

Securing of income and employment opportunities by utilizing local resources

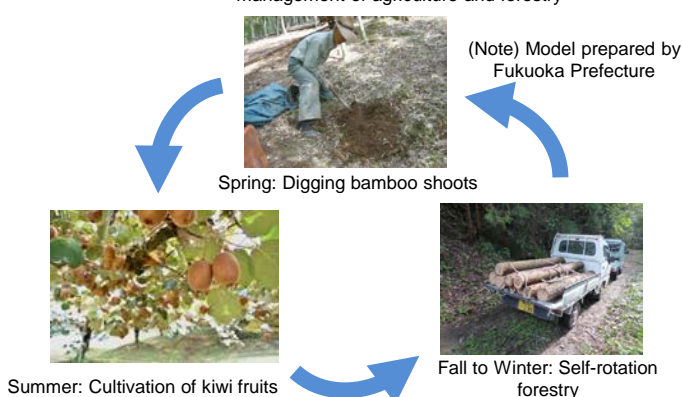
- The government will promote diverse styles of farm management such as multiple farming that utilizes the characteristics of hilly and mountainous areas, etc.
- The creation of new value by utilizing diverse local resources such as Nouhaku (countryside stay) and the use of wild game will be promoted.
- Efforts will be made to expand regional economic circulation through, among other matters, the introduction of renewable energy.
- Urban agriculture with diverse functions will be promoted.

Promotion of diverse styles of farm management such as multiple farming that utilizes the characteristics of hilly and mountainous areas, etc.

The government will promote the introduction of crops that take advantage of local characteristics and technology that responds to on-site needs while remedying disadvantages associated with production conditions by using the direct payment system to farmers in hilly and mountainous areas on the basis of the characteristics of relevant hilly and mountainous areas, and present multiple farming models to secure income by combining diverse business types including the cultivation of crops such as rice, vegetables and fruits, livestock raising and forestry.

Figure 34-1 Image of multiple farming in hilly and mountainous areas

Example model of management stabilization through multiple management of agriculture and forestry



Securing of income and employment opportunities by discovering/polishing up local resources, combining other fields, etc.

By developing an environment where diverse human resources can find it easy to embark on new business by utilizing local resources, the government will promote "innovation originated from rural areas," which is an action to combine the local resources of rural areas and other fields.

The government will promote Affrinnovation that creates new added value by launching new business such as the management of farm restaurants.

Figure 34-2 Image of innovation originated from rural areas

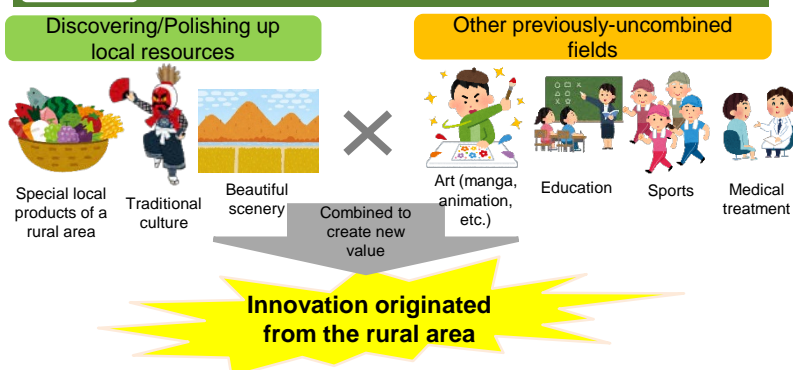


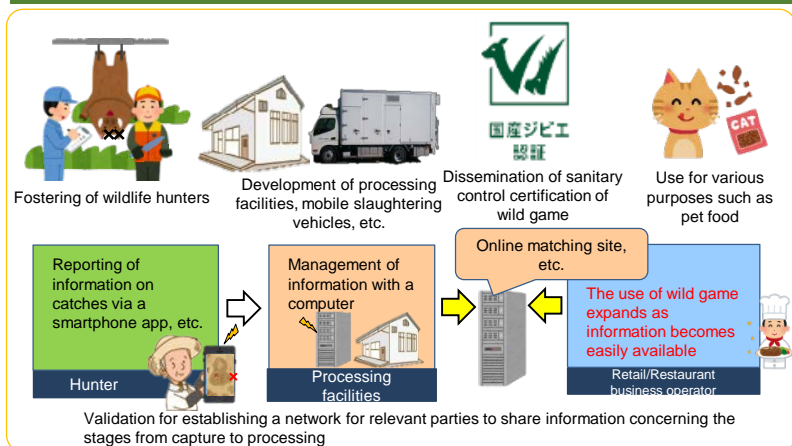
Figure 34-3 Nouhaku content and meeting demand from inbound tourism by utilizing local resources

Attracting demand based on inbound tourism, which increases exchanges between urban areas and rural areas, will be promoted by creating regions with systems to implement Nouhaku as sustainable business.

Experience/Exchange programs for which local resources are utilized will be enriched, accepting environments that allow users to receive services without stress will be developed, accommodation facilities based on farmhouse accommodations, old residences, etc. will be developed, and experts will be dispatched to rural areas to provide guidance, etc.

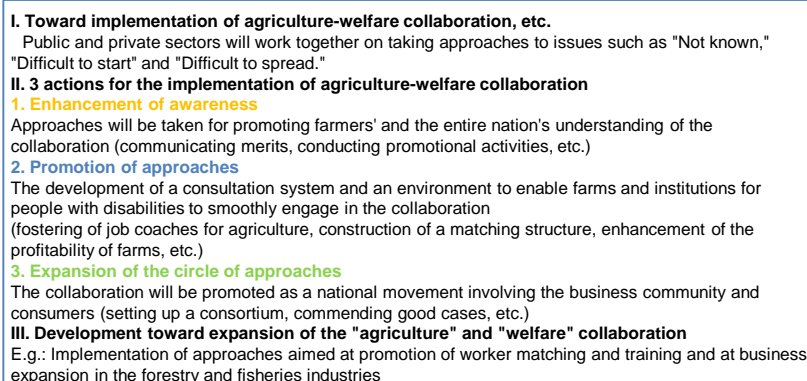


Figure 35-1 Measures to expand the use of wild game



In addition to making efforts for countermeasures against damage caused by wildlife, the government will, in order to transform captured wildlife into local resources that can generate income for rural areas, promote the development of human resources with capturing/transporting skills suitable for wild game purposes, the development of processing facilities, mobile slaughtering vehicles, etc., the ensuring of safety of wild game, the dissemination of sanitary control certification of wild game, the use of wild game for various purposes such as pet food, and the establishment of a network for relevant parties to share information concerning the stages from capture to processing.

Figure 35-2 Overview of the implementation vision of agriculture-welfare collaboration, etc.

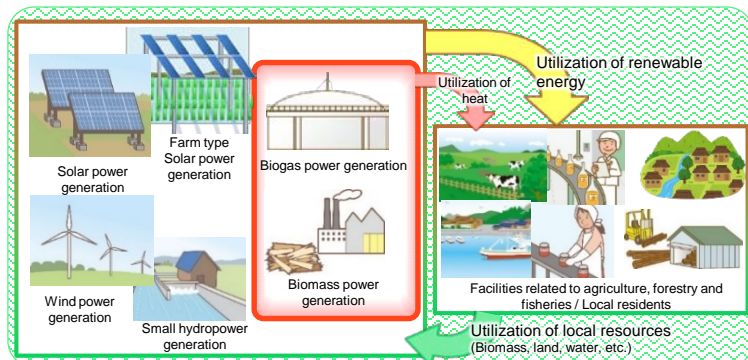


In order to further implement the agriculture-welfare collaboration, the government will promote the expansion of the circle of approaches through, for example, the enhancement of awareness by communicating the merits of the agriculture-welfare collaboration, the promotion of approaches by developing a work-friendly environment, experts, etc., the establishment of a consortium that relevant parties of various sectors join, and the dissemination of good cases.

Furthermore, approaches concerning elderly people and people struggling financially will be implemented in addition to promoting approaches for forestry-welfare collaboration and fishery-welfare collaboration.

Expansion of regional economic circulation

Figure 35-3 Rural areas' and rural communities' utilization of renewable energy within their areas



The government will promote the introduction and regional utilization of renewable energy such as biomass power generation and small hydropower generation and implement technological development, dissemination, etc. for the commercialization of production and sale of new biomass products.

Furthermore, the government will promote the local consumption of agricultural and livestock products through the use of such products for meals at institutions such as schools and hospitals in the area and through the provision and sale of such products at farm stands, etc.

Efforts toward achieving the SDGs in rural areas will be disseminated.

Promotion of urban agriculture with diverse functions

Figure 35-4 Distinctive approaches that utilize the merits of urban agriculture



Urban agriculture has diverse functions; it does not only supply fresh agricultural products but also fills a role in providing sites for agricultural experience and fostering urban residents' understanding of agriculture.

In order for urban agriculture to fulfill such diverse functions, the government will promote such approaches as the maintenance and development of agricultural management, the local consumption of local produce on the basis of locational conditions, agricultural work experience, exchange activities, etc.

Conditioning rural areas including hilly and mountainous areas to enable residents to continuously reside in such areas

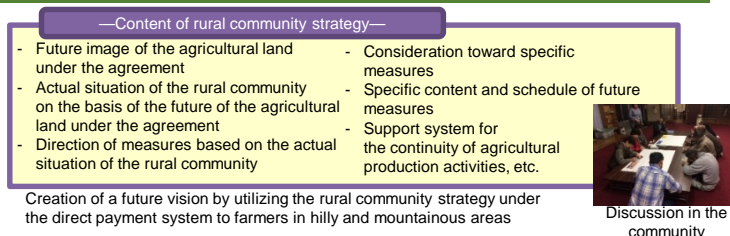
- Efforts will be made to maintain and enhance local community functions, for example, by supporting the creation of a local vision and promoting the formation of a "small base."
- The implementation of agriculture's multifunctional roles will be promoted through the Japanese agricultural direct payment system.
- The government will work on securing daily-life infrastructures such as communication infrastructure and radically enhancing measures for the prevention of damage caused by wild animals.

Maintenance and enhancement of local community functions

The government will support the clarification of the future image of a rural community and the creation of a vision for its activity plan, etc., in both of which its people of all generations participate in order to maintain the community.

Aiming at spreading the formation of a "small hubs," the government will consider ways to provide support in making agricultural product sale facilities multifunctional in terms of community development and tourism and in using such facilities as a base for community vitalization.

Figure 36-1 Support in the creation of a local vision

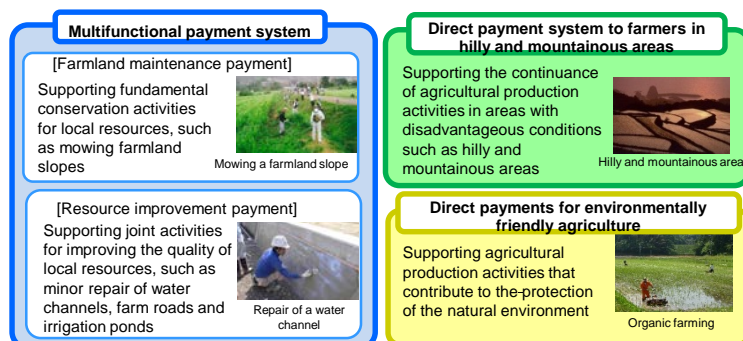


Promotion of the implementation of agriculture's multifunctional roles

The government will promote the broadening of activity organizations' areas of activities, the securing of human resources and the adoption of labor-saving agricultural technology, while also making efforts to enhance the cooperation among the multifunctional payment system, the direct payment system to farmers in hilly and mountainous areas, and the direct payments for environmentally friendly agriculture.

With regard to the direct payment system to farmers in hilly and mountainous areas, in the face of transition to the 5th stage of action, the government will revise the subsidy return measure and provide support in the creation of rural community strategy, the enhancement of the community management functions of rural communities, and the implementation of promotional activities, etc. in rice terrace areas.

Figure 36-2 Outline of the Japanese agricultural direct payment system



Securing of daily-life infrastructures, etc.

The government will support the formulation of an activity plan relating to cross-sectoral efforts toward the consolidation of settled living conditions.

The government will implement approaches such as ensuring smooth acquisition of information on "vacant houses with farmland" and developing information communication environments.

The comprehensive development of agricultural production infrastructure and the integrated development of facilities that contribute to promoting rural areas will be implemented.

Figure 36-3 Formulation of a comprehensive plan for enhancement of settled living conditions



Improving the settlement environment in rural areas to ensure that local residents settle down

Promotion of countermeasures for the prevention of damage caused by wildlife, etc.

Relevant ministries will cooperate with each other to drastically strengthen countermeasures for the prevention of damage caused by wildlife by strategically combining various measures.

In addition to the improvement of the environment, for example, by installing invasion-preventing fences, efforts will be made to enhance capture activities, which include the development, dissemination, etc. of technologies such as ICT, drone technology, etc. for efficient smart-capture.

Figure 36-4 Comprehensive countermeasures for the prevention of damage caused by wildlife



Creation of new movements and vigorous efforts that support rural areas

- The government will implement the development of systems and human resources that support their communities through provision of support for the activities of community-managed organizations, development of human resources for the communities, expansion of concerned population, etc.
- The attractiveness of rice terrace areas will be communicated through realization of diverse lifestyles such as balancing agriculture and another type of work and through promotion of rice terrace areas.
- Through efforts associated with Globally Important Agricultural Heritage Systems, etc., the government will promote the nation's understanding of agriculture's multifunctional roles.

Development of a structure and human resources that support their communities

Figure 37-1 Flow of forming agreement toward the start-up of a community-managed organization



The government will promote the establishment of region management organizations, such as community-managed organizations, that work on resolving local issues and also provide assistance in the development of systems and human resources that support their communities, for example, by promoting learning opportunities contributing to the resolution of issues and community vitalization.

Through utilization of various opportunities such as farming experience, countryside stays and the Furusato Nozei program (tax payment to your hometown) to create and expand the concerned population, and through the deepening of relationships between such people and communities, efforts will be made to expand the range of human resources that support communities.

Communication of the attractiveness of rural areas

Figure 37-2 Initiatives for a lifestyle balancing agriculture and another type of work



The government will indicate measures and its ways of support for realization of diverse lifestyles such as a lifestyle balancing agriculture and another type of work and so-called dual-life (life based on 2 locations).

Relevant ministries will, in cooperation with each other, comprehensively support approaches for regional development with rice terraces as the core for such approaches, which include tourism taking advantage of the beautiful scenery of rice terraces and exchanges with urban residents through the rice terrace ownership system. Furthermore, the attractiveness of rice terraces will be actively promoted from new aspects, such as the use of Rice Terrace Cards.

Promotion of the nation's understanding of agriculture's multifunctional roles, etc.

Figure 37-3 Approaches for raising the nation's awareness about agricultural heritage systems



The government will make efforts to raise the nation's understanding of agriculture's multifunctional roles through engagement in efforts associated with Globally Important Agricultural Heritage Systems (GIAHS), Japanese Nationally Important Agricultural Heritage Systems (J-NIAHS), and World Heritage Irrigation Structures and through selection of, and provision of information on, good cases in which efforts are made to vitalize the community and increase income by bringing out the potential of the rural area.

Creation of a framework through cooperation among relevant ministries for continuous implementation of the "3 pillars"

For measures in line with the "3 pillars," the MAFF, playing the central role and together with prefectures, municipalities, relevant ministries and private sectors, will personally visit actual sites to understand them, investigate and analyze the details observed, and, on the basis thereof, construct a framework for continuous implementation of actions to resolve issues.

In addition, parties related to regional development, such as relevant ministries, prefectures, municipalities and private business operators, will work together and comprehensively implement approaches associated with the "3 pillars," including the development of prefectures' and municipalities' personnel who will take charge of measures for regional development.

Restoration/Reconstruction from the Great East Japan Earthquake and actions against large-scale natural disasters

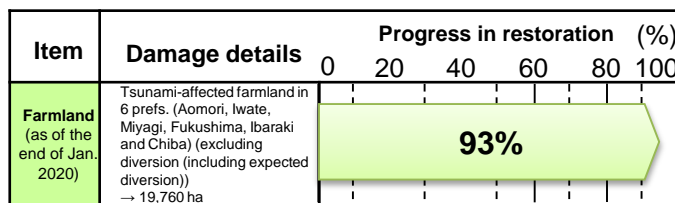
- Restoration/Reconstruction from the Great East Japan Earthquake will be firmly advanced continuously.
- In order to minimize damage amid the frequent occurrence of large-scale disasters in recent years, the government will thoroughly implement advance disaster prevention, develop farm management initiatives in preparation for disasters nationwide, and enhance disaster prevention/mitigation measures and the disaster response system toward building the resilience of agriculture and rural areas.
- In addition, for ensuring restoration from large-scale natural disasters, the streamlining of disaster assessment and the provision of farming restart support will be promoted.

Restoration/Reconstruction from the Great East Japan Earthquake

The restoration/reconstruction of areas affected by the Great East Japan Earthquake will continuously and firmly be carried out with the aim of completing the development of farmland, etc.

In order to secure the safety of food, the government will continue to implement radioactive substance inspection for agricultural products before their shipment. For the resumption of farming in the 12 areas affected by the nuclear accident, the government will support a series of actions, for example, necessary for the maintenance and management of decontaminated farmland, etc. or the conversion of farmland for a new type of farming.

Figure 38-1 Restoration situation of farmland affected by a tsunami disaster (size of area in which farming can be restarted)

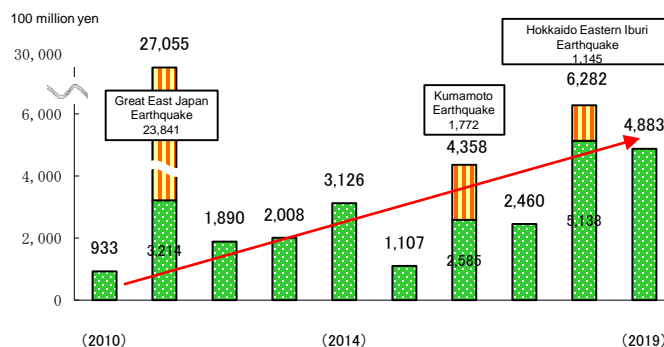


Preparation for and restoration from large-scale natural disasters

The government will advance technological development, etc. associated with advance disaster prevention in order to minimize damage caused by large-scale natural disasters and contribute to prompt farming resumption. Furthermore, farm management initiatives in preparation for disasters will be implemented nationwide, and enhancements will be made to disaster prevention/mitigation measures, the initial response system, and stable food supply preparations in case of unforeseeable events.

In order to support early farming resumption for farmers affected by natural disasters such as earthquakes and heavy rain, the government will support production areas in the early restoration of farmland and agricultural facilities, the switching of crops as triggered by disasters, scale expansion, the expansion of farmland partitions, etc., and support farming resumption based on new approaches such as the testing of smart agriculture.

Figure 38-2 Disasters in recent years and amounts of damage to agriculture, forestry and fisheries



Measures for relevant bodies

- Since organizations in connection with food, agriculture or rural areas play important roles in stable agricultural management, stable food supply, agriculture's performance of its multifunctional roles, etc., it is important to enable each of such organizations to effectively and efficiently fulfill its functions and roles.

Hierarchical organizations of agricultural cooperatives

In order to ensure hierarchical organizations of agricultural cooperatives continue and strengthen their efforts to increase the income of farmers in years to come, the government will encourage them to continue to implement self-reform efforts to enhance the soundness of their businesses and to ensure their business sustainability while continuing to play their role of supporting the industries and daily-life infrastructures of rural areas.

Hierarchical organizations of agricultural committees

The optimization of farmland utilization, such as the consolidation of farmland to business farmers, will be further promoted through the on-site activities, etc. of agricultural committee members and Farmland Utilization Optimization Promotion Commissioners.

Agricultural mutual relief organizations

With agricultural mutual relief associations playing a central role, agricultural insurance will be widely promoted in regions in cooperation with administrative organs, relevant organizations, experts outside the field of agriculture, etc.

Land improvement districts

The merger of land improvement districts or establishment of unified land improvement districts will be promoted in order to handle structural changes in agriculture/rural areas, respond to smart agriculture and enhance the management system of land improvement districts, for example, by reducing administrative costs.

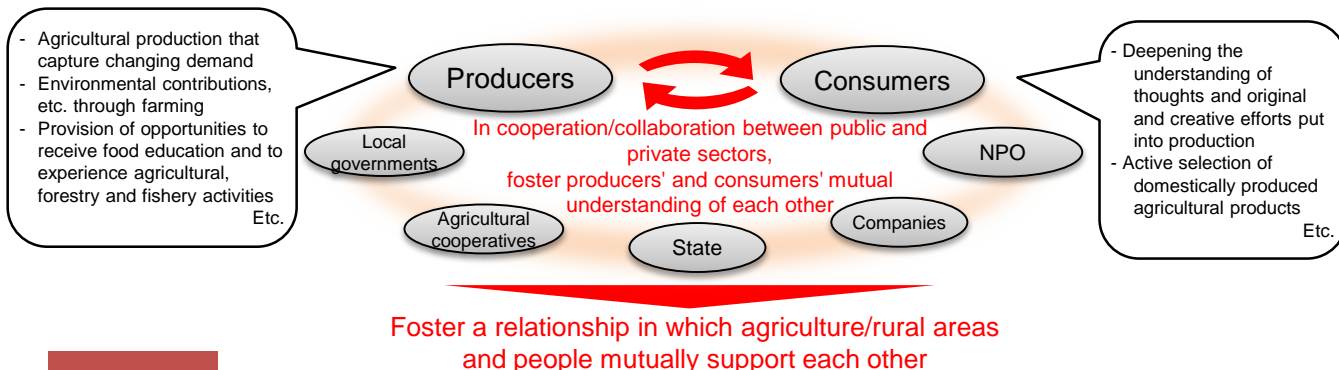
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Measures for the formation of a national consensus through the development of national movements concerning food and agriculture, etc.

- Public and private sectors including consumers, food-related business operators and producers' groups, such as agricultural cooperatives, will, through cooperation with each other, develop new national movements focusing on the deepening of the connection between food and agriculture.
- It is important for the entire nation, by fostering its people's understanding of agriculture and rural areas that support Japan's food and environment, to share the awareness that agriculture is the foundation of the state, improve the food self-sufficiency ratio and thereby establish food security.

Figure 39-1 Deepening of the connection between food and agriculture through cooperation between public and private sectors



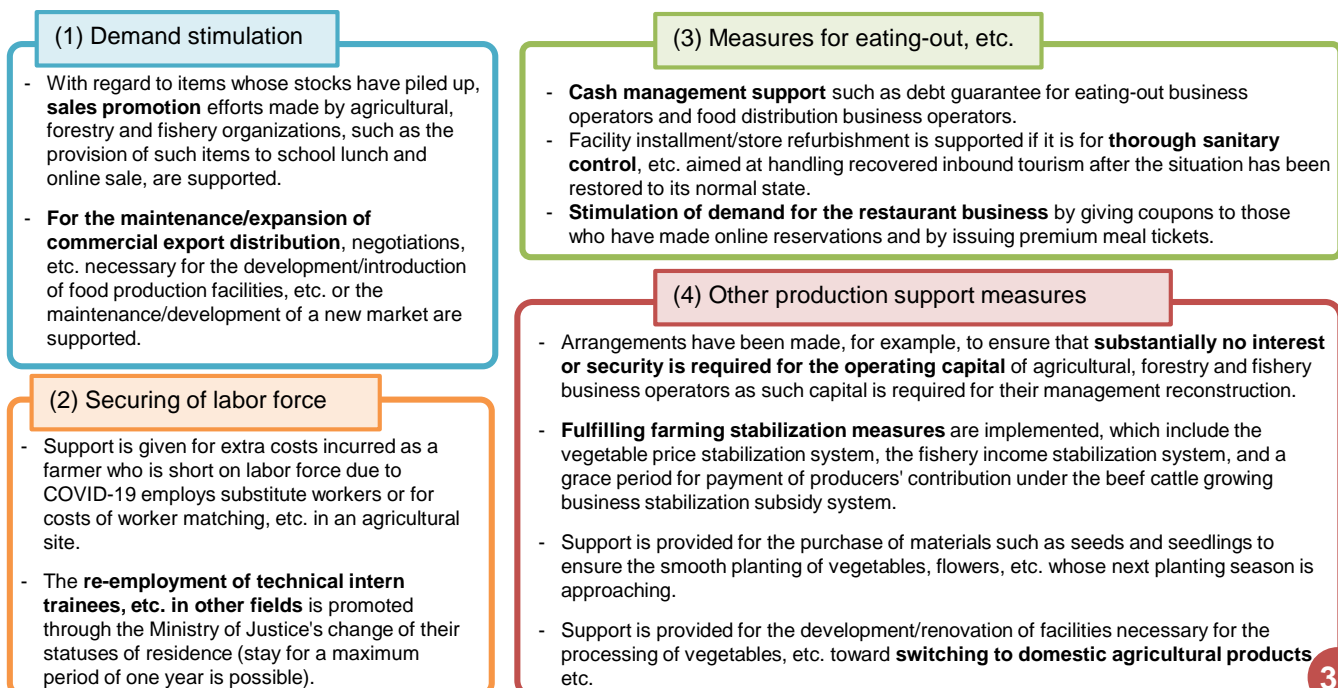
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Responses to new infections including COVID-19

- Due to COVID-19 and the consequent worsening of the economic environment, Japan's agriculture, forestry, fisheries and food industry is facing serious issues such as demand decline and labor shortage.
- The government will flexibly and promptly stimulate domestic demand for domestic agricultural products, maintain the commercial export distribution, secure agriculture labor force, and implement measures for business operators related to home-meal replacements, eating-out or processing, such as switching to domestically produced ingredients and management improvement. Furthermore, the government will provide easy-to-understand information on the food supply situation.

Figure 39-2 Measures against COVID-19



Part 4

Matters necessary for comprehensively and systematically implementing measures

1. Implementation of measures that are in line with the viewpoint of the general public and the actual situation of rural communities

In Japan, various forms of agriculture are operated by taking advantage of the characteristics of different rural areas. Types of farm management are also diversified, ranging from family business to corporate management and from small- and medium-scale business to large-scale business. On the basis of hands-on approaches, efforts will be made to implement measures that are in line with the actual situation of rural communities.

2. EBPM, progress management of measures and implementation of evaluation

For the planning and designing of measures, evidence-based policymaking (EBPM) will be implemented. Also, the substantiation of measures will be advanced while implementing progress management by employing the "project" method.

3. Effective and efficient system for promoting measures

In reviewing measures and introducing new ones, efforts will be made to understand individuals on site by employing easy-to-understand expressions. In order to effectively and efficiently make responses even in the situation where the decreasing number of personnel of local governments is a concern, efforts will be made to enrich functions that connect farming sites and agricultural policy.

4. Implementation of the Digital Transformation of public administration

Administrative work involved in agricultural policy, administrative procedures, etc. require its digital transformation to be advanced, and for that reason, efforts will be made to develop an environment for such transformation.

5. Implementation of measures through the participation of various people concerned and cooperation among relevant ministries

Since measures concerning food, agriculture and rural areas are related to a wide range of fields connected with the lives of people and the economic society, measures will be comprehensively and systematically implemented based on an appropriate division of roles among the national and local governments, farmers, consumers, business operators, and relevant organizations.

6. Development of environment-friendly measures that can contribute to the SDGs

As the fields of food, agriculture and rural areas grounded on natural capital and the environment play a significant role in comprehensively improving the environment, economics and society that the SDGs aim at achieving, measures will be implemented for the fields ahead of other industries to contribute to the attainment of the SDGs.

7. Efficient and intensive implementation of fiscal measures

For the implementation of measures each year, measures will be constantly checked and reviewed to ensure steady improvements in business outcomes.

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Reference

Outlook and securing of farmland

- In order to secure stable food supply and bring out multifunctionality of farmland, it is necessary to continue to secure farmland necessary for agricultural production as a base of domestic agriculture.
- Therefore, the prospects of farmland areas are estimated with consideration given to the trend and the effects of measures related to the preventing farmland dilapidation and clearing dilapidated farmland.

The total farmland area as in 2019

4.397 million ha

The trend ^(*)	Increase/Decrease in farmland up to FY2030	The effects of measures	Increase/Decrease in farmland up to FY2030
Farmland diversion	-160,000ha	Preventing farmland dilapidation	+170,000 ha
Occurrence of dilapidated farmland	-320,000ha	Clearing dilapidated farmland	+50,000 ha

Total farmland area as of 2030 if trend^(*) continues into the future3.92 million ha
(Based on the trend^(*))

(*) The figures based on the trend are estimates on the assumption that the farmland diversion and the occurrence of dilapidated farmland would continue at the same level and also that no measure would be taken.

The total farmland area secured as of 2030

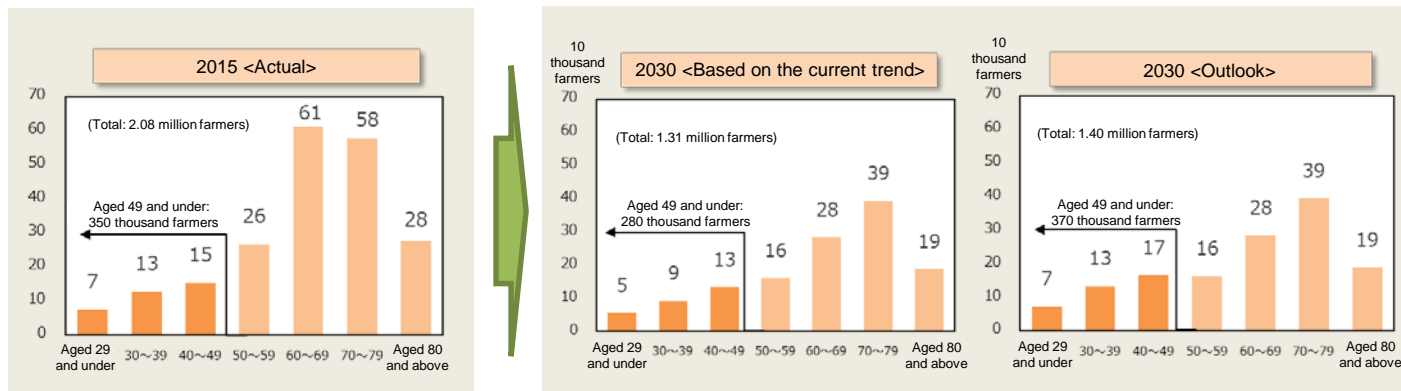
4.14 million ha

Reference

Agriculture structure outlook

- This outlook describes the desired form of agricultural structure and the prospects of agriculture labor force as a vision for promoting the development/securing of business farmers, the consolidation of farmland to business farmers, and other activities under the Food, Agriculture and Rural Areas Basic Act. (For the desired form of agricultural structure, see Figure 1 on p. 26.)

If the trend up to 2015 continues, the number of farmers is expected to decline to 1.31 million farmers by 2030 and, among them, the number of farmers aged under 50 is expected to fall to 280,000 by 2030 (if following the current trend). Based on the premise that new young (under 50 years old) farmers are recruited from inside and outside the agricultural sector, the unbalanced age distribution will be corrected, and the number of farmers aged under 50 will be 370,000 farmers by 2030 (outlook).

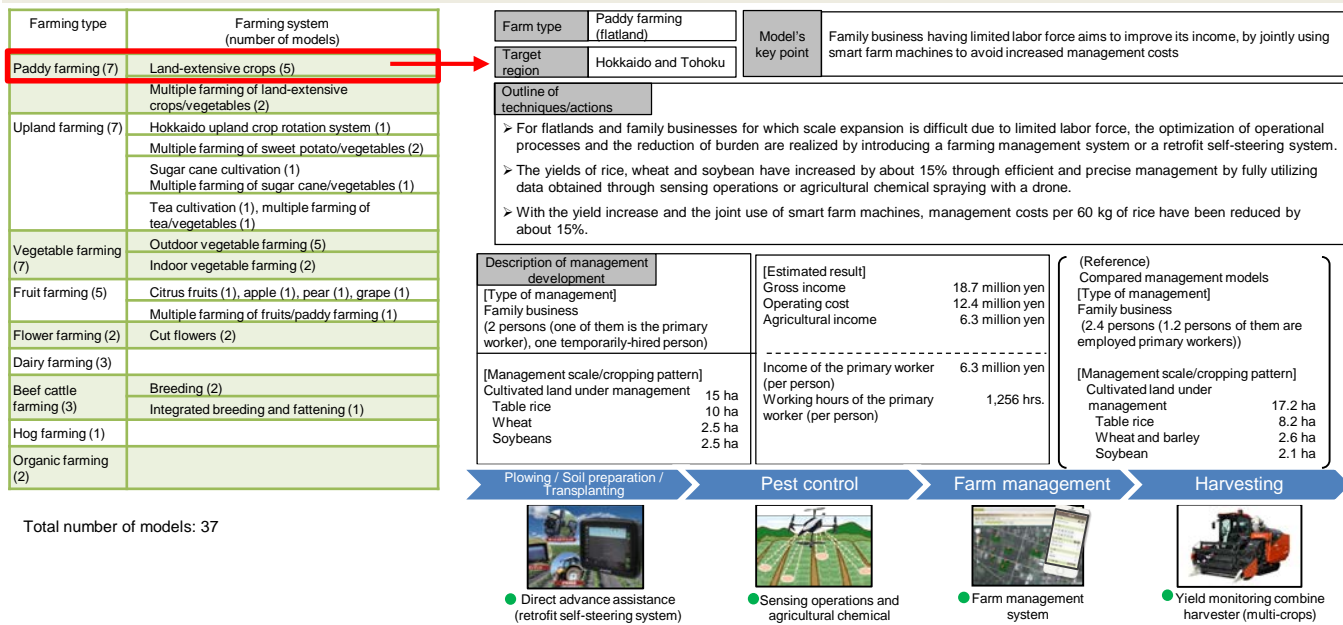


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Reference

Farm management outlook

- This outlook indicates highly efficient and productive agriculture management models with new technology, aiming at realizing an income level equivalent to the levels for other industries by main farm management type and region, in order for diverse business farmers including family businesses to be able to maintain and develop the agriculture of their communities.
- Furthermore, this outlook also shows examples of new lifestyles and community efforts that can contribute to the maintenance of farmland and the vitalization of communities, which can be applied even where the scale of farmland is rather small.



Total number of models: 37

The above is an example of paddy farming management. Other example cases can be viewed at the following URL (Japanese version only).

(https://www.maff.go.jp/j/keikaku/k_aratana/attach/pdf/index-18.pdf)

Note: The above details are based on an estimation and do not necessarily show the actual condition.

● Commercialized by 2019 ● Commercialized by 2022 ● Commercialized by 2025

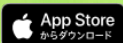
New communication tool to connect farmers
and the MAFF

MAFF App

Directly receiving useful information on
agriculture

Directly sending on-scene information

Download the app
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For details on the Basic Plan for Food, Agriculture and Rural
Areas, visit the address below.

https://www.maff.go.jp/j/keikaku/k_aratana/index.html

Basic Plan for Food, Agriculture
and Rural Areas



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