

Japan's Challenges and Policies for Empowering Women and Youth in the Agriculture and Food Systems



MAFF
農林水産省

December 2016

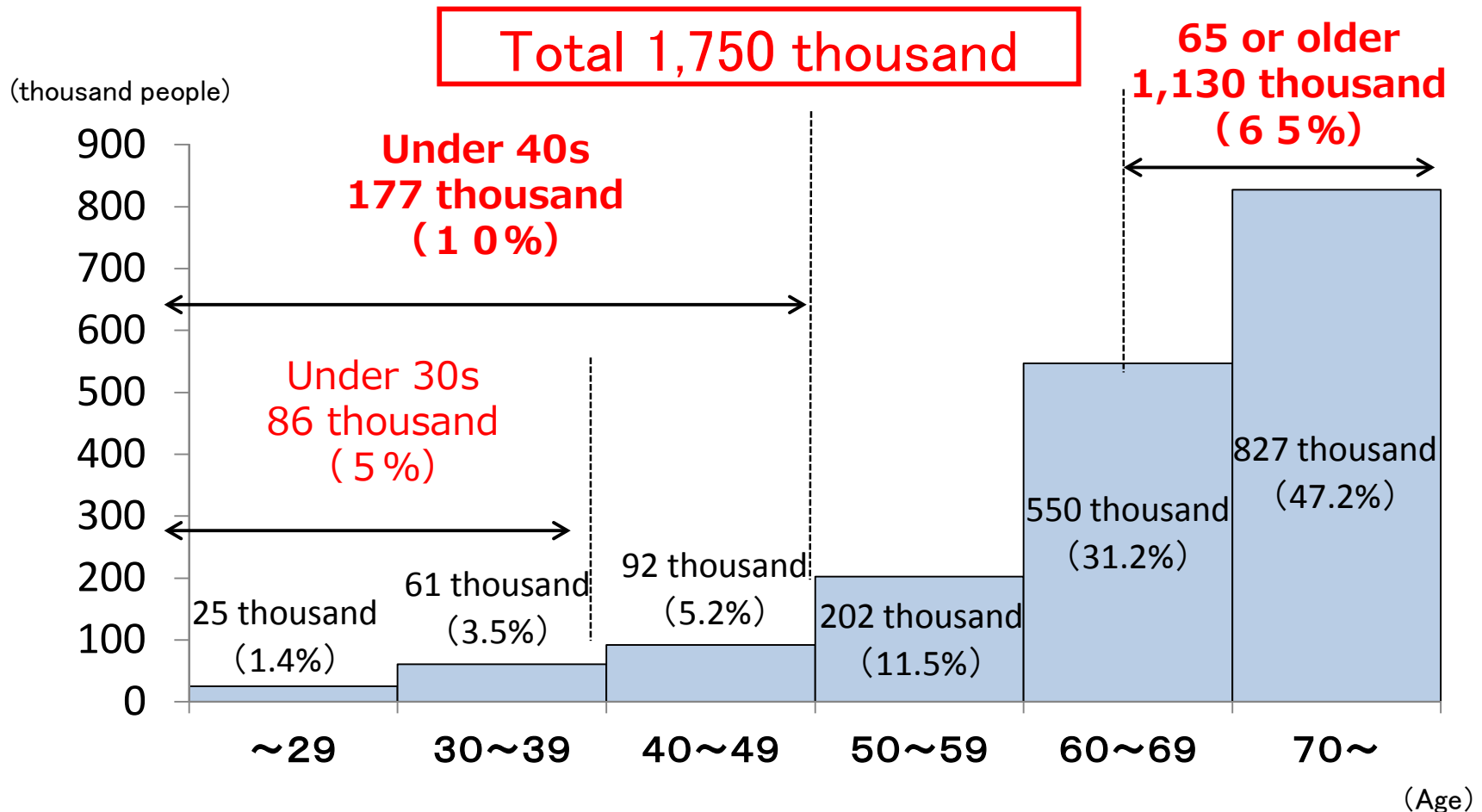
Japan's Agriculture Needs Enhancement of Human Resource

【Problems】

- Aging and Decreasing Population**
- Insufficient Management Skills**
- Women's Involvement not fully utilized**

Super-Aging Farming Population —Unbalanced Age Structure

【Age structure of “core persons mainly engaged in farming” (2015) 】



Source: MAFF, Census of Agriculture and Forestry 2015

“Core persons mainly engaged in farming” are those who engage in farming as a business among total farming population.

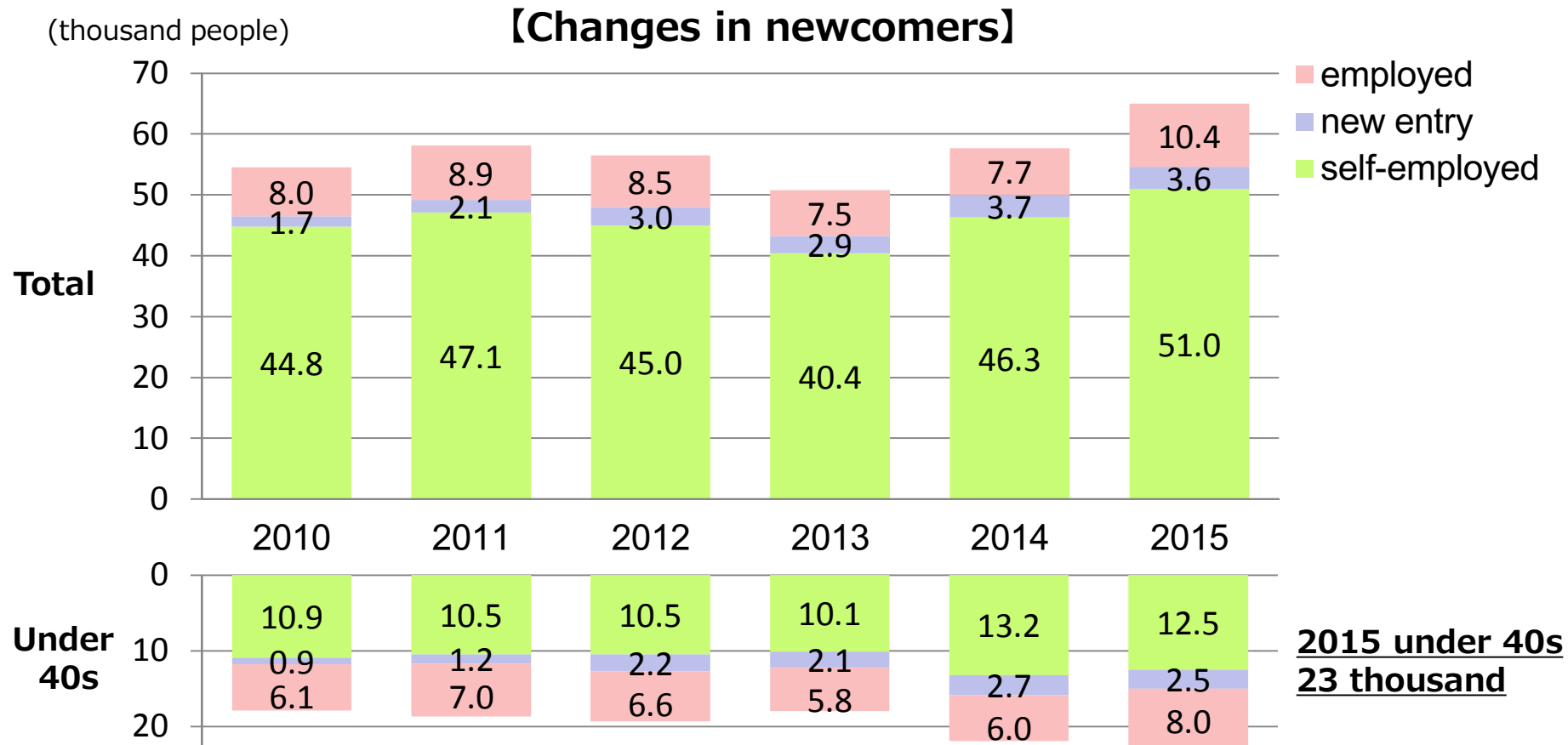
Recent Enhancement of New Farmer Support Programs

- ① Agricultural employment program for the corporation side* (2008-)**
 - Support of training cost for new young employees
 - Corporation can receive up to 1.2 million yen per trainee for a maximum 2 years
- ② Young farmer benefits* (2012-)**
 - Support for farming preparation or independent and self-employed farming
 - During training, 1.5 million yen for a maximum of 2 years
 - After start farming, 1.5 million yen for a maximum of 5 years

***For those who are less than 45 years old in principle**

Prospects for New Farmers

- The Entry of New Farmers remains 50-60 thousand per year. Among them, those who are under 40s marks about 23 thousand in 2015, which is the highest since 2007.
- While most of new farmers are the self-employed who succeeds its family farm, thy entry of new farmers employed by agricultural companies or entrepreneurs with non-farming family is increasing.



Source: MAFF, Survey on Newcomers in Agriculture

Support for enhancement of management skills

Online lectures of management for farmers (2014-)



The cutting-edge vegetable cultivation factory



Installation of ICT technologies



Tomato harvesting robot

Nationwide development of the Agricultural Management School (2016-)

Establishment of a place where farmers learn the latest management know-how in their free time

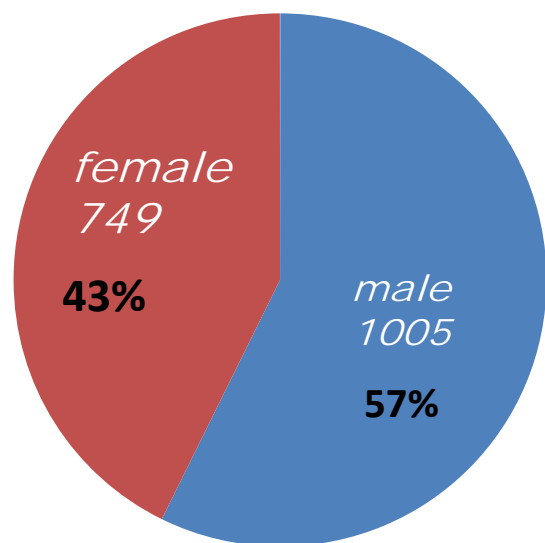
Prospect for Women Farmers

- Among 1,750 thousand of core farmers, 750 thousand are women, which account for approximately 43%.
- Woman's rates among farm owners, members of the Agricultural Committee and officers of agricultural cooperatives are about 7% respectively.
- The business with female executives and managers tends to have higher possibility of its sales and profits increased.

→ **Empower women from “supporting actress” to “leading actress” !**

Gender ratio of core farmers

(thousand people, %)



Source:
MAFF, Census of Agriculture and Forestry 2015

Woman's participation into business^{*1}

Male owner	Female owner
93.3%	6.7%

Woman's rate in organizations^{*2}

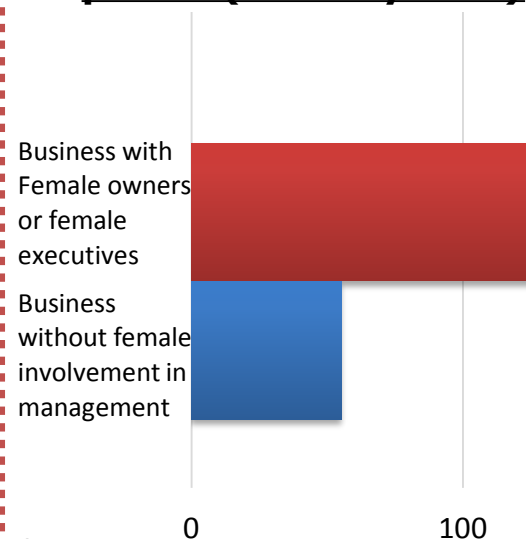
Organization	Rate
The Agricultural Committee	7.4%
Officer of agricultural cooperatives	7.2%

Source:

*1. MAFF, Census of Agriculture and Forestry 2015

*2. MAFF

Growth rate of ordinary profit (last 3 years)



Source:

Japan Finance Corporation, 2016 first half agricultural business outlook

*The subject of survey is those financed by the corporation's Super L Fund or Agricultural Improvement Fund.

Government Support Measure for Women Farmers

Shining Women Farmer Training Program (2014~)

- ① Practical training program for women farmers who try to guide local agriculture as a next generation's leader
- ② Certification of superior agricultural corporations and farms that engage in the promotion of women's involvement, etc.



The second term (2015) students and lecturers of the Next Generation Leader Training Academy



平成28年度 事業概要



WAP100

Women's Active Participation in Agricultural Management

2016

農業の未来をつくる 女性活躍経営体100選

公益社団法人日本農業法人協会は、女性活躍に向けて、先進的な取り組みを実践している農業経営体を「農業の未来をつくる女性活躍経営体100選(WAP100)」として選定し、表彰をおこないます(平成28年度農林水産省補助事業「輝く女性農業経営育成事業」、概ね30経営体を予定)。

この「WAP100」を通じ、農業界における女性活躍推進のトレンドを作り出していくため、WAP100認定公券と併せて全国各地で「経営発展セミナー」を開催いたします。皆様のご参加をお待ちしております。

※WAP100(Wapp100)は商標の登録済みです。
「農業経営体100」における女性の活躍の推進(「Women's Active Participation in Agricultural Management」)から取組まれます。

WAP(ワップ100)の活動内容

WAP100では、「女性の活躍推進に関する、①経営者の理念や方針に沿って、②具体的な取組みを行い、③経営上の成果が現れていること」を審査し、優れた取組みを行い他の経営体のモデルとなる農業経営体を選定・表彰致します。平成27年度は、32農業経営体(裏面参照)を選定しました。

農業経営体における女性の活躍

取組みによる好循環

経営トップの意識

働きやすい環境整備

経営上の成果

商品・サービスの開発

品質向上・コスト削減

収益貢献・人材採用

事業成長 など

(優良事例の表彰・全国への普及推進)

WAP100 認定公募

スケジュール

募集期間：平成28年6月15日(水)～9月16日(金)
書類審査：平成28年10月中旬
現地審査(書類審査通過者のみ)：平成28年11月～12月
結果公表：平成29年2月
表彰式：平成29年3月8日(水)
よみうり大手町ホール(東京・大手町)

応募資格

農畜産物の生産の事業を行い、女性の活躍を推進している農業経営体であれば、法人・個人を問いません。

審査方法

女性の活躍推進に関する豊富な経験等を有する有識者からなる審査委員会を設置し、厳正な審査を行います。審査は、書類及び現地審査を実施します。

主催：(公社)日本農業法人協会 後援：農林水産省、内閣府男女共同参画局
協力：農山漁村男女共同参画推進協議会、㈱日本政策金融公庫

お問合せ先

公益社団法人
日本農業法人協会

「農業の未来をつくる女性活躍経営体100選」事務局担当：岸本・古澤
〒102-0064 東京都千代田区二番町9-8 中央労働基盤協会ビル1階
TEL: 03-6268-9500 FAX: 03-3237-6811 Eメール: wap100@hojin.or.jp
受付時間：平日 9:30～17:00(土日祝を除く)

We Support “Nogyo-joshi Project”

*Nougyou: agriculture/farming Joshi: female

<Project Mission>

- ① Highlight women farmers in the society and agricultural sector
- ② Encourage women farmers to raise their awareness and develop their management skills
- ③ Recall ‘agriculture’ into young women’s list of career choice

農業女子PJ

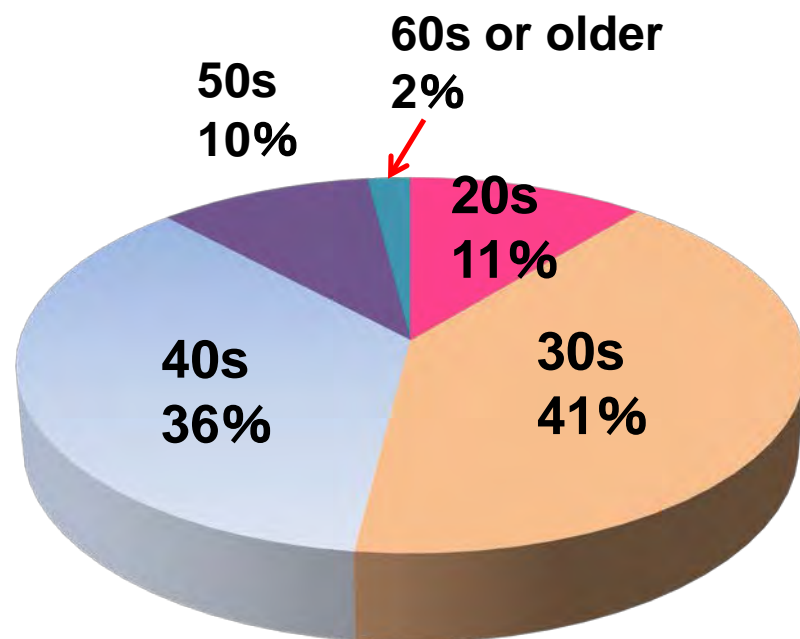


Nougyou-joshi member exceeds 500 !

(as of November 2016)



The Nougyou -joshi project member consists of women with a pride to say "I'm a farmer," and a passion to develop her business even more. Free to join, no age limit.



Age structure of the member

How she started farming:

**Join her husband's business : 35%, Succession of family business : 30%,
Entry as a new farmer (self-employed/employed) : 35%**

Corporation's Support for Nougyou-joshi Project



NIKKEN CORPORATION
"Farming Girl's toilet"
development



Daihatsu Motor Co., Ltd
Mini truck "Farming Girl's
package"



ISEKI & CO., LTD
"Farming girl's tractor:
Shiro(white)-petit"



Sharp Corporation
Farming girl's washing
machine



**MARUYAMA MFG. CO.,
INC**
Mower for girls "Karuno"



Wacoal Holdings Corp.
Farming Girl's
comfortable underwear



Farming as a occupation had such images...The old 3“K”

HARD, DIRTY, DANGEROUS

(“Kitsui”, “Kitanai”, “Kiken”)

or UNCOOL, UNPROFITABLE, UNMARRIAGEABLE

(“Kakkowarui”, “Kasegenai”, “Kekkondekinaï”)

Now, farming turns into...

A new 3“K”

✓ **COOL**(“Kakkoi”)

✓ **IMPRESSIVE**
(“Kandoteki”)

✓ **PROFITABLE !**
(“Kasegeru”)



This will result in bringing up human resources for sustainable farming in Japan.