroishi City, Gonohe Town
Iwate Pref.
Ichinoseki City, Hanamaki City
Tono City
Miyagi Pref.
Tome City
Akita Pref.
Ogata Village, Odate City
Yamagata Pref.
Kawanishi Town
Tsuruoka City, Yonezawa City,
Shinjo City, Takahata Town
Yamagata City, Sakata City
Fukushima Pref.
Bandai Town, Nihonmatsu City
Kitakata City,
Aizuwakamatsu City
Ibaraki Pref.
Hitachiomiya City
Kasama City, Ishioka City
Kasumigaura City, Mito City
Tochigi Pref.
Oyama City
Ichikai Town, Shioya Town
Utsunomiya City
Tochigi City
Gunma Pref.
Takayama Village
Kanra Town, Minakami Town
Saitama Pref.
Ogawa Town, Tokorozawa City
Saitama City

Chiba Pref.
Isumi City, Kisarazu City
Sammu City, Sosa City
Sakura City, Narita City
Tako Town, Kozaki Town
Kanagawa Pref.
Sagamihara City
Odawara City
Niigata Pref.
Sado City, Shibata City
Agano City, Gosen City
Tsunan Town
Toyama Pref.
Nanto City, Toyama City
Ishikawa Pref.
Hakui City, Suzu City
Hakusan City
Fukui Pref.
Ikeda Town, Echizen City
Yamanashi Pref.
Hokuto City
Nagano Pref.
Matsukawa Town
Iida City, Tatsuno Town
Iizuna Town, Saku City
Ina City, Shinano Town
Gifu Pref.
Shirakawa Town, Hida City
Shizuoka Pref.
Kakegawa City, Fujieda City
Oyama Town, Fujinomiya City
Izunokuni City, Shizuoka City
Aichi Pref.
Togo Town, Minamichita Town
Obu City, Mihama Town
Toyokawa City, Ama City
Taketoyo Town

Mie Pref.
Owase City, Nabari City
Iga City
Shiga Pref.
Koka City, Hino Town
Omihachiman City
Osaka Pref.
Sakai City, Izumiotsu City
Kyoto Pref.
Kameoka City
Kyotango City
Hyogo Pref.
Ichikawa Town
Tamba City
Tamba-Sasayama City
Shiso City, Yabu City
Awaji City, Toyooka City
Kamigori Town
Kobe City, Kato City
Asago City
Nara Pref.
Uda City, Tenri City
Yamazoe Village
Wakayama Pref.
Wakayama City
Katsuragi Town
Tottori Pref.
Nichinan Town
Shimane Pref.
Hamada City, Gotsu City
Yoshika Town
Onan Town, Oda City
Okayama Pref.
Wake Town, Akaiwa City
Shinjo Village

Hiroshima Pref.
Higashihiroshima City
Jinsekikogen Town
Yamaguchi Pref.
Ube City, Nagato City
Tokushima Pref.
Komatsushima City
Kaiyo Town
Ehime Pref.
Imabari City
Kochi Pref.
Umaji Village
Kagawa Pref.
Mitoyo City
Fukuoka Pref.
Ukiha City
Nagasaki Pref.
Minamishimabara City
Goto City
Kumamoto Pref.
Yamato Town
Minamiaso Village
Kikuchi City
Oita Pref.
Usuki City, Saiki City
Bungotakada City
Miyazaki Pref.
Aya Town
Kijo Town, Takanabe Town
Kagoshima Pref.
Minamisatsuma City
Yusui Town
Minamitane Town
Kikai Town
Tokunoshima Town

Member prefecture

Aomori Pref., Akita Pref., Yamagata Pref., Miyagi Pref., Fukushima Pref., Ibaraki Pref., Tochigi Pref., Gunma Pref., Chiba Pref., Toyama Pref., Ishikawa Pref., Fukui Pref., Nagano Pref., Aichi Pref., Shiga Pref., Hyogo Pref., Wakayama Pref., Okayama Pref., Yamaguchi Pref., Tokushima Pref., Nagasaki Pref., Kumamoto Pref., Miyazaki Pref., Kagoshima Pref.

Member private companies/organizations

Japan Organic Products Association　Utane Co.,Ltd.
Iseki & Co., Ltd.　INGEN Inc.　HyperAgri, Inc.
Ditribute Institute Co., Ltd.　DAIHARU Co., Ltd
Mitsubishi Mahindra Agricultural Machinery Co., Ltd

★Participation accepted at any time★

Inquiries: Sustainable Agriculture Division, Crop Production Policy Department, Crop Production Bureau
HP：http://www.maff.go.jp/j/seisan/kankyo/yuuki/jichinet.html　TEL：03-6744-2114

Case report seminars held

July 2024 Held a seminar on **"Expanding sales channels for organic farm products"**

Sept. 2024 Held a seminar at **Organic Lifestyle EXPO 2024** on the theme of **"**New technologies useful for the expansion of organic agriculture."

Jan. 2025 Held the **Organic Villages National Conference**
Introducing initiatives of municipalities addressing organic villages and businesses working on the distribution of organic farm products

Municipalities
(Asahikawa City, Hokkaido ; Osaki City, Miyagi Pref. ; Hitachiomiya City, Ibaraki Pref. ; Nanto City, Toyama Pref. ; Aya Town, Miyazaki Pref.)

Private entities
(AEON TOPVALU Co., Ltd. ; Amakaze Taiyo Inc. ; i-mobile Co., Ltd. ; Next Generation Agriculture and Food Association)

[Past]

2018
○ Prepatory meeting for establishing networks
Introduction and sharing of organic agriculture promotion **initiatives from six municipalities nationwide**

2019
○ **Creating organic agriculture production areas that expand from school lunches**
○ **Processed products and marketing seminar**
○ **Local government challenges to expanding sales channels for organic agricultural products**

2020
○ **Expanding organic farming initiatives using deserted arable land**
○ **Organic Agricultural Product Logistics Efficiency Seminar 2021**
○ **Use of organic produce in school lunches, networking**

2021
○ **Expanding local consumption** of organic produce, **and introduction into school lunches, etc.**
○ Held at **Organic Lifestyle EXPO**
○ Efforts by **local governments to support acquisition of organic farming techniques,** progress in introducing **organic ingredients to school lunches, etc.**

2022

○ **Community-wide efforts** to expand organic farming, **trial use of organic farming in school lunches, and introduction of smart machinery, etc.**
(Kuroishi City, Aomori Pref., Hitachiomiya City, Ibaraki Pref., Komatsushima City, Tokushima Pref., etc.)
○ Held at **Organic Lifestyle EXPO**
○ Held the **Organic Villages National Conference**
(Reports from mayors of municipalities, including Minamisatsuma City, Kagoshima Pref.; Yamato Town, Kumamoto Pref.; Kisarazu City, Chiba Pref.; Takanabe Town, Miyazaki Pref.; and Uda City, Nara Pref.)

2023

○ **Regional cooperation for expanding the production and usage of organic farm products (Organic Bridge initiatives)** (Izumiotsu City, Tsuruoka City, Sado City)


○ Introduced at the **Organic Lifestyle EXPO**
(Kisarazu City, Kameoka City, Tambasasayama City)

○ Held the **Organic Villages National Conference**
(Matsukawa Town, Kawanishi Town, Hamada City, Echizen City, Toyooka City, Abira Town, Rakuten Farm, Jidainokai, Japan Biofarm Co., Ltd., NPO Private Rice Research Institute, MOA Natural Farming Culture Foundation, MYFARM Inc.)

Collection of Examples of Organic Agriculture Promotion Efforts

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

Organic Villages

Listing the efforts of organic villages in 90 municipalities in Japan

[Listed items]
- Major items
- Implementation system
- Acreage information
- Outcome target
- Issues (such as weeds that prevent expansion)
- Outcomes of initiatives (introduced technologies, etc.)
- Key points of major initiatives

○Collection of case studies of organic village initiatives in FY2023
https://www.maff.go.jp/j/seisan/kankyo/yuuki/organic_village.html

For building bases

Describing the basic concepts and procedures for creating production areas for organic agriculture

[Listed content]
- Concept of creating production areas for organic agriculture
- Procedures and initiatives in each field of production, processing/distribution, and consumption
- Q&A

○Tips for community development of organic farming
https://www.maff.go.jp/j/seisan/kankyo/yuuki/attach/pdf/organic_village-100.pdf

For exports

Supporting the acquisition of organic JAS certification and participation in business meetings and exhibitions for the export of organic agricultural and livestock products and organic processed foods

(The website for Organic Villages)
https://www.maff.go.jp/j/seisan/kankyo/yuuki/organic_village.html

Examples of "Support Projects for Acquiring Organic JAS Certification"

See here for a collection of examples from around Japan ▶

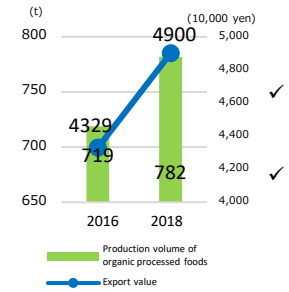
Yamaki Jozo Co., Ltd. (Kamikawa Town, Saitama Pref.)

《Initiative characteristics》
- Trialed products suitable for overseas shipping
- Expanding sales channels through business meetings with local importers, etc.


▲ Business meeting

《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. ✓

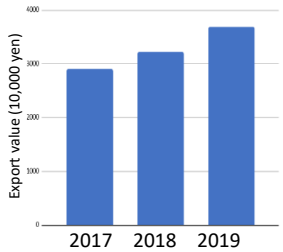
In 2018, had **business meetings with local importers** in Australia, France, Germany, Denmark, Belgium, and the Netherlands. Also exhibited at the Japan Food Export Expo (Makuhari). Have had **a total of 235 business meetings and have expanded sales channels**.

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.

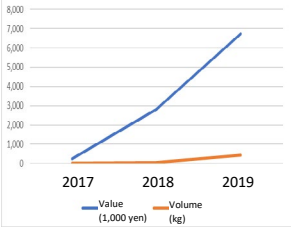

▲ Organic ginger hot sauce

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.

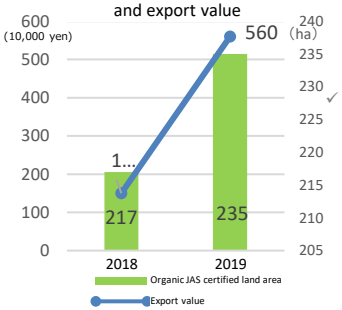
▲ Presenting at an exhibition

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

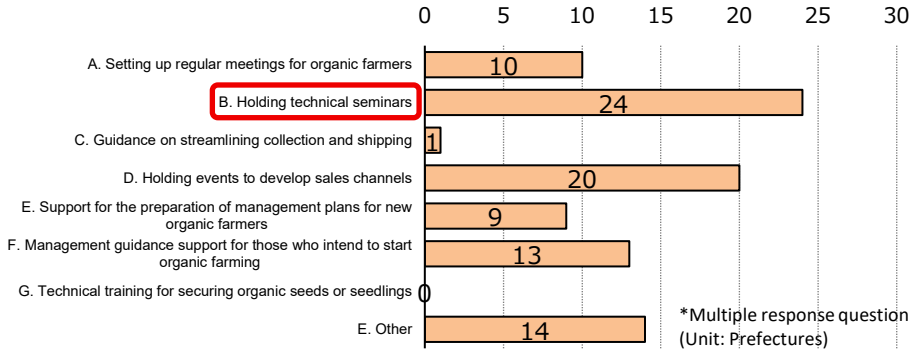
Initiatives in Prefectures (1)

- 25 prefectures have established consultation points at their prefectural offices for individuals looking to start organic agriculture, and 42 prefectures have set up consultation points at their prefectural branch offices.
- 39 prefectures are providing support for creating organic agriculture production areas, with the most common initiative being "holding technical seminars," followed by "holding events to develop sales channels."
- 28 prefectures are developing technologies that can be used in organic agriculture. Additionally, when setting research themes, 13 prefectures are conducting on-site surveys and holding interviews at training sessions.

Support for creating organic agriculture production areas

(Unit: Prefectures)

Details on specific support

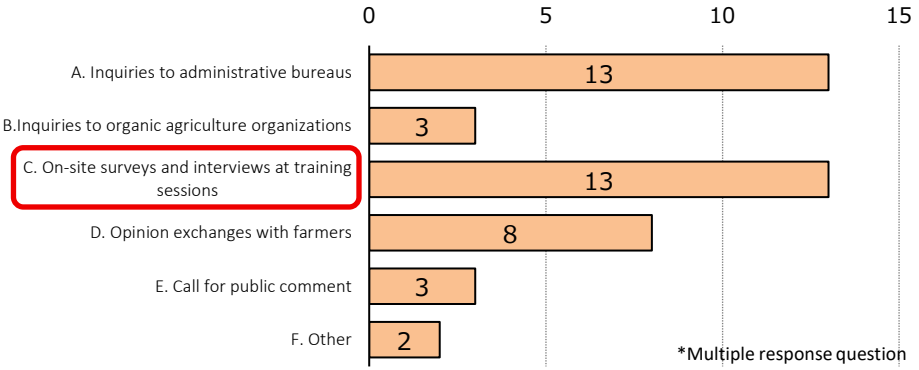


*Multiple response question
(Unit: Prefectures)

Development of organic agriculture-related technologies in each prefecture

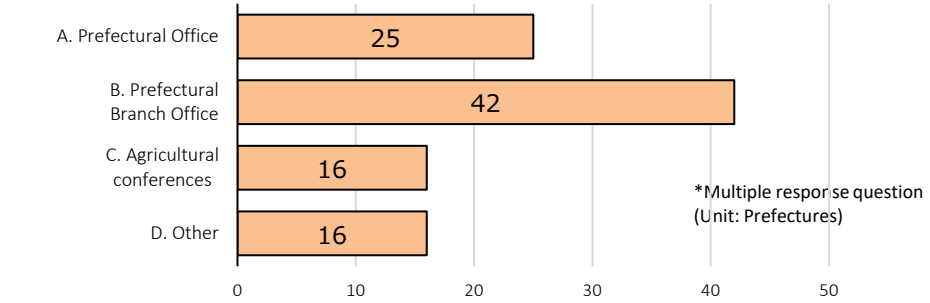
(Unit: Prefectures)

Method for understanding needs when setting organic agriculture-related research themes



*Multiple response question
(Unit: Prefectures)

Organic agriculture employment consultation availability in each prefecture



*Multiple response question
(Unit: Prefectures)

Source: Sustainable Agriculture and Environment Adaption Division "Survey on Promoting Organic Agriculture in FY2023 (for Prefectures)"

(Ref. 1) Municipalities with a High Ratio of Organic Agriculture Land Area to Cultivated Land Area

*In the "Survey on Promoting Organic Agriculture in FY2023 (for Municipalities)" that was conducted in FY2024, out of the 960 municipalities that responded that they had a certain degree of knowledge of the land area used for organic agriculture, the following table lists only those municipalities that responded "Yes" as to whether such information could be disclosed.

	Municipality	Organic agriculture land area (ha)	Percentage of cultivated land area
1	Umaji Village (Kochi Pref.)	52	83.9%
2	Nishikawa Town (Yamagata Pref.)	84	17.6%
3	Taga Town (Shiga Pref.)	76	15.9%
4	Kitanakagusuku Village (Okinawa Pref.)	6	12.6%
5	Oumu Town (Hokkaido)	1103	11.0%
6	Samani Town (Hokkaido)	105	10.2%
7	Owase City (Mie Pref.)	7	10.2%
8	Ohkura Village (Yamagata Pref.)	122	10.0%
9	Ogawa Town (Saitama Pref.)	58	9.4%
10	Aya Town (Miyazaki Pref.)	63	9.3%
11	Ono City (Fukui Pref.)	369	8.8%
12	Gotsu City (Shimane Pref.)	53	8.8%
13	Kawanehon Town (Shizuoka Pref.)	44	8.7%
14	Yunomae Town (Kumamoto Pref.)	48	8.6%
15	Kosaka Town (Akita Pref.)	72	8.5%
16	Kiyama Town (Saga Pref.)	23	8.3%
17	Echizen City (Fukui Pref.)	276	7.7%
18	Takinoue Town (Hokkaido)	280	7.7%
19	Tozawa Village (Yamagata Pref.)	104	7.1%
20	Kihoku Town (Ehime Pref.)	69	6.8%
21	Okoppe Town (Hokkaido)	410	6.5%
22	Toyooka City (Hyogo Pref.)	313	6.4%
23	Tsubetsu Town (Hokkaido)	364	6.4%
24	Nishihara Town (Okinawa Pref.)	7	5.9%
25	Yoshika Town (Shimane Pref.)	50	5.7%
26	Aka Village (Fukuoka Pref.)	21	5.5%
27	Minamiechizen Town (Fukui Pref.)	53	5.1%
28	Yusui Town (Kagoshima Pref.)	86	5.1%
29	Minamichita Town (Aichi Pref.)	37	5.0%
30	Akaigawa Village (Hokkaido)	39	4.9%

This table does not include municipalities with 5 ha or less organic agriculture land area.

(Ref. 2) Municipalities with a Large Organic Agriculture Land Area

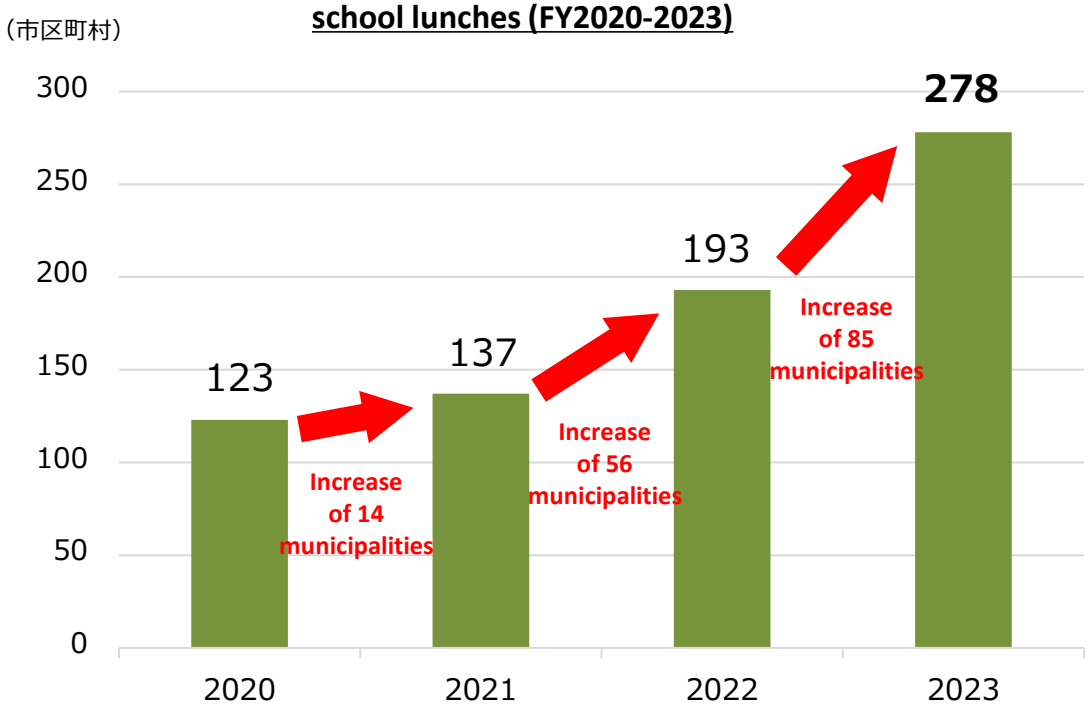
*In the "Survey on Promoting Organic Agriculture in FY2023 (for Municipalities)" that was conducted in FY2024, out of the 960 municipalities that responded that they had a certain degree of knowledge of the land area used for organic agriculture, the following table lists only those municipalities that responded "Yes" as to whether such information could be disclosed.

	Municipality	Organic agriculture land area (ha)	Percentage of cultivated land area
1	Oumu Town (Hokkaido)	1103	11.0%
2	Shibecha Town (Hokkaido)	508	1.8%
3	Okoppe Town (Hokkaido)	410	6.5%
4	Ono City (Fukui Pref.)	369	8.8%
5	Tsubetsu Town (Hokkaido)	364	6.4%
6	Hamanaka Town (Hokkaido)	336	2.3%
7	Toyooka City (Hyogo Pref.)	313	6.4%
8	Ogata Village (Akita Pref.)	298	2.6%
9	Esashi Town (Hokkaido)	290	2.7%
10	Takinoue Town (Hokkaido)	280	7.7%
11	Nakashibetsu Town (Hokkaido)	278	1.1%
12	Echizen City (Fukui Pref.)	276	7.7%
13	Minamikyushu City (Kagoshima Pref.)	232	2.6%
14	Kushiro City (Hokkaido)	223	2.1%
15	Biei Town (Hokkaido)	209	1.7%
16	Setana Town (Hokkaido)	204	3.5%
17	Kikuchi City (Kumamoto Pref.)	203	3.5%
18	Tamba City (Hyogo pref.)	197	3.6%
19	Kembuchi Town (Hokkaido)	177	2.7%
20	Shibushi City (Kagoshima Pref.)	173	2.8%
21	Yamato Town (Kumamoto Pred.)	164	3.4%
22	Tome City (Miyagi Pref.)	149	0.8%
23	Teshio Town (Hokkaido)	144	1.4%
24	Nakadomari Town (Aomori Pref.)	143	3.9%
25	Fukui City (Fukui Pref.)	126	1.6%
26	Ichinoseki City (Iwate Pref.)	123	0.7%
27	Ohkura Village (Yamagata Pref.)	122	10.0%
28	Ohtawara City (Tochigi Pref.)	109	1.0%
29	Awara City (Fukui Pref.)	108	3.2%
30	Shinjo City (Yamagata Pref.)	107	2.0%

Municipalities Working to Use Organic Farm Products in School Lunches（FY2023）

- As of the end of FY2023, 278 municipalities were using organic food in school lunches, an increase of 85 municipalities since the end of FY2022.
- In terms of the number of participating local governments by items, the use of vegetables is the highest (189 municipalities), followed by steamed rice (127 municipalities).

Number of municipalities using organic food in school lunches (FY2020-2023)



Source: Sustainable Agriculture and Environment Adaption Division, "Survey on Promoting Organic Farming in FY2020, FY2021, FY2022 and FY2023 (for Municipalities)"

Number of participating municipalities by items of organic foods	
Steamed rice	127
Vegetables	189
Fruits	18
Beans	12
Seasonings and processed foods	20
Other (bread, tea, mushrooms, etc.)	10

*Of the 278 municipalities that responded that they use organic food for school lunches, **responses of 265 municipalities (multiple responses) were compiled**, excluding 13 municipalities that did not respond regarding the food items used or did not know the content of food items.

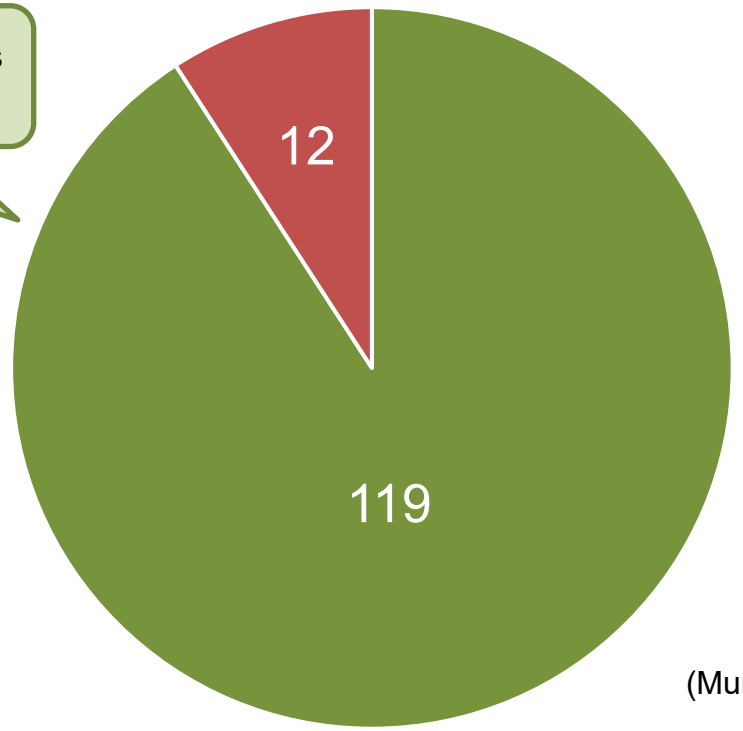
Source: Sustainable Agriculture and Environment Adaption Division
“Survey on Promoting Organic Agriculture in FY2023 (for Municipalities)”

School Lunch Initiatives in Municipalities Implementing Organic Village Initiatives (FY2024)

- Since FY2022, initiatives to utilize organic food have been expanded in various regions, including the implementation of school lunches in 119 municipalities (about 90%) out of 131 municipalities that started organic village initiatives.

More than 90% of organic villages provide school lunches

*Including plan-based initiatives



(Municipalities)

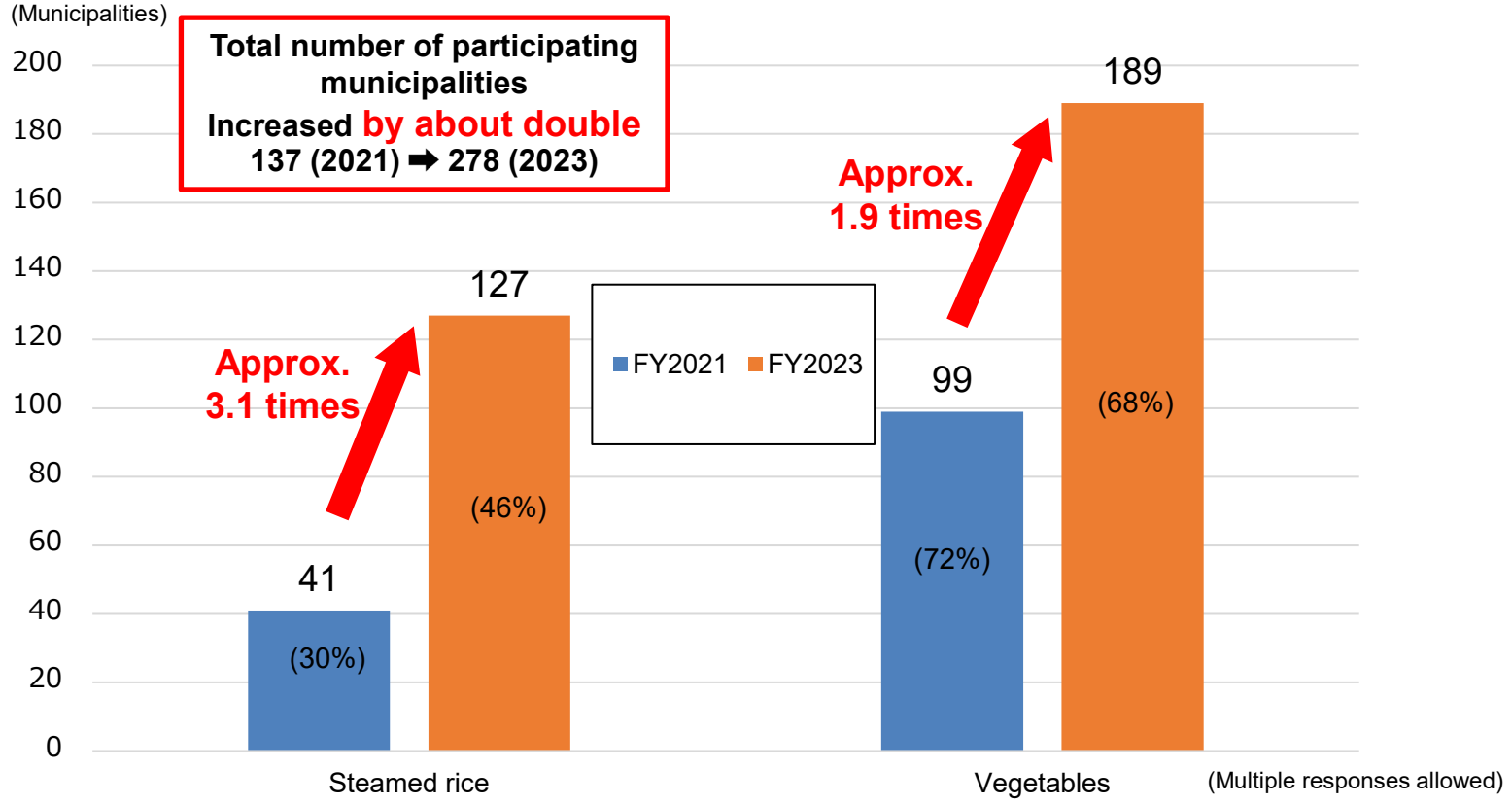
- Using organic food in school lunches, or having a plan for school lunch initiatives
- Not using organic food in school lunches, or not having a plan for school lunch initiatives

Source: Research by the Sustainable Agriculture and Environment Adaption Division

Use of Organic Farm Products in School Lunches (1) Item

- Regarding the use of organic food in school lunches in FY2021 and FY2023, the number of participating municipalities by items is higher for the use of vegetables than for the use of steamed rice in both years.
- As for the changes in the number of participating municipalities by items from FY2021 to FY2023, the numbers increased approximately 1.9 times for vegetables, but 3.1 times for steamed rice.

Changes in the number of participating municipalities by items for steamed rice and vegetables (FY2021 to FY2023)



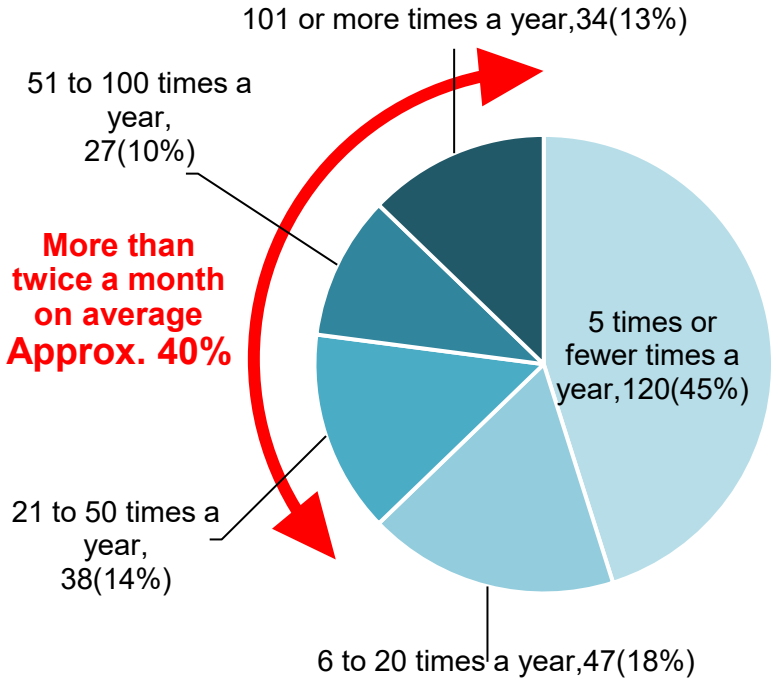
*Figures in parentheses are the percentage of the number of participating municipalities (2021: 137, 2023: 278).

Source: Sustainable Agriculture and Environment Adaption Division "Survey on Promoting Organic Agriculture in FY2021 and FY2023 (for Municipalities)"

Use of Organic Farm Products in School Lunches (2) Number of Initiatives Taken and Production Area

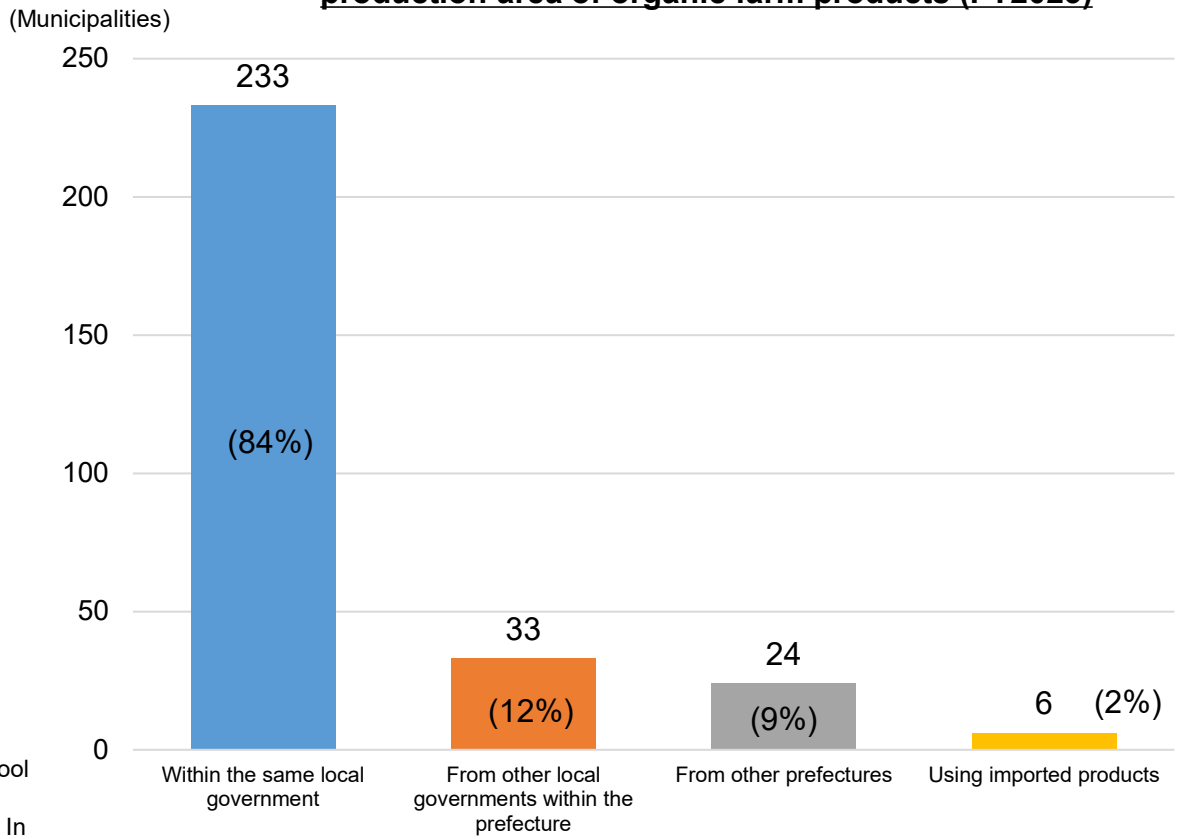
- In FY2023, about 40% of local governments used organic food for school lunches at least twice a month on average. In addition, more than 10% of local governments use organic food more than 101 times a year.
- As for the production areas of organic farm products, the number of local governments that use organic farm products produced within the same local government is the largest (84%).

Number of participating municipalities by number of initiatives (FY2023)



*Of the 278 municipalities that responded that they use organic food for school lunches, responses of 266 municipalities were compiled, excluding 12 municipalities that did not respond regarding the number of initiatives taken. In addition, multiple responses are allowed in cases where the number of initiatives taken differs from one municipality to another because multiple schools, etc. are involved in one local government. The graph above counts the responses with the highest number of responses for initiatives taken per municipality.

Number of participating municipalities by production area of organic farm products (FY2023)



*Figures in parentheses are the percentage of the number of participating local governments (278 municipalities).

(Multiple responses allowed)

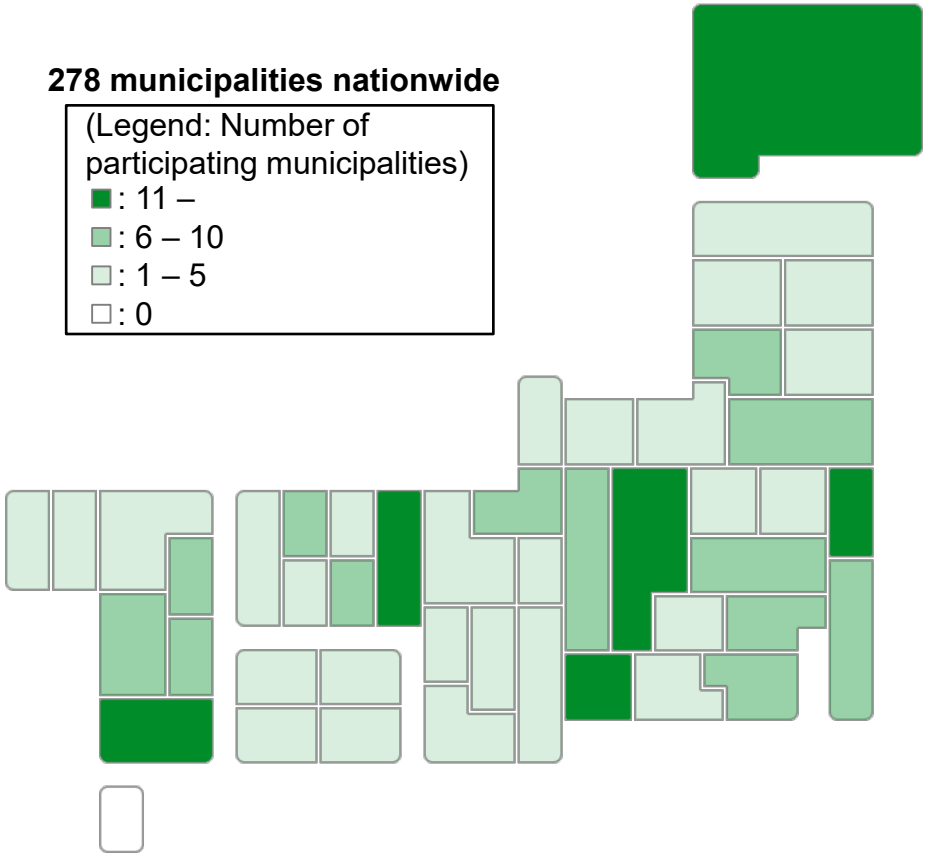
Source: Sustainable Agriculture and Environment Adaption Division "Survey on Promoting Organic Agriculture in FY2023 (for Municipalities)"

Use of Organic Farm Products in School Lunches (3) Distribution of Implementing Municipalities

- As of the end of FY2023, 278 municipalities all over Japan were using organic food for school lunches, accounting for about 16% of the total number of municipalities in Japan.

Number of municipalities using organic food in school lunches (FY2023)

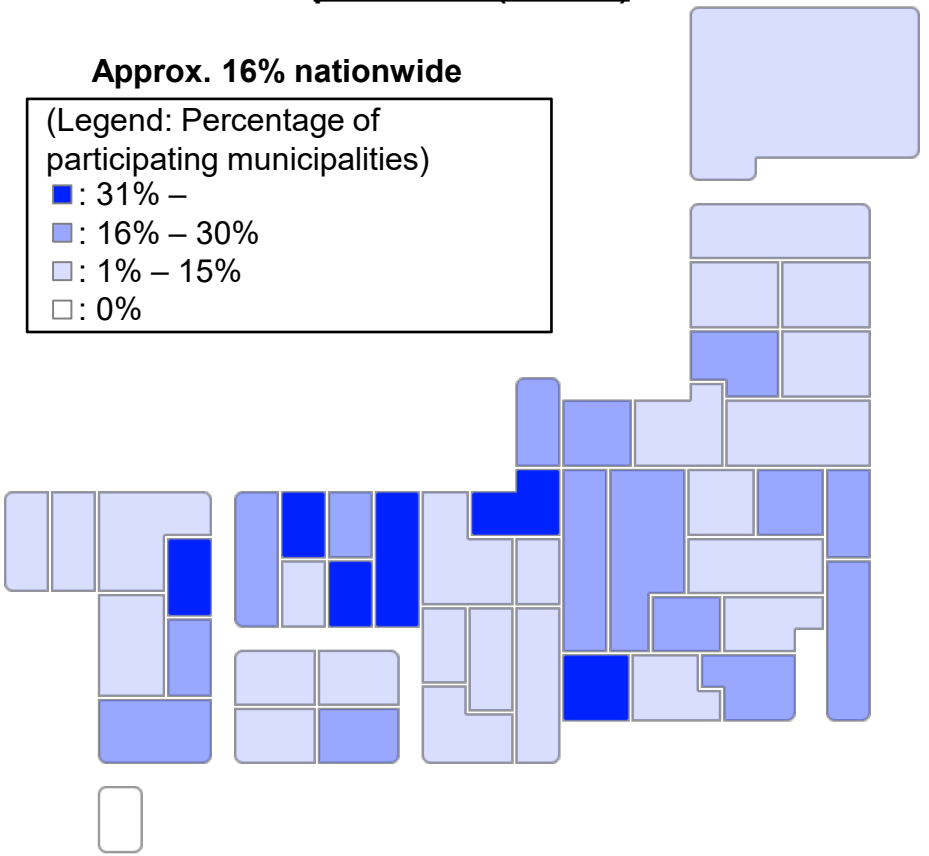
278 municipalities nationwide



*The number of municipalities that reported using organic food for school lunches at least once a year. If at least one school in a municipality is implementing an initiative, it is counted as an implementing municipality.

Percentage of municipalities using organic food for school lunches to the total number of municipalities in prefectures (FY2023)

Approx. 16% nationwide



Source: Compilation by the Sustainable Agriculture and Environment Adaption Division “Survey on Promoting Organic Agriculture in FY2023 (for Municipalities)”

Case Studies of Introducing Organic Farm Products into School Lunches (1)

Kisarazu City, Chiba Pref.

○Began the "Organic rice project for school lunches" in FY2019, which provides school lunches with organic koshihikari rice grown in Kisarazu City

○Is aiming to expand the proportion of organic rice used in school lunches, with the goal of using only organic rice for school lunch by FY2026
(the cost difference with conventional agricultural products will be covered via general financial resources)

[Proportion of organic rice provided]

2019: 2% (3 days/year) ⇒ 2022: 53% (71 days/year)

*Ratio of days serving organic rice to days serving steamed rice for school lunches

Registered a trademark under the name "Kisarazu School Lunch Rice"

Example of school lunch that uses organic farm products

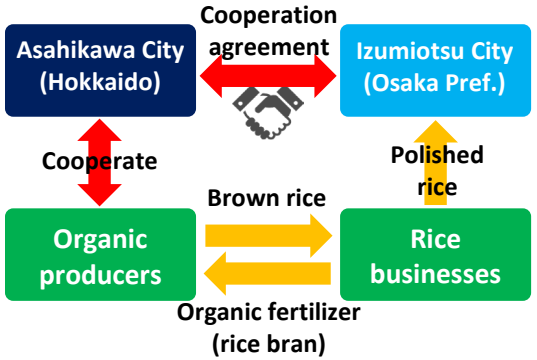
Izumiotsu City, Osaka Pref. × Asahikawa City, Hokkaido

○Starting in FY2022, Izumiotsu City implemented an initiative to provide school lunches with organic ingredients from other regions, under the name "Tokimeki School Lunches"

○In August 2023, Izumiotsu City and Asahikawa City concluded a partnership agreement regarding the supply of organic farm products.* In FY2023, Izumiotsu City purchased approx. 20 tons of Organic JAS "Yumepirika" rice from Asahikawa City and will provide it in school lunches from July 2024.

* In March 2023, Izumiotsu City formulated the "Vision for the Stably Ensuring Safe and Secure Food." Based on the idea of "coexistence and symbiosis" between producing and consuming areas, the city has been working to build a unique food supply chain that resolves mutual issues.

School lunch using organic farm products



The goals of both cities to use organic farm products for school lunches

Case Studies of Introducing Organic Farm Products into School Lunches (2)

Matsukawa Town, Nagano Pref.

○Since 2020, the "Organic School Lunch Delivery Squad" had been providing organic agricultural product for school lunches, and this has expanded even further with the organic village.

○In addition to organic rice, organic potatoes, carrots, onions, and leeks, etc. produced in the town are used in the school lunches. In FY2022, organic farm products were used approx. three times a week. (The cost difference is covered by subsidies. Free school lunches from October 2023.)

*In FY2023, the provision of organic food for school lunches decreased due to the poor harvest of potatoes and onions, but the Town began to provide 200 kilograms of rice as well as vegetables to nursery schools by shifting from conventional agriculture.

[Amount of organic farm products provided]
2020: 1.8 tons ⇒ 2022: 6.4 tons
(In FY2022, organic rice accounted for approx. 20% of the total supply, while potatoes, carrots, and other major vegetables accounted for approx. 30%)

The Organic School Lunch Delivery Squad

Example of school lunch that uses organic farm products

Yamato Town, Kumamoto Pref.

○This initiative began in 2004 and uses organic rice, potatoes, carrots, onions, and taro, as well as organic Japanese mustard spinach and spinach. (The difference in cost is covered by the town for organic rice, and for organic vegetables the cost is adjusted within the school lunch fees)

○Producers visit the school and have exchange activities with the children, eat school lunches together, and hold study sessions on organic agriculture for the school lunch cooks.

[Amount of organic rice provided]
2024: 7.1 tons
(For 6 out of 9 elementary and junior high schools, all 100% of the provided rice is organic)
*Organic vegetables are also procured by each school

*Decrease in the number of students, resulting in a decrease in the amount provided

Exchange activity between producers and school children

Example of school lunch that uses organic farm products

Special Period Tailored to “Organic Day”

Background

- In the “MIDORI Strategy for Sustainable Food Systems,” MAFF has set a target of **increasing the ratio of organic farming to total cultivated land to 25% (1 million ha) by 2050**.
- To achieve this target, in addition to production expansion, it is necessary to **increase consumer understanding of organic agriculture** and **expand domestic consumption of organic food**.

Purpose

Stimulating demand and **expanding consumption** of organic foods

Fostering understanding and **raising awareness** of organic agriculture and food

Increasing the use of organic farm products in **school lunches**

Content

In conjunction with **“Organic Day” on December 8, a special period** (Monday, November 18, 2024 to Friday, December 13) was **set up** to implement the following initiatives **in cooperation with local governments and businesses**.

Sales promotion at stores and EC websites	Enhancement of information dissemination	Use of organic farm products in school lunches
Calling on businesses to cooperate in promoting sales of organic foods and disseminating information on sales floors at actual stores and EC websites.	Setting up a special website to provide information on the initiatives of local governments and businesses as well as events related to organic farming. Disseminating information on the MAFF’s official SNS (X, Instagram, YouTube). Calling for the use of common hashtags on various SNS platforms.	With the cooperation of organic farming-related organizations and the Ministry of Education, Culture, Sports, Science and Technology, calling on local governments across Japan to provide school lunches using organic farm products around the “Organic Day.”

Click here for “Organic Day” special website ▶

Initiatives During the Special Period for "Organic Day" (FY2024)

○ Posting the information on the use of organic farm products in school lunches (**67 municipalities**), sales promotion of organic foods (**70 businesses**), and organic farming-related events (**44 events**) on the special website for "Organic Day."

○ Reported content related to "Organic Day" in **28** newspaper articles, **8** web articles, and **6** TV and radio articles (as of Tuesday, December 24, 2024).

○ Confirming **over 300** posts using the common hashtag ("# Organic Day") on various SNS platforms.

■ Number of local governments and businesses that posted their initiative plans or reports on the special website

	School lunch	Sales promotion		Events
		Farmer's markets, roadside stations	Supermarkets, EC websites, etc.	
Hokkaido	4	1	39	2
Tohoku	7	4		4
Kanto	22(24)	10		11
Hokuriku	4	1		4
Tokai	4	4		4
Kinki	8	3		5
Chugoku and Shikoku	8	3		8
Kyushu and Okinawa	10	5		6
Total	**67**(69)	**31**	**39**	**44**

*Figures in parentheses include the number of initiatives at schools other than those run by municipalities.

Examples of Educational Institutions for Organic Agriculture

Tsuruoka Municipal Shonai Ecological Agri Design School (SEADS)
(Tsuruoka City, Yamagata Pref.) 2020~

Through lectures and practical training, students can learn about organic farming and other sustainable agricultural techniques, as well as matters necessary for management, such as establishment of a farm management plan and developing sales channels.

NPO Private Rice Research Institute
(Kaminokawa Town, Tochigi Pref.) 1997~

Students can learn about techniques for organic rice cultivation, which allows for efficient production at low cost.

Gunma Prefectural Agriculture and Forestry College
(Gunma Pref.) 2024~

Offers organic agriculture courses at agricultural preparatory schools and an organic agriculture major in a one-year course for working adults, along with practical training in organic agriculture.

Saitama Prefectural Agricultural College
(Saitama Pref.) 2015~

In the organic agriculture major, students can learn about making compost and about cultivation techniques, which are the foundations of organic agriculture, via practical training.

Terakoya Farm School
(Online and Hiratsuka City, Kanagawa Pref.) 2018~

Students learn about organic agriculture in a systemic way through video lectures, Q&A sessions and field experiences courses on soil, plant physiology, pests, diseases, and more.

Nature Farming Academy
(Izunokuni City, Shizuoka Pref.) 1990~

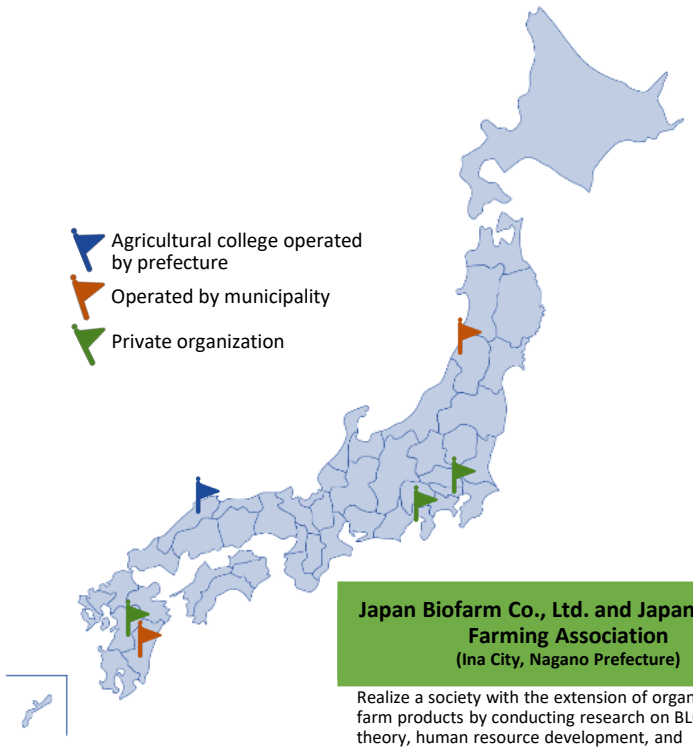
People aspiring to become farmers or agricultural technology extension workers can learn about natural farming methods for vegetables and rice.

Toyama Organic Agriculture Academy
(Toyama Pref.) 2023~

For farmers who are new to organic agriculture, the academy offers lectures and practical training on cultivation techniques from organic agriculture pioneers in the prefecture.

International Nature Farming Research Center
(Matsumoto City, Nagano Pref.) 1985~

Provides courses and technical guidance on organic cultivation (rice farming, vegetable farming, home gardening, and self-seeding, etc.)



Japan Biofarm Co., Ltd. and Japan Organic Farming Association
(Ina City, Nagano Prefecture) 2000~

Realize a society with the extension of organic farm products by conducting research on BLOF theory, human resource development, and sales of materials.

Kameoka Organic School
(Kameoka City, Kyoto Pref.) 2024~

Students learn the knowledge that supports cultivation techniques, have training at farms and experience in practice fields, and learn new methods utilizing data.

Tamba Municipal Minori School
(Tamba City, Hyogo Pref.) 2019~

Uses a practical curriculum in which students learn organic farming techniques in the fields and management in classrooms, after which they ship and sell products themselves.

Shimane Prefectural College for Agriculture and Forestry
(Shimane Pref.) 2012~

In the organic agriculture major, students can learn the basic techniques of organic agriculture, from raising rice and vegetables to harvesting.

Tokushima Organic Agriculture Support Center (NPO)
(Komatsushima City, Tokushima Pref.) 2009~

Through lectures and practice, students can learn the basics of soil preparation and cultivation based on BLOF theory.

Agri Garden School & Academy
(Fukuoka Pref.; online) 2014~

Based on BLOF theory, students learn agricultural skills to increase yields and functionality by practicing soil analysis and fertilization design.

ORGANIC SMILE Organic School
(Yamato Town, Kumamoto Pref.) 2022~

Students learn BLOF theory and agricultural management in a practical setting for two days each month, with the aim of having them become work-ready organic farmers.

Aya Organic School
(Aya Town, Miyazaki Pref.) 2023~

In addition to learning organic agriculture techniques from farmers and government officials, participants can also learn organic agriculture know-how such as branding strategies and marketing techniques.

Agri Innovation College
(Kanto/Kansi; online) 2014~

With a focus on working adults, participants can learn agricultural techniques based on the principles of organic agriculture, the knowledge necessary to start farming, and agricultural management knowledge.

Organic Agriculture Instructor Training in Japan

- ○ Since FY2020, via grants MAFF has been supporting the training of organic agriculture instructors, who provide on-site guidance and advice on organic farming techniques, in order to improve the instruction system for farmers engaged in organic agriculture in each prefecture.
- ○ By FY2024, a total of 1,505 instructors had been trained in 36 prefectures.
- ○ Experienced organic farmers and extension advisors work to provide technical guidance on organic agriculture that is suited to each region.

Training organic agriculture instructors

Prefectural governments support **training expenses to develop organic agriculture instructors,** as well as **travel expenses and honorariums for instructional activities** by instructors.

	In FY2020,	In FY2021,	In FY2022,	In FY2023,	In FY2024,
	131 instructors trained in 17 prefectures	244 instructors trained in 26 prefectures	348 instructors trained in 30 prefectures	404 instructors trained in 31 prefectures	365 instructors trained in 27 prefectures*
Cumulative		375 instructors trained in 27 prefectures	734 instructors trained in 31 prefectures	1,138 instructors trained in 33 prefectures	**1,505 instructors** trained in **33 prefectures***

What are organic agriculture instructors?

Organic agriculture instructors are individuals who have undergone certain training (or who have practical experience) and provide guidance and advance on organic agriculture techniques and the Organic JAS system.

In addition to prefectural employees such as extension advisors, agricultural cooperative employees such as farming instructors, municipal personnel, employees of private companies, and experienced organic farmers, etc., can also be appointed.

* Prefectures other than the 31 that used the MAFF grant to train organic farming instructors are also establishing training systems by experienced organic farmers.

Case 1: Establishment of a system to recruit new farmers for the expansion of organic agriculture production areas (Miyazaki Prefecture)

Soil productivity improvement course

○ **Establishment of a support system for new farmers**

"Aya Organic School" was established in Aya Town to learn the know-how of organic farming systematically and to construct a system to learn cultivation techniques and management methods from organic farmers.

○ **Initiatives by extension organizations**

Specific educational content of the school was organized, and public lectures were held to target townspeople and the restoration of abandoned cultivated land.

■ **Trained 9 organic agriculture instructors (total) by March 2025**

Case 2: Initiatives to reinforce organic tea production (Shizuoka Prefecture)

■ **Trained 24 organic agriculture instructors (total) by March 2025**

A tour of a tea field by new farmers

○ **Support for activities of new farmers**

Supported the initiatives to establish business management, such as providing technical guidance to new farmers who cultivate organic tea and matching with vendors to expand sales channels.

○ **Reinforcement of organic ten-cha (powdered green tea) production**

Conducted technical demonstration on fertilization and pruning in order to improve the quality and expand the production of organically grown ten-cha.

Organic Agriculture Initiatives at Agricultural Colleges and Universities

- **Almost all prefectural agricultural colleges have organic agriculture included in their curricula.** In addition, organic agriculture education is also provided at private agricultural educational institutions.
- In 2024, **Gunma Prefectural Agriculture and Forestry College established a new organic agriculture major**.

○ Organic agriculture education at prefectural agricultural colleges

40/41 schools plan to implement organic agricultural education in 2024

(1) Establish an organic agriculture major ..... 3 schools

(2) Establish a course with organic agriculture as the main focus ..... 12 schools

(3) Include organic agriculture in some courses ..... 25 schools

Survey conducted by the Young Farmers and Women Division in the Management Improvement Bureau at MAFF (January 2024)

○ Private educational institutions that provide organic agriculture education

- Japan Practical Agriculture Academy (Ibaraki Pref.)
- Tsuruoka Municipal Shonai Ecological Agri Design School (SEADS) (Yamagata Pref.)
- Toyama Organic Agriculture Academy (Toyama Pref.)
- Hyogo Agri Life Center (Hyogo Pref.)
- Yamato Town Organic Agriculture Support Center (Kumamoto Pref.)
- Aya Organic School (Miyazaki Pref.) etc.

○ From FY2026, the Organic Agriculture Academy (tentative name) will be established at the Hyogo Pref. College of Agriculture and Forestry

○ Prefectural agricultural colleges offering organic agriculture majors

Shimane Prefectural College of Agriculture and Forestry Organic agriculture major (from 2012)

Content: In addition to classroom learning, students learn organic cultivation techniques from seedling raising to shipping by combining open fields, greenhouses, and rice paddies.

Capacity: Approx. 10 people (FY2024)

Duration: 2 years

Saitama Prefectural Agricultural College Short Course Agriculture Department Organic Agriculture Major (from 2015)

Content: Students learn the basics of farming, soil preparation using compost and green manure, the best time to cultivate and harvest methods for 60 different vegetables, etc.

Capacity: 15 people (FY2024)

Duration: 1 year

Gunma Prefectural College of Agricultura and Forestry Agricultural Management Department Organic Agriculture Major for working adults (newly established in 2024)

Content: Lectures on soil preparation, pest control, the Organic JAS certification system, etc., practical training on organic farmland, and training on organic farmers

Capacity: 5 people (FY2024)

Duration: 1 year

Private Sector Initiatives

Organic is more popular everywhere!

Working to expand domestic organic processed ingredients ~Establishment of the Japan Organic Processed Food Consortium~

In April 2023, the Japan Organic Processed Food Consortium was established, consisting of businesses involved in the production, processing, and distribution of organic farm products.

By promoting initiatives such as efficient use of raw materials through collaboration between businesses from production to consumption, the consortium aims to expand the production of organic processed food ingredients such as wheat and soybeans, and to expand the market for domestic organic processed foods.

In the future, the Consortium plans to expand the production of processed products (bread, etc.) using domestic raw materials, and to foster understanding and promote sales of processed foods made from organic agricultural products during the conversion period.

Movement to hold organic food trade fairs ~Holding BIOFACH JAPAN ~

BIOFACH, the world's leading trade fair for organic food, which has been held since 1990 in Nuremberg, Germany and other parts of the world, is to be held in Japan.

Held jointly with the “GOOD LIFE Fair” (sponsored by the Asahi Shimbun Company), organic food businesses from Japan and abroad will set up booths to promote their initiatives and products. In addition, organic village municipalities set up booths to introduce their initiatives, thereby disseminating information to increase awareness and consumption of organic foods.

The fair is scheduled to be held as follows in 2025.

[Dates] Friday, September 26, to Sunday, September 28, 2025

[Venue] Tokyo Big Sight, West Halls 1 and 2

Case Studies of Organic Processed Food Businesses

Fresh Foods Co., Ltd. (Sapporo City, Hokkaido)

< Characteristics of initiatives >

- Producing pre-cut organic vegetables and selling them, mainly in Hokkaido.
- In order to newly launch sales in the Tokyo metropolitan area, received approval for an implementation plan for infrastructure establishment project based on the MIDORI Act, and established a pre-cut vegetable factory dedicated to organic vegetables in Yachimata City, Chiba Prefecture.
  (launched operation in November 2024)

< Key points of initiatives >

○ Achieving sales at prices that are easy for consumers to purchase through reduced production costs by limiting the products to use to those that are easy to process (cabbage, daikon radish, carrot, etc.).

○ Contributing to the consumption expansion of organic farm products by distributing out-of-specification organic vegetables and fresh-cut vegetable salads with strict temperature control.

○ Utilizing a loan from the food distribution improvement fund, which is a preferential measure for the approval of an infrastructure establishment project, to develop the plant.

○ For the further expansion of sales in the Tokyo metropolitan area, planning to ensure a stable supply of products and improve quality by developing sales channels and building a platform for contract producers.

Organic pre-cut vegetable factory
(Yachimata City, Chiba Prefecture)

Organic cabbage salad

Ishihara Foods Co., Ltd. (Miyakonojo City, Miyazaki Prefecture)

< Characteristics of initiatives >

- Acquired organic JAS certification for spinach in FY2022, and developed facilities for organic frozen spinach.
- Working on GAP by conducting soil analysis and pesticide residue testing in-house.

< Key points of initiatives >

○ Producing almost all of its frozen processed vegetable ingredients on its own farms throughout the year. In 2022, acquired organic JAS certification for 5 ha of spinach and organic JAS certification for processed foods.

(Operating area: Approx. 270 ha, of which 5 ha are organic
(480 ha planted annually)
Items: Spinach, komatsuna, taro, edamame, daikon radish, etc.)

○ Utilizing the Project to Power Up Production Infrastructure in Production Areas (project for profitability improvement measures/development) in FY2022 for the development of refrigeration and processing facilities.

○ Acquired JGAP certification in 2020. As part of initiatives of GAP, setting up its own soil analysis laboratory and pesticide residue testing center, as well as conducting unified field management by a fieldman (field observation specialist). (Winner of the Minister of Agriculture, Forestry and Fisheries Award in the GAP category of the 2022 Promoting Sustainable Agriculture for the Future Contest)

Ishihara Foods Co., Ltd.

Organic Spinach

Case Studies of Private Eating-Out and Home-Meal Replacement Businesses (1)

SANKO MARKETING FOODS Co., Ltd. (Shinjuku-ku, Tokyo)

< Outline of Initiatives >

- Starting to offer organic farm products by taking advantage of the consignment of MAFF restaurant “Afu Shokudo.” “Afu Shokudo” provides organic farm products throughout the year, with approximately 4 tons of organic farm products provided annually.
- Offering organic farm products also on a spot basis at cafeterias entrusted by other ministries and agencies.

< Key points of initiatives >

- ○ Items used:
  Leaf vegetables, root vegetables, etc. (almost all of which acquired organic JAS certification)
- ○ Suppliers: Purchased from middlemen and directly from production areas in part
- ○ In addition to MAFF, also taking contracts for cafeterias of other ministries and agencies, and also serving organic farm products on a spot basis at events, etc. at some of the cafeterias of ministries and agencies.
- ○ In addition to the provision of organic farm products, holding events to conduct public relations activities by raising the added value of food ingredients and to support producers’ initiatives through various measures of MAFF, such as fishery products, gibier, and agriculture-welfare collaborations, and through collaborative fairs with prefectures all over Japan.

Example of menu using organic foods

Display of organic vegetables used

Watami Co., Ltd. (Ota-ku, Tokyo)

< Outline of Initiatives >

- Watami Farm Co., Ltd., a subsidiary, manages a total of 530 ha of organic farms across Japan, and uses part of the produced organic farm products in their eating-out and home-dining businesses.
- The produce is also used as ingredients in organic processed foods, which are sold to the general public as “Watami Organic” and also served in the eating-out business.

< Key points of initiatives >

- ○ Item used:
  Jerusalem artichoke tea, lettuce, romaine lettuce, etc. (all of which have acquired organic JAS certification)
- ○ Suppliers: Watami Farm Co., Ltd. (subsidiary), purchased from contract producers
- ○ In the izakaya business, serving organic Jerusalem artichoke tea throughout the year as a finishing tea. Also offering seasonal limited menu items that use organic farm products on a spot basis (the menu varies with restaurants).
- ○ In 2021, opened the “Watami Organic Land,” a theme park in Rikuzentakata City, Iwate Prefecture, which integrates a tourist farm where visitors can experience harvesting organic farm products.

Organic lettuce farm (Tomi Farm)

Organic processed food using organic Jerusalem artichoke

Case Studies of Private Eating-Out and Home-Meal Replacement Businesses (2)

Takaoka Kyushoku Center (Takaoka City, Toyama Prefecture)

< Outline of Initiatives >

- Providing school lunches, in which all vegetables used are organic farm products, in a kindergarten in Takaoka City for the first time in November 2024.
- Intending to continue implementing initiatives for the use of organic farm products several times a year.

< Key points of initiatives >

○ Item used:
Turnip, Chinese cabbage, cauliflower, carrot, potato, onion (none of which has acquired organic JAS certification)

○ Suppliers: Purchased directly from local farmers

○ Substituting organic vegetables with other items inevitably because the harvest thereof was not as good as planned this time. The challenge is to obtain the necessary organic vegetables in a timely manner. In future initiatives, providing nutritionally balanced meals by also using conventional products that are easy to obtain.

Producers explain directly to parents of children

Eating while parents and children talk about vegetables

Organic vegetables used

Cream stew made with organic vegetables

Fukiya Co., Ltd. (Takatsuki City, Osaka Prefecture/Chiyoda-ku, Tokyo)

< Outline of Initiatives >

- For public relations and branding of its own services, providing “organic school lunch” using organic farm products at nursery schools (cooking at each school) in Tokyo once a month since 2017. Currently, implemented in three nursery schools/childcare centers in Tokyo and Kanagawa Prefecture.
- Intending to increase the number of nursery schools/childcare centers offering “organic school lunch” in the future by proposing it as one way to attract children.

< Key points of initiatives >

○ Item used:
Cabbage, onion, carrot, potato, broccoli, spinach, green bean
(all of which acquired organic JAS certification)

○ Suppliers: Crayonhouse Inc.

○ Since organic farm products are distributed in smaller quantities than conventional products, in the unlikely event that organic vegetables intended for use do not arrive, flexibly responding by changing the menu, for example. Also informing parents in advance of possible changes to the menu and ingredients to seek their understanding.

Initiatives in collaboration with Crayonhouse

Example of “organic school lunch” menu

Case Studies of Private Eating-Out and Home-Meal Replacement Businesses (3)

NPO Shonan Shokuiku-Lab (Fujisawa City, Kanagawa Prefecture)

< Outline of Initiatives >

- Starting the cafeteria business at Shonan Gakuen in November 2013. Since the start of the business, using rice grown organically in Utsunomiya for all rice menu items.
- Using vegetables grown organically and supplied from nearby farmers only in the cafeteria of Shonan Gakuen on a spot basis, accounting for about 10% of the vegetables used in a year.

< Key points of initiatives >

○ Item used:
Rice (which has not acquired organic JAS certification)
Potato, carrot, root vegetables, etc. (some of which acquired organic JAS certification)

○ Suppliers: Purchased directly from farmers

○ At Shonan Gakuen, regularly focusing on ESD and Shokuiku (food and nutrition education) including SDGs, and providing Shokuiku information on the school's official Instagram and other platforms. In addition, holding an event to think about local foods in collaboration with a local professional soccer team.

○ In FY2024, in conjunction with Organic Day (December 8), offering a special menu using organic vegetables as an initiative to think about the future of agriculture and food.

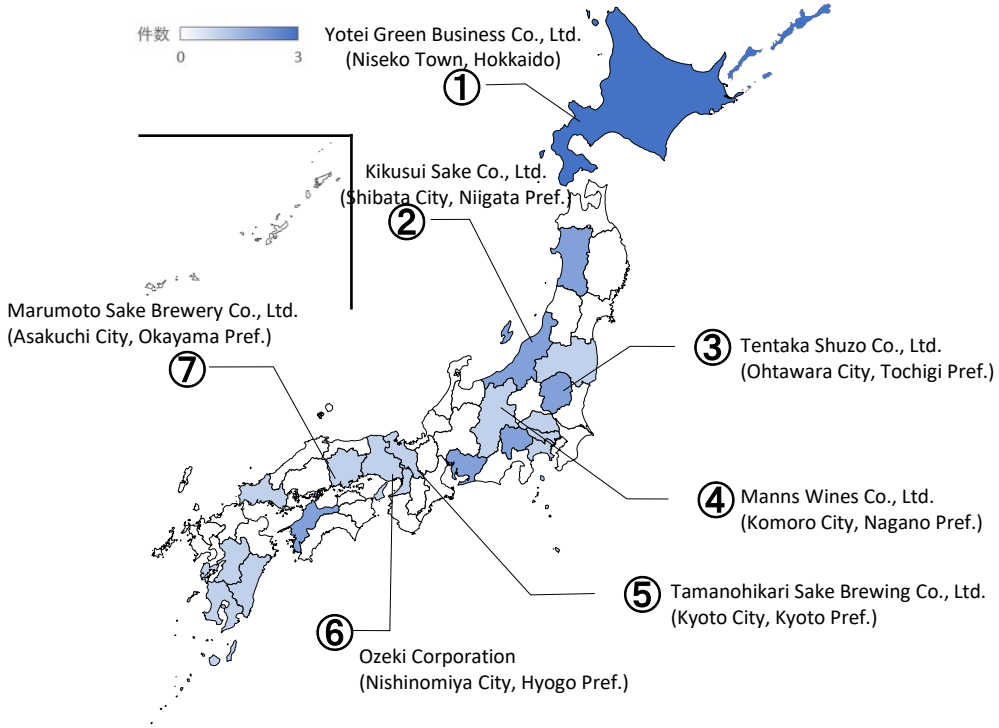
Example of menu using organic farm products

Event (producers also participating)

Initiatives for Organic Alcohol (1)
(equivalence for organic alcoholic beverages, and examples of businesses' initiatives)

- With the enforcement of the revised JAS Law in October 2022, organic processed products and Organic JAS alcoholic beverages were added, and so far 56 manufacturers in Japan (as of March, 2025) have obtained JAS certification for organic alcoholic beverages.
- With regard to the equivalence for organic alcoholic beverages with other countries, in addition to Taiwan and Canada, the equivalence with EU member countries came into effect in May 2025. Negotiations are still ongoing with the US, the UK, etc.
- Amongst the certified businesses, interviews were conducted with seven companies that are unique in terms of their production volume and raw material procurement, asking them about their initiatives. They generally intend to expand production, and efforts to produce organic sake for export are also on the rise.

Figure: Distribution and examples of businesses that are manufacturing organic alcoholic beverages



(1) Yotei Green Business Co., Ltd. (Niseko Town, Hokkaido)
Product: Organic sparkling wine
Production volume: 2,000L and up
Sales: Direct sales, restaurants, etc.
Exports: -
Future initiatives:
- There has been strong demand, and the company plans to increase production in the future, including expanding the production capacity of its facilities to 6,000L.

(2) Kikusui Sake Co., Ltd. (Shibata City, Niigata Pref.)
Product: Organic sake
Production volume: 2,500L
Sales: Retail stores, roadside stations, etc.
Exports: US
Future initiatives:
- Two-thirds of organic sake sales are to overseas markets. Production is being addressed as part of the company's stance, so the status quo will be maintained.

Initiatives for Organic Alcohol (2)
(equivalence for organic alcoholic beverages, and examples of businesses' initiatives)

(3) Tentaka Shuzo Co., Ltd. (Ohtawara City, Tochigi Pref.)
Product: Organic sake
Production volume: 16,000L
Sales: Mainly EC sites
Exports: US, EU, South Korea
Future initiatives:
- Practices environmentally friendly sake brewing using organic rice produced in-house. Currently, this accounts for about 10% of the total, but in the future, the company plans to expand production and exports with the aim of making all organic.

(4) Manns Wines Co., Ltd. (Komoro City, Nagano Pref.)
Product: Organic wine
Production volume: 460L
Sales: EC sites, retail stores, winery stores
Exports: -
Future initiatives:
- Manns Wines has been engaged in organic farming since 2010, and are expanding their scale. If awareness increases, then they plan to consider new sales channels.

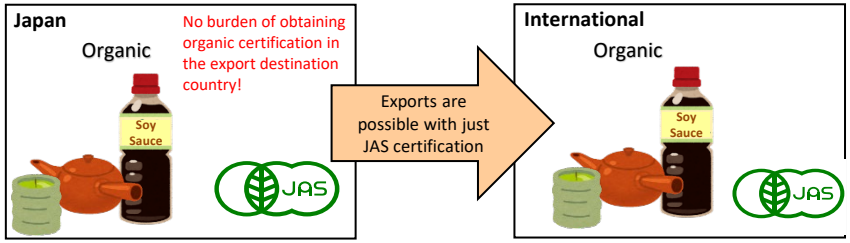
(5) Tamanohikari Sake Brewing Co., Ltd. (Kyoto City, Kyoto Pref.)
Product: Organic sake
Production volume: 19,950L
Sales: Department stores, high-end supermarkets, e-commerce sites
Exports: US, EU
Future initiatives:
- Is selling organic sake "Organic Junmai Ginjo GREEN" made with sake brewing rice (Yamada Nishiki, Omachi). Plans to expand sales in Europe and North America in the future.

(6) Ozeki Corporation (Nishinomiya City, Hyogo Pref.)
Product: Organic sake
Production volume: -
Sales: Co-ops, organic supermarkets, EC sites
Exports: -
Future initiatives:
- Plan to expand sales of organic sake for the domestic market. (Exports are also being considered.)

(7) Marumoto Sake Brewery Co., Ltd. (Asakuchi City, Okayama Pref.)
Product: Organic sake
Production volume: 4,000L
Sales: Authorized dealers
Exports: US, EU
Future initiatives:
- Selling five products, including "Bamboo Forest Earth Science Bio," an organic sake made entirely from organic rice grown in-house. Plans to expand exports in the future.

*Only counts organic production (most recent 1 year)

If organic equivalence is concluded



Systemization and Horizontal Expansion of Organic Agriculture Techniques

○ Organic agriculture has seen the accumulation of outstanding techniques that have been cultivated out in the fields. It is necessary to systemize these techniques, expand them horizontally, and promote social implementation of techniques currently being developed.

○ In order to horizontally expand the various production techniques, cultivation technique manuals and other materials are created and widely provided to extension and training organizations across Japan. Additionally, creating networks of relevant parties to share techniques and promote research and development for the sustainable improvement of production techniques.

[Examples of organic farming techniques developed in fields]

Soil solarization of soil (upland field crop)

Farmland is covered with transparent sheets and solar heat is used to eliminate weed seeds in the soil.

Seedling raising techniques (paddy rice)

- Potted seedlings suitable for mechanization are raised
- Medium-sized seedlings or larger are used to ensure good rooting

Weeding techniques (paddy rice)

NARO worked with Minoru Industrial Co., Ltd., prefectures, and producers to develop a rideable weeder in 2015

Photos: NPO Private Rice Research Institute

Compilation of various techniques to date (manuals, etc.)

○Organic agriculture cultivation manual (-Case studies and research results from fields)

Introduces stable cultivation techniques based on research results on double cropping of paddy fields in warm regions, greenhouse cultivation of spinach, and outdoor cultivation of lettuce in cool, highland regions.

*Can be downloaded from the NARO website

○Organic rice cultivation techniques manual, focusing on mechanical weeding techniques ver. 2020

Provides easy-to-understand explanations of organic rice cultivation management techniques, including weed control systems. Also includes an overview of field demonstration tests and production costs.

*Can be viewed from the NARO website

○ Collection of results of "demonstration of labor-saving weed control and stable production in rice paddy organic cultivation system and development of support application" (2025)

・Describing the measures of weed control that combine both double-row planting technology with vertical/horizontal orthogonal mechanical weeding, as well as initiatives of technology development centering on the application development to support fertilization design by organic fertilizer.

*Can be downloaded from the NARO website

○ Manual for farmland development and cultivation management to realize labor-saving organic paddy rice cultivation through deep water management (2025)

・Explaining in an easy-to-understand manner the labor-saving weed control technology through deep water management by compiling as initiatives in farmland infrastructure development, cultivation management, and demonstration tests.

*Can be downloaded from the NARO website

○Standard operating procedures for soybean organic cultivation technique systems in the Kanto region (2024)

Explanations with concrete data on the effectiveness of selecting varieties suitable for organic soybean cultivation, changing sowing times to ensure yields and avoid insect damage, and controlling weeds through intertillage soiling.

*Can be downloaded from the NARO website

Development of Organic Farming Techniques

○ To realize the MIDORI Strategy for Sustainable Food Systems that aims to both strengthen food security and improve agricultural productivity with sustainability, it is important to develop new techniques to reduce the use of chemical pesticides and fertilizers and to widely promote organic agriculture.

○ To this end, the National Agriculture and Food Research Organization (NARO) collaborates with other institutions to conduct research projects to promote organic agriculture.

○ As research results, a “manual for farmland development and cultivation management to realize labor-saving organic paddy rice cultivation through deep water management” and a collection of results of the “demonstration of labor-saving weed control and stable production in rice paddy organic cultivation system and development of support application” were published.

Development of pest control techniques for organic cultivation of horticultural crops

<Research overview>
In order to promote the shift to organic farming in horticultural crops, verification of soil disease suppression effect by soil solar heat curing treatment* and development of domestic natural predator preparations, etc.

Verifying the effectiveness of soil solar heat curing treatments

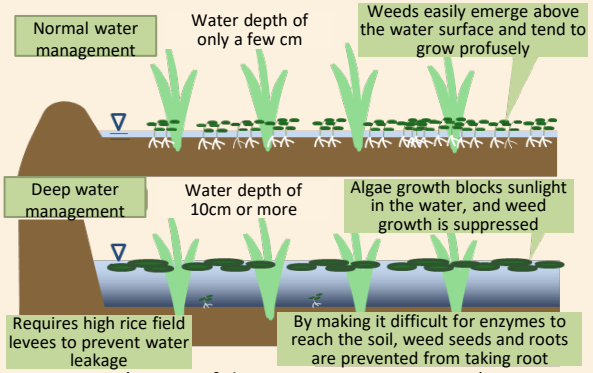
*Solar soil curing treatment: Technique that uses the heat of the sun and the heat of microbial fermentation to heat the soil to eliminate weed seeds and pathogens.

Development of domestic natural predator preparations

Project name: Promotion of agriculture, forestry, and fisheries research as part of technology development and demonstration projects for realizing the MIDORI Strategy for Sustainable Food Systems (research adapts to on-site needs)
Research period: FY2023 to FY2025
Research institutions: NARO (representative); Japan Biofarm Co., Ltd; Ishihara Sangyo Kaisha, LTD.; Nippon Soda Co., Ltd.; Kyoto Biken Laboratories, Inc.; and Kagoshima Pref., etc.

Development of labor-saving weed suppression technology by using deep water management to promote organic farming

<Research overview>
Developing techniques for maintenance of rice field levees and efficient mechanical weeding techniques, which are necessary for deep water management that is effective at suppressing weeds in organic rice cultivation. In 2025, publishing the “manual for farmland development and cultivation management to realize labor-saving organic paddy rice cultivation through deep water management.”

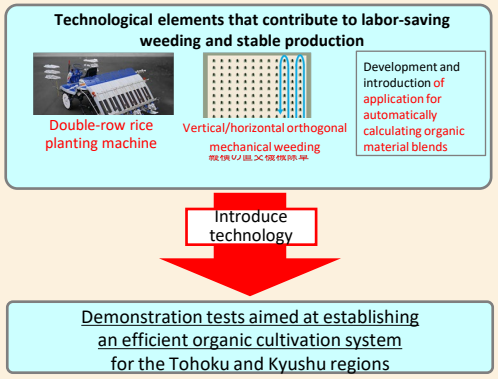


(Image of deep water management)

Project name: Promotion of agriculture, forestry, and fisheries research as part of technology development and demonstration projects for realizing the MIDORI Strategy for Sustainable Food Systems (research adapts to on-site needs)
Research period: FY2022 to FY2024
Research institutions: NARO (representative); Akita Pref.; Shimane Pref.; Miyagi University; Akita Prefectural University; OPTiM Corporation; and SANYO KIKI CO.,LTD.) etc.;

Demonstration of labor-saving weed control and stable production in rice paddy organic cultivation system and development of support application

<Research overview>
Demonstration of the effect of reducing weeding time by using a double-row planting rice planter that enables mechanical weeding in both vertical and horizontal directions, and development of an application that supports fertilization management. In 2025, publishing a collection of results of “demonstration of labor-saving weed control and stable production in rice paddy organic cultivation system and development of support application.”



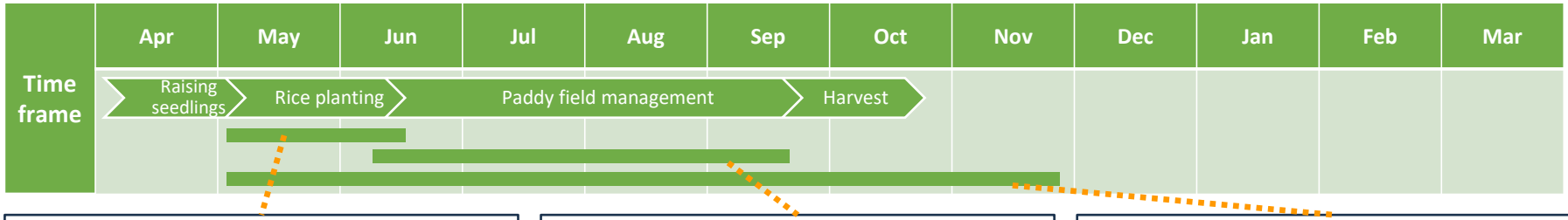
Project name: Development and improvement of strategic smart agricultural technologies, etc.
Research period: FY2022 to FY2024
Research institutions: NARO (TARC (representative), IAM, KARC, NIPP); Saga Pref. Test Field

Creation of Regionally Appropriate Organic Farming Manuals

○ In order to shift to a "green cultivation system" that combines "environmentally friendly cultivation techniques" and "labor-saving techniques that utilize cutting-edge technology, etc.," MAFF is supporting the shift to a green cultivation system by helping to create cultivation manuals tailored to each production area, etc.

[Case study] Technical demonstration of organic cultivation in paddy fields

- The Osaki City Organic Agriculture and Greening Promotion Council (members: Osaki City, Miyagi Pref., Shin Miyagi Japan Agricultural Cooperative, Osaki Agricultural Development and Extension Center, farmers, and agricultural machinery manufacturers) has been conducting cultivation demonstrations since fiscal year 2022, with the aim of establishing an organic rice cultivation system that introduces weeding robots, water management systems, and robotic grass cutters.
- Based on the results of the demonstration, they plan to create a cultivation manual for the production area during FY2023.

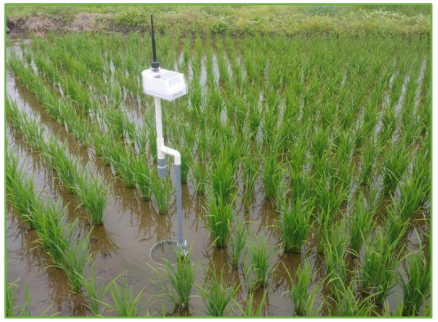


AIGAMO Robot

Automatically navigates by using GPS, stirs up mud that inhibits photosynthesis, and reduces the number of times herbicides are sprayed

Water Management System

Let farmers check water levels and other data on their smartphone. Water volume can be remotely adjusted. Reduces patrol frequency and time.



Robot Lawn Mower

Robotic lawnmower that can be operated via a remote control reduces the labor required for weeding along rice field levees. Sharing reduces the cost of the robot.