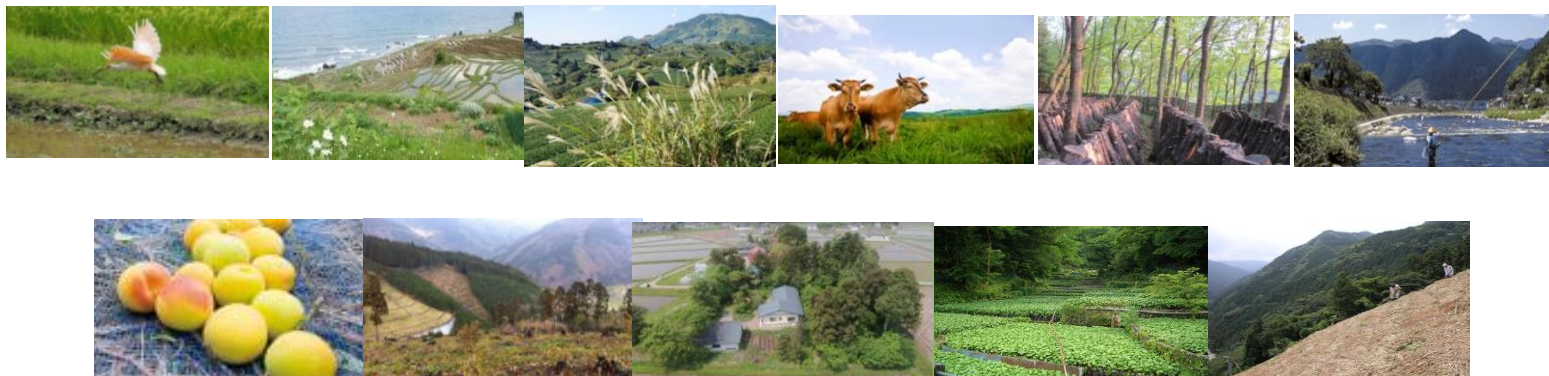


The 5th Conference of East Asia Research Association for Agricultural Heritage Systems (ERAHS)
Symposium 2: GIAHS for Branding of Agricultural Products
27 Aug 2018, Minabe-Tanabe, Wakayama, Japan

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

Branding

- 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

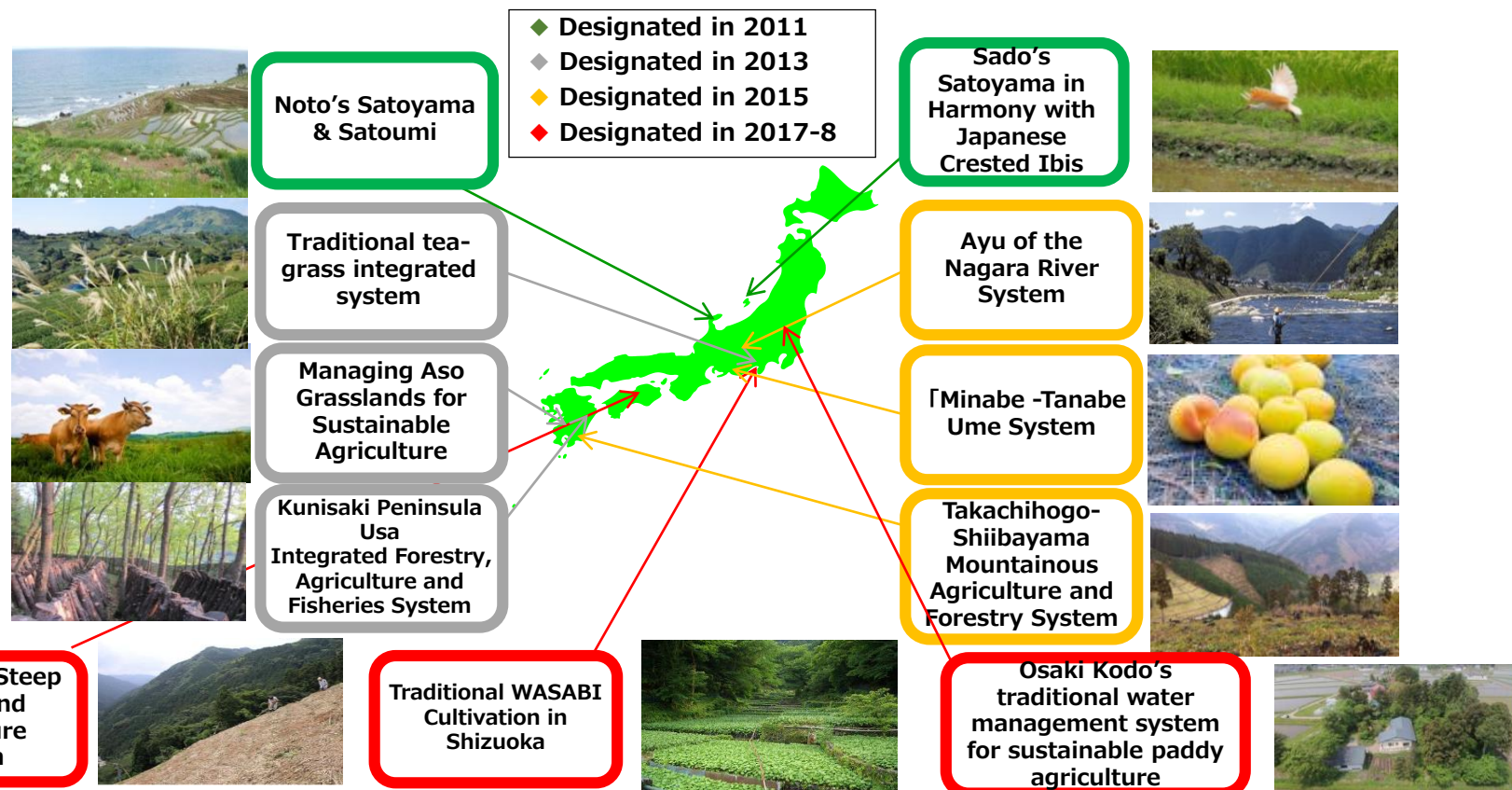
- Awareness of local resources and values
- Pride to local community
- Local integrity and multi-stakeholder participation



- 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



NIAHS in Japan

8 sites as at August 2018

6



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



SADO, NIIGATA

大崎耕土
世界農業遺産



OSAKI
KOUDO

GLOBALLY IMPORTANT
AGRICULTURAL
HERITAGE SYSTEMS

OSAKI, MIYAGI



ISHIKAWA



世界農業遺産
静岡の茶草場農法

SHIZUOKA



世界農業遺産
高千穂郷・椎葉山地域
GIAHS Takachiho - Shibayama

MIYAZAKI



KUMAMOTO



国東半島宇佐地域
世界農業遺産
Kunisaki Peninsula Usa GIAHS

OITA



WAKAYAMA



GIFU

Designation Schemes for Products in GIAHS Sites

Sado



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

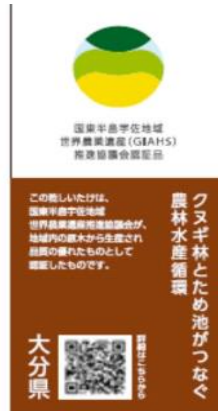
Shizuoka



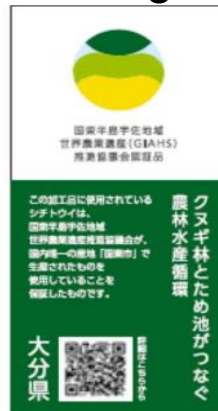
Tea produced from Chagusaba traditional tea method through conserving semi-grasslands

Kunisaki

Shiitake mushroom



Shichittoi grass



Shitake mushrooms and shichittoi 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

【Examples】



Noto Dainagon Red Beans



Agetama 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)



Shiroyone rice terrace



Agehama salt making



Aenokoto ritual

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

GIAHS for Branding in Noto

Initiatives by local stakeholders - “Noto Mai” Noto Rice

能登米生産者大会

～世界農業遺産を地域農業に活かす～

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

Cutting down on pesticides and chemical fertilizers by 30%

Source: Ishikawa Prefecture

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

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



未来につなげる
「能登」の一品
Ishikawa JAPAN



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



Cutting and drying of grass
from *Chagusaba*



Mulching of the soil beds of tea plants with
grass to improve tea quality

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)



	Ratio of Managed tea-grass area/Tea garden area			
Criteria	~5%	5~25%	25~50%	50%~
Label	None	1 leave	2 leaves	3 leaves

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

Conclusion

- 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.



THANK YOU



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