

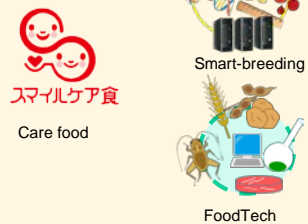
# Target Form of the Basic Plan for Food, Agriculture and Rural Areas (March 2020) (Securing Stable Food Supply)

While adapting to changing domestic and overseas situations in various ways, strive to expand demand on the basis of the new export target (5 trillion yen by 2030) and to establish Japan's food security by supplying safe and secure food in a stable manner.

## Exploration of demand through the creation of new value

### Initiatives for creation of new markets

Responding to food-related market changes such as the health-oriented behavior of people and the aging of population



### Enhancement of the competitiveness of the food industry



### Creation of new value chains according to demand



### Responding to environmental issues



## [Changes in the domestic situation]

The population is aging and decreasing. Food expenditure for processed food is projected to increase.

Population	Composition ratio of food expenditure			
130 million → 100 million (2019) (2050)		2000	2015	2030
	Fresh	33%	27%	23%
	Processed	45%	52%	56%
	Eating-out	22%	21%	20%

## [Changes in overseas situations]

The population is increasing, and the global food and beverage market scale is projected to expand.

Population	Global food and beverage market scale	
7.7 billion → 9.7 billion		
(2017)      (2050)		
	2015	2030
	890 trillion yen	1,360 trillion yen

## Strategic exploration of the global market

### Promotion of the export of agricultural, forestry and fishery products and food

- Development of an export environment
  - Establishment of a control-tower organization for export promotion
  - Development of global production areas through the GFP



### Establishment of commercial distribution to overseas destinations, encouragement of promotional activities



Communication of information on food connected with various stories targeting inbound visitors to Japan

### Promotion of the overseas business expansion of the food industry



- Global food value chains
- Gaining overseas demand leading to an increase in producers' income

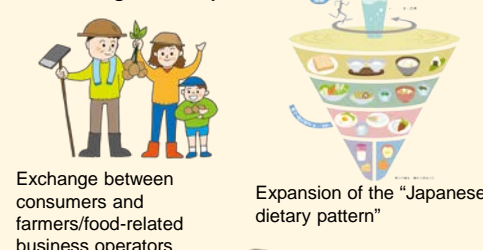
### Protection and exploitation of intellectual property



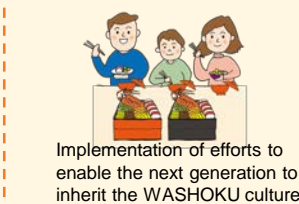
- Promotion of the geographical indication (GI) protection system
- Enhancement of the protection of new fine plant varieties
- Enhancement of the protection of livestock genetic resources

## Deepening of the connection between consumers and food/agriculture

### Promotion of food education and local consumption of local produce, and expansion of consumption of domestic agricultural products



### Preservation and inheritance of the WASHOKU culture

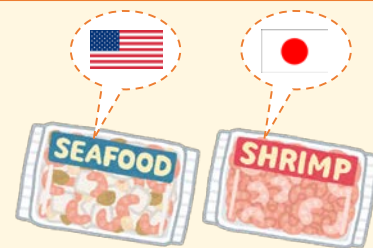


### Strengthening of the relationship between consumers and producers



## Ensuring food safety and consumer confidence taking international activities into consideration

- Enhancement of efforts to ensure food safety based on scientific development, etc.
- Securing of consumer confidence in food through enrichment of food labeling information



## Establishment of comprehensive food security with risks associated with food supply taken into consideration

### Efforts to be made in normal times in preparation for unforeseeable events

- Analysis of risks that are expected to affect the supply of agricultural products, and consideration of measures against such risks
- Dissemination and raising awareness of the importance of stockpiling at home



### Understanding and analysis of international food supply and demand

- Understanding of trends in the global supply and demand of grains, and communication of relevant information
- Investigation and analysis of risks of new infectious diseases



Securing of stable grain imports, etc.

### Promotion of international cooperation

- Technical cooperation with developing countries in terms of agricultural production and food safety
- Enhancement of food security in East Asia



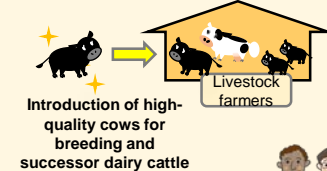
### Enhancement of measures for animal and plant epidemic and phytosanitary prevention

- Enhancement of measures for animal and plant epidemic and phytosanitary prevention, addressing classical swine fever (CSF) and African swine fever (ASF)



## Adapting to new international settings such as the TPP Strategic approach to international negotiations in the future

- Implementation of measures based on the comprehensive TPP-related policy framework in light of the TPP-11, the Japan-EU EPA, and the Trade Agreement between Japan and the United States of America



- Aiming at expanding export with due consideration given to the sensitivity of Japan's agricultural products, in future trade negotiations





# Target Form of the Basic Plan for Food, Agriculture and Rural Areas (March 2020) (Sustainable Agricultural Development)

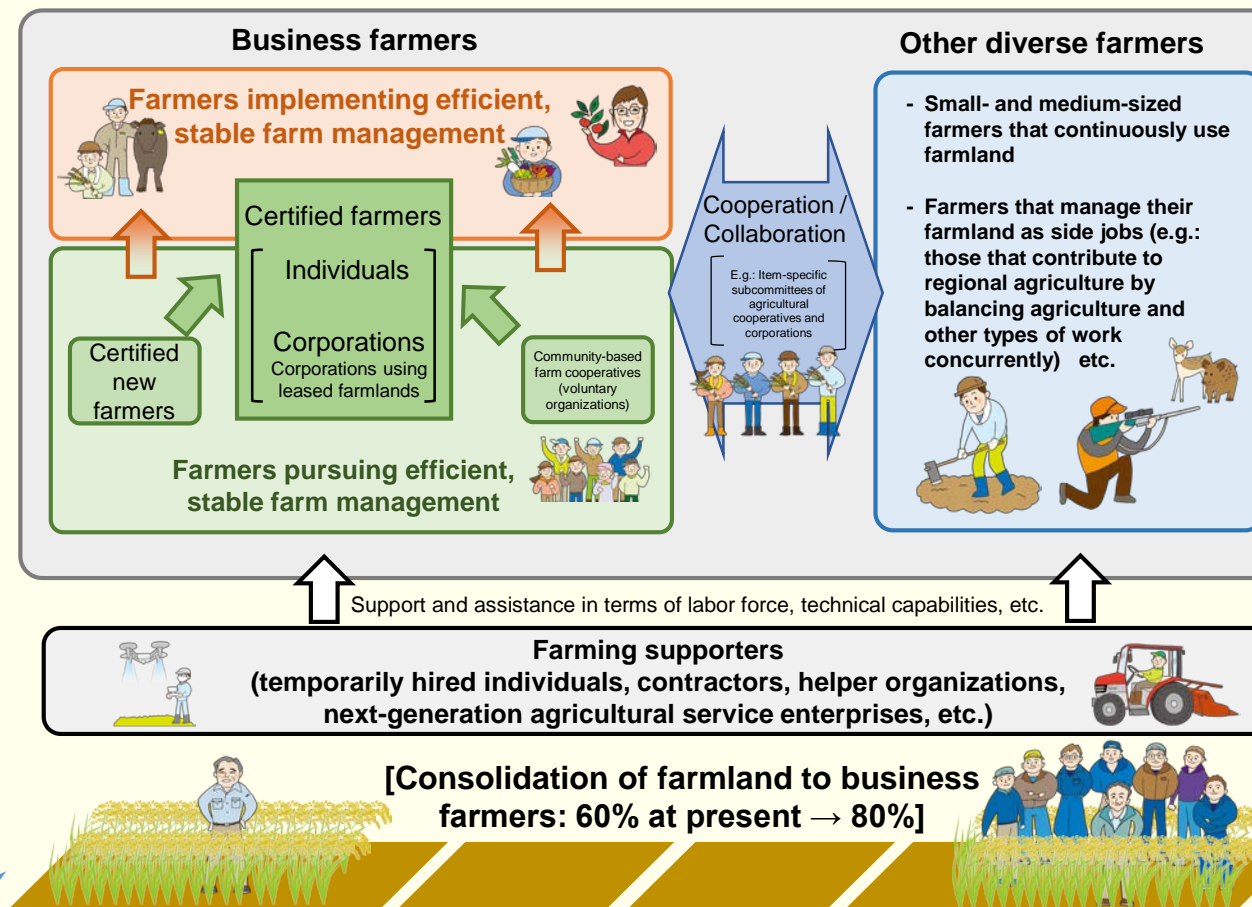
With the aim of ensuring the succession of the next generation, the development/securing of business farmers for realizing a strong and sustainable agricultural structure, and the consolidation of farmland will be further advanced. At the same time, the promotion of the active participation of diverse human resources that support their communities, the improvement of the agricultural production base, the utilization of advanced technology, and the implementation of environmental policy will be set forward.

## Management Development/Securing of business farmers for realizing a strong and sustainable agricultural structure

- **Intensive support for business farmers**  
Encourage business farmers to run their businesses on their own initiatives and by making original and creative efforts
- **Acceleration of incorporation of farms and enhancement of the management base**  
Accelerate the incorporation of farm management, which is expected to be effective for management development, by making progress in dissemination, raising relevant awareness, and providing guidance
- **Smooth business succession by next-generation business farmers**  
Promote systematic business succession to ensure that resources such as farmland are definitely used by next-generation farmers
- **Enrichment of agricultural education, recruitment of new farmers, and assisting such farmers in becoming firmly established**
  - Enrich the educational contents provided by agricultural education institutions
  - Promote the recruitment of new young farmers by preparing new farmer acceptance systems in communities
- **Development of an environment wherein women can fully reach their potential**
  - Promote the participation of women in regional agriculture
  - Develop an environment based on, for example, the "Nougyou-Joshi Project"
- **Cooperation between the agricultural sector and industrial sector**



## Farmers supporting the community



## Management Active participation of diverse human resources and entities that support agricultural sites

- **Diverse types of farmers supporting the community**  
Important role in maintaining the regional community
- **Next-generation agricultural support services**  
Utilize advanced technology such as drones, thereby contributing to the resolution of labor shortage and the enhancement of productivity
- **Implementation of the reform of working practices in agriculture in which diverse human resources can actively participate**



## Management Promotion of initiatives for stabilization of agricultural management

- **Steady promotion of revenue insurance and the Farming Income Stabilization Measures**
- **Consideration of how comprehensive and effective safety-net measures should be**  
Promote the digitalization of procedures, the simplification of application data, etc.

## Production technology Promotion of environmental policy including responses to climate change

- **Promotion of mitigation/adaptation measures for climate change**  
Promote renewable energy, the de-carbonization of production processes, and carbon sequestration/storage
- **Conservation and sustainable use of biodiversity**  
Promote sustainable production and consumption and the visualization of conservation effects on biodiversity
- **Further promotion of organic farming and soil productivity improvement**
- **Responding to the issue of plastic waste in the field of agriculture**
- **Maintenance and enhancement of the natural cyclical function of agriculture**



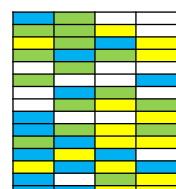
## Production technology Promotion of innovation in agricultural production/distribution sites by utilizing information and communication technology, etc.

- **Utilization of digital technology in agricultural sites, for the acceleration of smart agriculture**
  - Promote the resolution of issues in each of the stages of verification, introduction and dissemination of smart agriculture technologies
- **Promotion of digitalization in the implementation of agricultural measures**
  - Develop a common online application service of the MAFF (eMAFF) to enable various administrative procedures to be completed online; directly provide and collect information to/from farmers, etc.; and consider and take other relevant action concerning the integrated management of farmland information based on digital maps
- **Promotion of innovation creation and technology development**
  - Promote research and development in line with the needs of agricultural sites and addressing various issues



## Farmland Consolidation of farmland to business farmers, etc. and securing of farmland

- **Substantiation of the Farmers and Farmland Plan**  
Implement various measures and the inspection of regional agriculture in an integrated manner through the substantiation of the Farmers and Farmland Plan (with maps visualizing the actual condition of the community, community-supporting farmers discuss what farms that will use farmland in the future should be like)
- **Full operation of Public Corporations for Farmland Consolidation to Core Farmers through Renting and Subleasing**  
Following the simplification of procedures and the unification of systems, enhance the implementation system
- **Strengthening of responses to farmland whose owner is unknown**
- **Prevention/Restoration of dilapidated farmland**  
Effectively use the multifunctional payment system, the direct payment system to farmers in hilly and mountainous areas, etc.



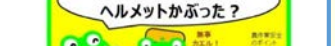
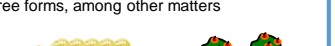
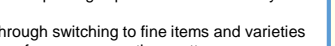
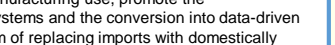
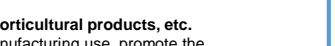
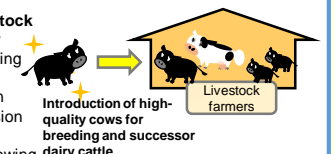
## Farmland Improvement of agricultural infrastructure for the growth of agricultural industry and the building of national resilience

- **Improvement of production infrastructure for the growth of agricultural industry**
  - Promote the enlargement of farm blocks, the multi-purpose use of paddy fields and the upgrading of upland fields and fruit farms with a view to transforming agriculture into a growth industry.
- **Strategic preservation and management of farm irrigation facilities**
  - Promote the strategic preservation and management of farm irrigation facilities for extending their lifetime and reducing their life cycle cost
- **Disaster prevention/mitigation measures toward building the resilience of agriculture and rural areas**
  - Promote disaster prevention/mitigation measures toward building the resilience of agriculture and rural areas in order to appropriately respond to disasters that occur more frequently and cause more devastating damage today
- **Enhancement of the land improvement district system**



## Production technology Enhancement of the production base to deal with changes in the demand structure, etc., and streamlining of the distribution/processing structure

- **Enhancement of the competitiveness of livestock**
  - Enhance the production base, for example by increasing the number of beef cows for breeding or conducting dairy management in a sustainable manner, to be able to handle an increase in domestic demand and the expansion of export
  - Improve the environment, for example, by allowing the utilization of livestock excrement for activities of soil productivity improvement
- **Enhancement of the production system for horticultural products, etc.**
  - Regarding vegetables for processing and manufacturing use, promote the establishment of integrated mechanization systems and the conversion into data-driven agriculture, among other matters, with the aim of replacing imports with domestically grown vegetables
  - Promote improvements in labor productivity through switching to fine items and varieties of fruits and the introduction of labor-saving tree forms, among other matters
- **Steady promotion of the rice policy reform and conversion into highly profitable crops, etc. in paddy fields**
  - Fully utilize paddy fields and promote stable transactions
  - Expand the production of wheat/barley and soybean based on demand, and promote conversion into highly profitable crops such as vegetables and fruits
- **Promotion of Good Agricultural Practices, and effective farming safety measures**
- **Supply of high-quality and affordable agricultural materials, and streamlining of the production, distribution and processing of agricultural products**





# Target Form of the Basic Plan for Food, Agriculture and Rural Areas (March 2020) (Development of Rural Areas)

Relevant ministries, prefectures, municipalities and private sectors will work together on implementing measures in line with the 3 pillars of (1) Work (securing income and employment opportunities), (2) Living (conditioning rural areas to enable residents to continuously reside in the areas) and (3) Vitality (creating new movements and vigorous efforts that support rural areas), developing vigorous rural areas and thereby contributing to the lives of people in the nation.

