



Choistar



Your Choice boosts Sustainable Agriculture

Farmers' efforts to reduce environmental burden are evaluated and communicated to distributors, retailers and consumers through the labelling.



Climate : GHG emissions reduction

- Chemical pesticides & fertilizers reduction
- Compost or biochar application
- Extension of mid-season drainage (for rice)

This labelling

- reflects **“avoided emission rates”** compared to average cultivation **in the region.**
- is intended for rice, vegetables, fruits and tea (24 crops). Livestock products are to be added.

- ★★★★ : avoided emission rate $\geq 20\%$
- ★★★ : avoided emission rate $\geq 10\%$
- ★ : avoided emission rate $\geq 5\%$

Biodiversity conservation

Farming practice (ex.)	Score (pts)
Chemical pesticides & fertilizers reduction	1 ~ 2
Winter flooding in paddy fields	1
Field margin vegetation management (herbicide-free)	1

This labelling

- reflects **the total score of farming practices.**
- is intended for rice.

- ★★★★ : 3 points or more
- ★★★ : 2 points
- ★ : 1 point

This labelling can be found in retail stores, flyers, etc.



This labelling scheme promotes consumers' understanding, behavioral changes and farmers' actions for environmental burden reduction.

MAFF

Ministry of Agriculture, Forestry and Fisheries