

日本製

FOOD SYSTEM IN JAPAN

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JAPAN

CAMPUS
TEAM I

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GENERAL OVERVIEW

How geography, culture, and technology shape food production



Japan's food system combines modern technology with traditional practices. Geography and climate strongly shape production—limited flat land, mountainous terrain, and a temperate climate affect what can be grown. Cultural factors, such as seafood preference and rice as a staple, influence diets. Economic growth and history have encouraged efficient, high-tech agriculture.

Japan aims for self-sufficiency in key staples like rice, while relying on imports for grains, meat, and oil. Sustainability targets include reducing environmental impact and waste. Food safety and high quality are prioritized, ensuring strict standards in production, processing, and distribution.

Ensuring self-sufficiency, safety, and sustainability.



GOALS

PRIMARY PRODUCTION

Agriculture: Small farms with advanced technology.

Agriculture employs about 3–4% of the workforce. Most farms are family-owned, averaging 1–2 hectares, though mechanization is common. Rice, vegetables, fruits, and seafood dominate production. Advanced machinery and greenhouses are used to maximize yield on small plots.



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FOOD PROCESSING

INDUSTRY

Key companies turn raw products into popular foods.



Japan's food processing sector is highly developed. Major companies include Ajinomoto, Meiji, and Asahi Foods. Processed products include noodles, sauces, snacks, and beverages. The industry is a significant part of the economy and employs hundreds of thousands.



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FOOD TRADE AND RETAIL

How food moves from farm to table



The food supply chain moves from farmers → processors → wholesalers → retailers → consumers. About 60% of food is imported. Prices are relatively high due to limited land. Major supermarket chains include Aeon, Seiyu, and Ito-Yokado.



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CONSUMERS & PUBLIC

FOOD SERVICES

Eating habits and public nutrition support.



Japanese diets emphasize rice, fish, vegetables, and seasonal foods. Plant-based and local foods are popular. Public services, like school lunches and hospital meals, provide balanced nutrition and promote healthy eating habits.

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ADMINISTRATION AND ADVISORY SERVICES

Policies, research, and support for farmers.

The Ministry of Agriculture, Forestry, and Fisheries (MAFF) sets policies, subsidies, and standards. Advisory organizations support farmers with technology, training, and research. Universities and institutes conduct agricultural research to improve efficiency and sustainability.



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SELF-SUFFICIENCY AND FOOD SECURITY

Balancing domestic production with imports.



Japan is self-sufficient in rice, some vegetables, and seafood, but relies on imports for wheat, soy, and meat. Food security measures include stockpiles of key staples and strategies for natural disasters and supply chain disruptions.

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EXPORT AND IMPORT

Japan's role in global food trade.

Main exports: seafood, green tea, and processed foods. Main imports: grains, meat, and oils. International trade affects prices, availability, and agricultural focus, making Japan dependent on global markets for some essentials.



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STRENGTHS

High quality, safe, and efficient.

Japan excels in food quality, safety, and technology. Successes include highly mechanized farms, strong food processing, and well-regulated supply chains. Traditional foods combined with modern innovation maintain global recognition.



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CHALLENGES & SOLUTIONS

Problems and paths forward.



Challenges include aging farmers, limited land, high import dependence, and environmental concerns. Solutions: encourage young farmers, adopt smart agriculture, diversify crops, and improve sustainability practices.



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COOPERATION W/ FINNISH AGRICULTURE

Opportunities: exchange of technology, joint research in sustainable agriculture, crop diversification, and climate-smart farming practices. Finland's expertise in cold-climate crops and renewable energy could complement Japan's high-tech and high-density agriculture.



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