




AGRICULTURAL PRODUCTIVITY AND MARKETING STRATEGY

Group C
Winter Course International Program
2014




PRESENTATION CONTENT

- Introduction
 - ✓ Agricultural Productivity
 - ✓ Marketing Procedure
 - ✓ Development of Marketing Process in Japan
- Discussion
- Market and consumer demand
- Case study
- Recommendation

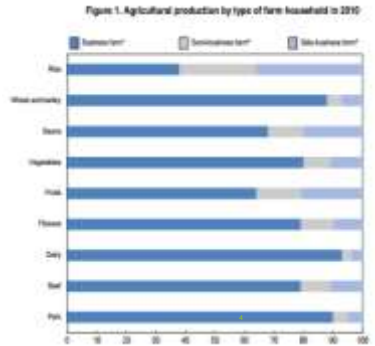


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INTRODUCTION



Stratovolcanic archipelago of 6,852 islands.



畜産物産出額 Total agricultural output (2012年) 85,251 億円(100 mil.yen)	稲米 Rice (2012年) 29,296 億円(100 mil.yen)
	野菜類 Vegetables (2012年) 21,096 億円(100 mil.yen)
	畜産物 Fruits and nuts (2012年) 7,471 億円(100 mil.yen)
	畜産物 Dairy cattle (2012年) 7,716 億円(100 mil.yen)
	畜産物 Chickens (2012年) 7,239 億円(100 mil.yen)

Major Agricultural Products in Ibaraki

Ranked 1 Nationally



Melon, Chicken, Eggs, Sweet Pepper, Lotus Root, Dried Sweet Potato, Miso, Tofu, Soy-Chick Plant, Soy, Japanese Chestnut, Miso

Ranked 2 Nationally



Pork, Sweet Potato, Lentils, Chinese Cabbage, Japanese Pear, Dango, Rice, Pearls

Ranked 3 Nationally

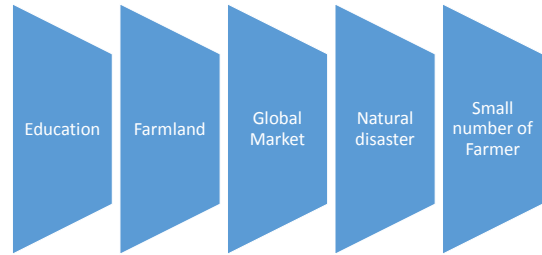


Leek, Sweet Corn, Onions, Pumpkin, Shishito, Parsley, Beefsteak Plant, Broad Bean, Cauliflower, Don't's Tongue

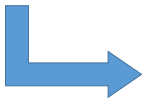


DISCUSSION

Problem

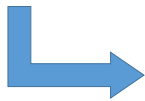


Market Demand



- High yield
- Product sustainability
- Good quality
- Stable price

Consumers' Demand



- Product safety
- Good quality
- Product information
- Product availability
- Stable price (cheaper)

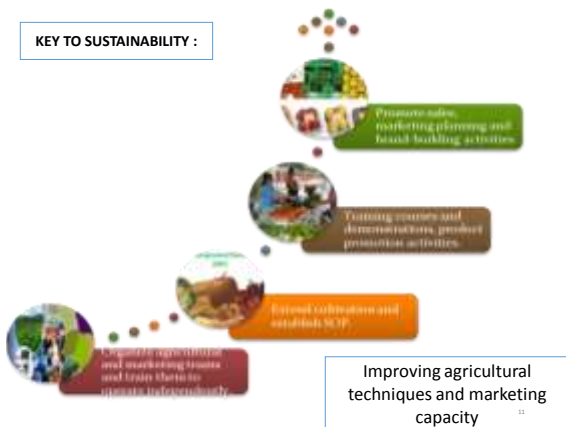
Solution

Government

- Management of land pooling (cooperatives)
- Cooperation Procurement → JA cooperation
- Capacity Building
- Assurance
- Micro Finance
- Farmers Health Care
- Value of farmer

Subvention from government to facing global market

KEY TO SUSTAINABILITY :



Efficient production and marketing systems



Farmer Technology



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Farmer Technology



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Post Harvest Handling



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Case Study of JA Marketing System



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THE ROLE OF JA



JA (Japan Agricultural Cooperatives)

One of indirect market chain but also can be direct market

There are 150 farmers put the product to JA Tsuchiura, the farmer will get 88% profit from the price and the store will get 12% profit.

Sun-Fresh is one of the store that manage by JA

There are 2 main role : JA gather all agricultural product from farmer, to manage the product to the market

Direct Market : JA and Namegata Center

In the Kasumigaura Hureai land there a store that called Namegata center.

Actually Namegata center is not a part of JA although the market system is similar

System Marketing In Namegata center almost same with Sun-Fresh Niihari

In Namegata center the farmers will get 85% profit from the price. Namegata center is managed by Namegata city.

Pricing Product



Product Information



Direct VS Indirect Market

Direct



- Different product qualities
- Only seasonal product :
→ Strawberry in Winter

Indirect

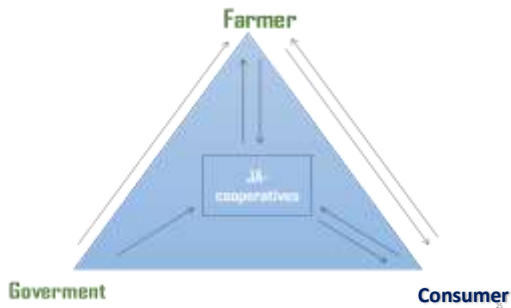


- Same product qualities
- Availability all product:
any time

Direct VS Indirect Market

Category	Direct Market	Indirect Market
Communication with the producer	directly	unavailable
Farmers' business knowledge	high	low
Product certification	rarely available	available
Product supply	unstable	stable
Transportation cost	low	high
Value chain	shorter	longer

3 elements in agricultural marketing system



RECOMMENDATION

Direct market should be strengthened through the following activities

Local government should

- Spread info about Direct Market through media such as TV channels, newspapers, publications etc.
- Building Business knowledge of farmers
- Provision of land space
- Collect and give information to the farmer about demand and supply



Farmers should

- Add more value on products
- Know the rules and regulations
- learn more business & market knowledges

Our great site studies