

# Patrimonialisation of Foods and Agriculture in Japan

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# Presentation of research

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## 2. Background and purpose of this research

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# Introduction (1) Background of the research

Globalization of agricultural products and foods. Intensive competition.

- Low competitiveness of Japanese agriculture
- Geographical Indication (2015), *Washoku* (Japanese traditional cuisine) registered in UNESCO as Intangible Cultural Heritage, 2013.
- Tsuruoka City (Creative Cities Network: food culture, UNESCO) 2015.
- Scenic Site of Foods and Agriculture (*Savor Japan*) (2016) borrowed from *Site Remarquable du Goût* (SRG).

→Foods' authenticity as economic resources.

- Foreigners visiting Japan :

4.8million (2000)→19.8 million (2015):

- Foreigners' favorite Japanese souvenirs: ① Japanese tea, ② Kimono, ③ Clothes, ④ *wagashi* & sweets, ⑤ Other foods (sake, etc.) ⑥ sanitary goods

## Background of research(2) : Low competitiveness of Japanese agriculture

- food self-sufficiency ratio

calorie supply basis: 60%(1970)→39%(2014)

Production value basis: 85%(1970)→64% (2014)

The object of Japanese government:increase the ratio to 45% by 2025

- Aging population: 74% of the farmers is over 60 years old (2010)
- Average surface of farmlands: 2.3ha(except Hokkaido), 35ha (Hokkaido)

### Number of Farm Households (1,000 households)

	1990	2000	2010
Non-commercial farms	864	783	897
Commercial farms	2,971	2,337	1,631
Total farms	3,835	3,120	2,528

# Authenticity: Potential non-price competitiveness of Japanese Agriculture

Modern capitalism: cognitive turn. Intangible (Patrimonial) accumulation regime.

Its origin of accumulation: intangible value (e.g. authenticity of the *terroir*)

- Japanese traditional foods *Washoku* was listed on the Representative List of the Intangible Cultural Heritage of Humanity (UNESCO).
- Japanese GI system (2015): 35 produce (Vegetables 11, Fresh Meat 4, Fruit 3, other products of agricultural origine 3, Beverages (Tea, Matcha) 2, Fish 2, etc.)  
(as dairy products, *Tokachi Raclette Moor wash cheese* demands GI)
- *Savor Japan (Sites remarquables du Goût à la japonaise)*: 5 regions: tourism in rural areas around synergy between agricultural landscape and its typical products.
- enhancing exports of agricultural products: 555 B yen (2013) → 7,415 B yen (2015)

Objects of Japanese government 1 trillion yen by 2020. Government has established Japanese version of Sopexa.

# Authenticity requires standards (Cahier des charges) and control

Branding of black pork of *Kagoshima*: from the study of choice experiment (Internet web enquete, n=747 who have already bought this pork, January, 2017)

- Marginal Willingness To Pay:

With Production standard, **but not with** 3<sup>rd</sup> party quality control: 62.3 yen

(WTP rises by 62.3 yen higher than no standards: WTP for *Kagoshima* black pork is of 543.6 yen/100g compared to Japanese pork 520.9 yen, American pork 157.5 yen)

With Production standard **and** with 3<sup>rd</sup> party quality control: 112.4 yen

→It will be necessary to communicate consumers of quality control system.

Yagi, K., Ohashi, M., et al. (2017) "Consumers' assessment for quality control systems of local brands products" (in Japanese), Policy Research Institute, MAFF.

# Surveillance of GI products on oversea markets

- Surveillance on the Internet shopping sites:

MAFF have delegated to the private company to check the frauds.

the fake products

Tajima (beef) 174, Kobe (beef) 119, Yubari (melon) 53, Yame (tea)112, Kagoshima (vinaigre) 55,Akita (155),Aomori (cacis) 129,Kaga 256, Tokachi (103)

# Theoretical framework

## Literature survey:

Nieddu (2007) hybridation of market and identity. Appadurai (1986) :Authenticity, Mollard, Pecqueur: paniers de biens. Theorie des conventions (Cheyns, Ponte,2017),

- *Washoku* can be considered as cite civique (UNESCO inscription). Dispositif (un ensemble resolument heterogene, Foucault (1994))
- Every region of *Savor Japan* defines the Key Performance Indicators (KPI) as benchmarking. The new way of managing companies and public administrations relies on performance indicators (Desrosieres (2006)).
- GI, *Washoku*, *Savor Japan* as Market Agencement (Callon, 2013)
- The economic market needs to be appreciated as a field of heterogeneous phenomena in which multiple values are at play.
- The Japanese foods and gourmet tourism in rural areas are clogely related to values and valuation othere than economic ones.



# Data collection and interviews

- Increase of foreign tourists: 8.4 million (2012)→24.0 million (2016);
  - Consumption value: 1.1 trillion yen (2012)→3.7 trillion yen (2016); tourists from China (39.4%), Taiwan (14.0%), Korea (9.5%), Hong Kong (7.9%), USA (5.7%), Thailand (3.1%).

The Japanese government endeavors to detach foreign tourists from “golden route”(Tokyo, Kyoto, Osaka) and instead to orient them around rural regions.

- Japanese food culture *Washoku* registered in UNESCO as Intangible Cultural Heritage, 2013
- Certification of *Savor Japan* (5 areas): Tsuruoka (UNESCO Creative Cities Network)

Hokkaido-Tokachi

- Government promotes 500 agritourism regions by 2020 (subsidies for renovation of old farmers’house, rural architectures, etc.)

*Washoku*: dispositifs assembled by heterogeneous discourses

- *Repas Gastronomiques des Français*: the elitist image of the gastronomy of Grands Chefs (Csergo, 2016).

- *Washoku* : food practice based on <respect for nature>

① various fresh ingredients and using their natural tastes.

② Well-balanced and healthy diets: highest life expectancy (83 years old), lowest obesity rate (3.9%).

③ Emphasis on the beauty of nature in the presentation: plates are decorated with leaves, flowers and bamboo.

④ Connecting to annual events: Traditional knowledge and customs associated with annual events. It strengthens the bonds of family and community members.

→ heterogeneous discourses: sustainable development, nutrition and health, culture

# *Savor Japan: Tsuruoka, Hokkaido-Tokachi*

*Savor Japan: Explore Regional Flavors (Sites remarquables du Goût à la japonaise) :*  
5 regions (2016)

① Tsuruoka City (also registered in UNESCO Creative Cities Network)

- more than 50 local varieties of vegetables: living cultural treasure.
- Mount Haguro Sugi-Namiki : *Michelin Green Guide Japan*

② Hokkaido-Tokachi

- The largest agricultural production region in Japan (average farmland:45ha, vs 1.5ha):dairy products, wheat, potato, sugar-beet, many kinds of beans (soybeans, *azuki*,etc).
- Tokachi Garden Spa: plant-origin moor hot spring.
- Field Guide tour

# Discussion and conclusions

Savor Japan as Market *agencement* (Callon, 2013) :

Market *agencement*: not only produces economic exchange, but also mediates between various values (nature, authenticity, esthetics, tradition, health, etc.).

The Key Performance Indicators (KPI) as benchmarking:

Savor Japan Tsuruoka City: 6,000man-days (2020) tourists from France, Italy, Germany, US, Australia: These people are thought to recognize the spiritual culture of Tsuruoka.

Savor Japan Hokkaido Tokachi: 250,000 man-days (2020). Taiwan (100,000), Hong Kong (4,6000), Singapore (30,000), China (26,000) UK and Australia,others (41,000). Considering the trends of tourists having visited Tokachi thus far.

## Tsuruoka City *Savor Japan*

- The inscription of Tsuruoka in UNESCO Creative Cities Network (food culture section) 2014:

The private consulting company advised newly elected mayor to become candidate to UNESCO Network.

→ The qualification and valuation of goods differ according to actors. The endogenous people does not value their products as <living cultural heritage>.

- UNESCO Creative Cities Network is not well known in Japan.

As other inscription or certification in similar systems (e.g. Globally Important Agricultural Heritage Systems, GIAHS, FAO) of food and agriculture has not necessarily added value to the price of agricultural products in these certified areas, nor increased the amount of tourism.

# Tsuruoka Savor Japan



Mount Haguro Sugi-Namiki :Michelin Green Guide Japan



Dadacha-mame (raw soybean), young bamboo

# Hokkaido-Tokachi *Savor Japan*



## Tokachi *Savor Japan*

- Foreign tourists visiting Hokkaido increased by 88%, from 2.5 million man-days (2012) to 4.7 million. But for Tokachi region only 7.6% increase (116,370→125,229)
- Chinese tourists buy mainly dairy products and chocolate and eating *rahmen*.

Guide book for Chinese people visiting to Hokkaido: *European Holidays in Hokkaido*

The purpose of tourism to Hokkaido for Chinese people are: the natural landscape (52.4%), spa visits (49.1%), shopping (32.9), while they are less interested in the historical and cultural architecture (20.4%) and traditional culture (21.0%).



## Tokachi *Savor Japan*: from production region to tourism

Tokachi has been considered as only a production region by actors: livestock farming, wheat-sugar beet-beans (azuki, soybeans)-potato. (average farmland 45ha, Japan except Hokkaido 1.5ha)

- Tokachi is the biggest production region of natural cheese.

Tokachi Quality Cooperative demands GI, *Tokachi Moor Wash Raclette* (washed by hot water spring).

Cheese production company (*Kyoudou Gakusya*) began to make natural cheese 30 years ago. It hires handicapped person to make cheese. It is pioneer of social farm in Japan. It won the golden prize at *Mondial du Fromage* (2015, Tours).

- Japanese wheat has been used to make noodles. New variety of wheat selected in Tokachi is used to make breads. Many younger people coming from outside have set up their own bakeries hoping to make French-type breads, but they will have to make azuki-bean-jam buns as well to meet the local demand.

# Tokachi *Savor Japan*:

- Transformation of the identities of actors in Tokachi by the changing configurations where they are engaged. Farmers hiring seasonal agricultural workers provide them the snack at 10pm and 15pm. These snacks are generally azuki bean-jam buns. These buns were made of imported wheat.
- A Bakery *Masuya* has developed the breads made of 100% Tokachi raw materials (wheat, azuki-beans, cheese). The bakery and Tokachi Agricultural Research Center have developed the variety of wheat for producing breads.
- The bakery has opened new store at Tokyo in 2016 to communicate urban people of the Tokachi quality. The bakery has succeed in getting many clients (300/day) because of its image of Tokachi (origin, safety, etc).
- Developing agri-tourism: connecting foods and landscape of Tokachi  
Field guide tour, Sweets trip, agricultural experience at farms.

Patrimonialisation of Foods and Agriculture: non-price competitiveness

*Washoku* functions as the icon for foreign tourists.

Savor Japan favors the rural gourmet tourism.

Foreign tourists consume at the local sites, and continue to buy the Japanese products such as Yuzu, Matcha, apples, at their native countries.

# Thank you very much!!

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