



Research topic

Background

- Long-distance from producer to consumer due to globalization of supply chain
- Increasing people who indifferent to food, agriculture and environment and Diluting the local community
- Deterioration of the global environment and food quality

Purpose

- Building a sustainable food system that is in harmony with the global environment

- Proposal of community development measures that utilize local resources in both urban and rural areas and improve the well-being of citizens

Main achievement

- Consideration for extracting and improving issues of food labeling systems that have ethical signaling effects
- Development and practice of educational programs to learn various roles of food, agriculture and environment more effectively and enjoyably
- Product development to increase the related population
- Advice on community development activities utilizing urban agriculture

Prospects for collaboration

【Collaboration with agriculture and food industry】 Promote organic foods sales and increase external economic effects

【Cooperation with town development related organizations】 Foster understanding of local agriculture and increase the population related to farmers and farmland

【Science communication】 Human resource development that contributes to the spread and enlightenment of organic products

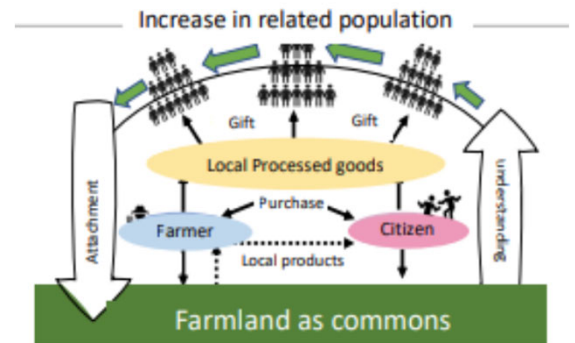


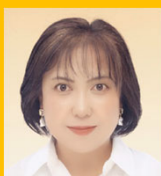
Fig1. Farmland utilization system by coexistence of production and consumption



Fig2. Movement goods to protect urban farmland



Fig3. Signaling for ethical products



Research feature

Incorporating theories of food and agriculture pedagogy and information economics, we will build systems and develop programs to practice economic activities that contribute to reducing the burden on the global environment