GIAHS for Branding of Agricultural Products in Japan

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Dynamic Conservation of GIAHS

➢ Since GIAHS is so called “living heritages”, dynamic conservation is more appropriate to adapt to changes of circumstances rather than statistic conservation like monuments or museum

➢ In developed countries like Japan, threats by depopulation, ageing, lack of successors, are more serious than urbanization, industrialization, modernization

➢ Therefore, it is necessary to conserve GIAHS dynamically by utilizing GIAHS actively and revitalize rural areas
Active Utilization of GIAHS

Brandin-

➢ Value-adding on agricultural products “GIAHS brand”

➢ Increasing recognition of GIAHS
- Promoting public understanding of agriculture and rural areas

Tourism

➢ Agro-tourism
➢ Farmer’s Inn and farming experiences

➢ Promoting tourism to rural areas from cities
- Increasing interest in agriculture

Pride and self-confident to the agriculture and community

➢ Awareness of local resources and values
➢ Pride to local community
➢ Local integrity and multi-stakeholder participation

➢ Strengthening solidarity of the community
- Increasing motivation on traditional farming and rural development
GIAHS in Japan

11 GIAHS sites in total as at August 2018

- Noto’s Satoyama & Satoumi
  - Traditional tea-grass integrated system
- Managing Aso grasslands for sustainable agriculture
- Kunisaki Peninsula Usa Integrated Forestry, Agriculture and Fisheries System
- Traditional WASABI Cultivation in Shizuoka
- Osaki Kodo’s traditional water management system for sustainable paddy agriculture
- Sado’s Satoyama in Harmony with Japanese Crested Ibis
- Ayu of the Nagara River System
- Minabe-Tanabe Ume System
- Takachihogo-Shibayama Mountainous Agriculture and Forestry System
- Nishi-Awa Steep Slope Land Agriculture System

◆ Designated in 2011
◆ Designated in 2013
◆ Designated in 2015
◆ Designated in 2017-8
NIAHS in Japan

8 sites as at August 2018

- Owase Cypress Forestry Brought by Steep Slope and Abundant Rainfall
- Rice and Carp Cultivation System Utilizing Snow
- Women divers and Pearl Culture in Toba and Shima
- Nishi-Awa Steep Slope Land Agriculture System
- Traditional WASABI Cultivation in Shizuoka
- Osaki Kodo’s traditional water management system for sustainable paddy agriculture
- Fallen Leaf Compost Farming System in Musashino
- Integrated Fruit Tree System in Yamanashi Adapted to the Basin

- Designated as GIAHS
Publicity: Design of Individual GIAHS Logo

- Creating attractive logo for each GIAHS site for publicity and marketing purposes
- Can be used on banners, posters, flags, publications etc., and also as certification marks
- Help image building and differentiation of various GIAHS
- Logo created by designers or selected from public competitions
- Now 9 out of 11 Japan GIAHS have their own logos
Designation Schemes for Products in GIAHS Sites

**Sado**

*Shiitake mushroom*

Eco-friendly rice produced in coexistence with the Japanese Crested Ibis in Sado

**Kunisaki**

*Shitake mushrooms and shichitoi grass (for tatami-mats) produced through traditional methods in Kunisaki*

**Noto**

With the increasing recognition and value of GIAHS, products which contribute to the conservation and succession of Noto’s Satoyama & Satoumi are certified as "**Noto-no-Ippin**". As of April 2016, 32 items are certified.

【Examples】

- Noto Dainagon Red Beans
- Agehama Salt

【First Batch of Noto-no-Ippin Certified Product】

About 1.5 times the sales amount of the previous fiscal year (Average of 22 first certified products)

※ FY 2015 results
Case in Noto GIAHS
Noto’s Satoyama and Satoumi (Ishikawa Prefecture)

There are unique landscapes such as rice paddies spreading on steep slopes and fences for protecting houses from sea breeze, and Agehama salt making method and Ama woman divers fishing etc. have been inherited since Edo period (1603-1868)

Source: MAFF website
Noto GIAHS
Traditional Agriculture, Forestry and Fisheries

Rice
Shiitake
Charcoal making
Agehama salt making
Mountain vegetables
Charcoal
Ama fishing
Irrigation pond
Aenokoto
Kiriko

Source: Ishikawa Prefecture
Creating highly valuable, safe, reliable, and eco-friendly rice called “Noto Mai” across the entire Noto region

“Noto Mai” Initiative by 7 Agricultural Corporative Associations in the Noto region

Cutting down on pesticides and chemical fertilizers by 30%

Source: Ishikawa Prefecture
GIAHS for Branding in Noto
Branding Initiative for Agricultural Products in Noto

Unique local products in Noto
Products with a rich history that have been passed down in Noto

Suitable products advertising GIAHS "Noto’s Satoyama and Satoumi"
Products that are produced in Noto and distributed all over Japan

Designation as “Noto-no-Ippin”
Supporting expansion in the market and increasing the quality of the goods

Print logo mark of “Noto’s Satoyama and Satoumi” on product packages
Advertising “Noto’s Satoyama and Satoumi” through sales of the products at department stores in metropolitan or Kansai area

Source: Ishikawa Prefecture
“Noto no Ippin” Designation Scheme

31 products are designated as “Noto no Ippin” including rice, beans, vegetable, persimmon, mushroom, beef, milk, fish, shell, seaweeds, sea cucumber, cucumber, syrup, buckwheat, salt, cider, soy sauce, fish sauce
Case in Shizuoka GIAHS
Traditional tea-grass integrated system in Shizuoka (Shizuoka Prefecture)

“Tea-grass farming method” whereby grassland of silver grass (*Miscanthus sinensis*) etc., are maintained for use in tea production to increase tea quality while contributes to conservation of the biodiversity of the grasslands.
GIAHS for Branding in Shizuoka
Designation Schemes in GIAHS Site

Designation Scheme for Farmers Who Practice Traditional Tea-grass Integrated System

- Display “Tea produced by GIAHS Traditional Tea-grass Integrated System practitioner” on material tea
- Index is effort and contribution on maintenance of tea-grassland which conserve biodiversity (Designate by 3 level)
- 88 case, 493 farmers have been designated (August 2017), 2.9 million certification seals were attached to commodities (May 2018)

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<thead>
<tr>
<th>Ratio of Managed tea-grass area/Tea garden area</th>
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<td>Criteria</td>
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<td>Label</td>
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Challenges for “GIAHS for Branding”

➢ It takes rather long time to show results of branding
➢ Products should be attractive for consumers as commodities to be sold
➢ In designation/certification scheme, it is necessary to balance strict standards for consumers and acceptance of farmers
➢ Appropriate labeling system is also important because GIAHS is system, not agricultural products
One of the utilization of GIAHS designation is **branding of agricultural products.** It is especially important to **revitalize rural areas** by branding of agricultural products for a country like Japan where depopulation or aging problem is more serious than pressure of urban development.

Most of the GIAHS sites in Japan already introduced **branding of agriculture products** by such as **logos and designation schemes.** For example, Noto GIAHS introduced “Noto no Ippin” designation scheme, and Shizuoka GIAHS introduced designation scheme for farmers who practice traditional tea-grass integrated system.

**Branding of agricultural products** in GIAHS sites generally needs long time until it is recognized by consumers and distributors, but once recognized, it is very effective for **dynamic conservation** of GIAHS.

**Conclusion**
THANK YOU

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