

Agriculture, fisheries and consumption of food from women's perspectives

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Research Summary

Background

- Number of working women will surely increase from now on.
- With lifestyle and spending changes, while people lack time to cook, they still want to eat fresh, decent, and delicious food. They also want to value the time to eat with the family rather than the time to cook. In addition, there are new consumer needs for labor saving and outsourcing of housework.

Research Objective

- How will the agriculture and fisheries industry respond to these newly emerging consumer needs?
- We will research on these new trends and aim to contribute to the creation of a sustainable agriculture and fisheries industry and society where people can live and enjoy a rich and varied diet.

Main findings

- Delicious, easy and convenient to prepare, yet unprocessed food. One of the products asked for by working women today is the products of the Women's Entrepreneurship Groups in Agriculture and fisheries.
- Many groups originally made products focusing on "local ingredients" and "additive-free".
- In addition, an increasing number of their products are being made to respond to the recent trend toward simplicity and convenience.
- We have been working together to study how their business should be and how they should be marketed.

Prospects for collaboration

【 Collaboration with agriculture and fisheries, food industry, distribution industry, and retail industry 】

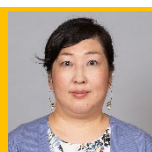
How will the agriculture, forestry and fisheries industry, the food industry, and the distribution / retail industry respond to the needs of working women for food? I would like to encourage collaborative thinking while sharing information on the situation at the site and the results of the research.

【 Cooperation with women's entrepreneurship in farming and fishing community 】 I would like to contribute to the development of better entrepreneurship and the promotion of the community while cooperating with female entrepreneurs in farming and fishing communities.

【 Science communication 】 I would like to spread the research results to society at large.



Photos by Ms. Mai Tanioka (female farmer) in Uchiko Town, Ehime Prefecture. "Local vegetables pickled in olive oil" and vegetables grown by Ms. Mai. The product was developed with the thinking of "You can easily eat many kinds of vegetables at once and you don't need a kitchen knife. You can save time and still make good tasting food."



Our proposition

We will consider and propose sustainable agriculture and fisheries and the ideal way of consumption by conducting research from the perspective of women and sharing that knowledge with all parties involved.