

# Sustainable Food System

Pursuing Measures to Improve Consumption, Regulation, and Distribution of Organic Foods



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## Research Topics

### Background

- Each and every firms and individuals are expected to behave more responsibly to fight against global environmental crises.
- Some characteristics of foods with sustainability attributes renders the market difficult to expand beyond niche.
- Data infrastructure necessary for the parties involved in sustainable food system is lacking in Japan.

### Topics

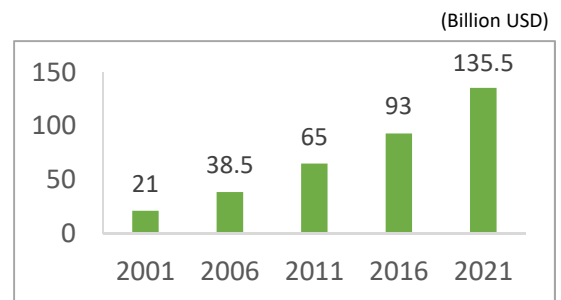
- Understanding consumer behavior and identifying factors that contribute to the growth of organic food market.
- Explicating the characteristics and market structure of organic food system.
- Clarification of measures that serve to more reliable and internationally comparable organic food market data.
- Making recommendations in policy as well as managerial perspective based on the above analyses.

### Main Achievements

- Identification of demographic and some psychological (values and lifestyle) characteristics of organic consumers.
- Explanations of transactional customs (e.g. risk-sharing, trust-building) in marketing organic foods by applying economic theories.
- Organization of measures taken to collect organic market data and estimate its scale at national level.

## Prospects for Collaboration

- International comparison of measures to collect organic market data and examination on how to harmonize them.
- International comparison of organic/ alternative food system and identification of factors relevant to the difference.
- Collaboration in classrooms such as online guest lecture, group discussion and site visit.

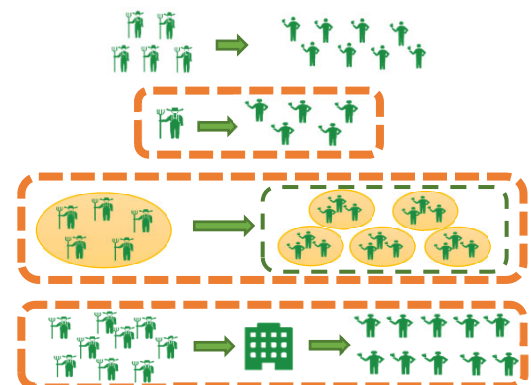


Global Organic Food Market 2001-2021

Source: Willer, et al (Eds.) WoA, FiBL-IFOAM, 2022



Production/ Marketing Sites of Organic Foods



Analysis of Alternative Food System



### Current Interest

- Measuring sustainability achievements.
- International comparison of the degree of citizenship in food system.
- Role of commons and platforms in building strong organic food system.