



Food and Agriculture
Organization of the
United Nations



Co-operatives: Empowering people for sustainable development and zero hunger

Introductory remarks



**6th industrialisation of small-scale farming supported by collaboration
among industry, government and academia in rural areas
– actions in rural communities all over the world for coexistence of various
types of agriculture — (Author: Toru Ishiyama Ph.D.)**

産官学連携による農村地域における小規模農業の6次産業化
～世界の多様な農業の共存に向けた地域社会の取り組み～(著者: 石山 徹 Ph.D.)

Kunio Tokuoka, Executive Chef, Kyoto Kitcho, Japan

京都吉兆 総料理長 徳岡 邦夫



Deep Relations between Kyoto Kitcho and the Local Agricultural Households



Kyoto Kitcho, head chef and owner at Kaiseki Restaurant in Kyoto, Arashiyama Branch (Headquarters), is awarded 3 Michelin stars.



To make incredible dishes to enjoy the seasonal ingredients by carefully selecting local products, the existence of primary industry in each area ought not to be ignored.





Japanese Furusato and Kawaba Village : Actions by Industry-Academia-Government Collaboration in Japanese Rural Areas for Local Economic Vitalisation



KAWABA VILLAGE

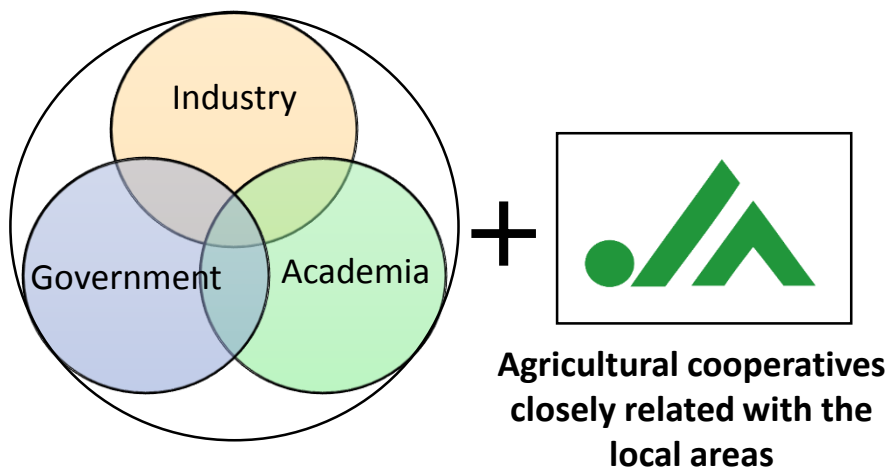


RICE
YUKIHOTAKA



A small agricultural village with the population of approx. 3500.

Agricultural Cooperatives Supporting the Local Small Scale Agricultural Households, and Actions Being Taken by the Communities



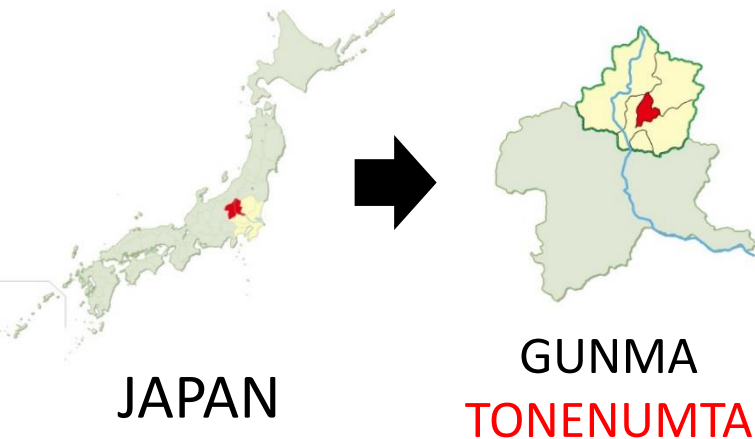
- ① Tasks for the local small scale agricultural households
- ② Local economic vitalisation
- ③ Diverse functions of agriculture

This worldwide issue applies not only to Japan and other developed countries, but also to developing countries

Our actions have just started, however, we would like to introduce some local projects in Japanese rural agricultural areas.



Japanese Unique Environmental Characteristics, Geographical Nature: Hilly and Mountainous Area



- ① From food production point of view: The hilly and mountainous area occupy 70% of the Japanese land. It is a significant production area, taking up to 40% of the number of agricultural households and of business agricultural fields, as well, 30% of the agricultural revenue.
- ② From environmental preservation perspective: Although there is not enough agricultural land and residential area, if excessive forest clearance occurs it will create problematic outcomes - landslides and problems with forest generated water, which is due to the geographical speciality of Japan. As the Kawaba-mura and Tone-Numata region itself is regarded as the home to 30million people's drinking water in the Kanto Region, including big cities like Tokyo, the environmental destruction caused by deserted cultivation land would cause a remarkable impact.
- ③ From environmental preservation perspective: if deserted cultivated land keeps increasing in current Japan, we may lose our long traditional legacy of "environmental preservation based on original co-existing relationship between humans and nature." Consequently, it may increase in environmental destruction. The tasks of Japanese agriculture are often forced to aim for some difficult aims such as "1) fulfilling the ecological environmental protection and control of species, 2) thus pursuing for the high level economy", due to its geographical and environmental characteristics.

Not Only about the Economic Rationality
in Japanese Hilly and Mountainous Areas: Tone-Numata



Tasks for the 6th Industrialisation to Increase the Additional Value in the local Agriculture

6th Industrialisation

Primary Industry
(Harvesting agricultural commodities)



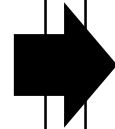
Secondary industry
(Processing)



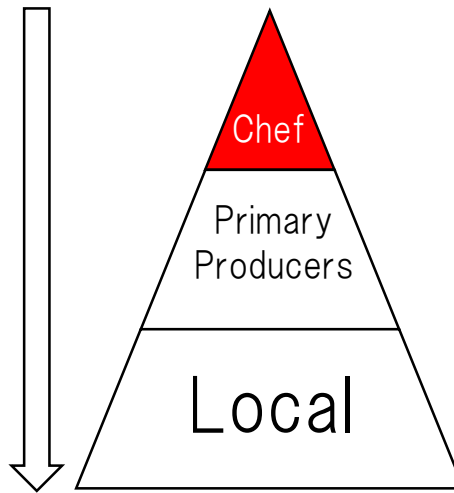
Tertiary Industry
(Trading and Sales)

Advantage: it strengthens the business structure of agriculture.

Task: there is no product specialisation leading to higher market competition.

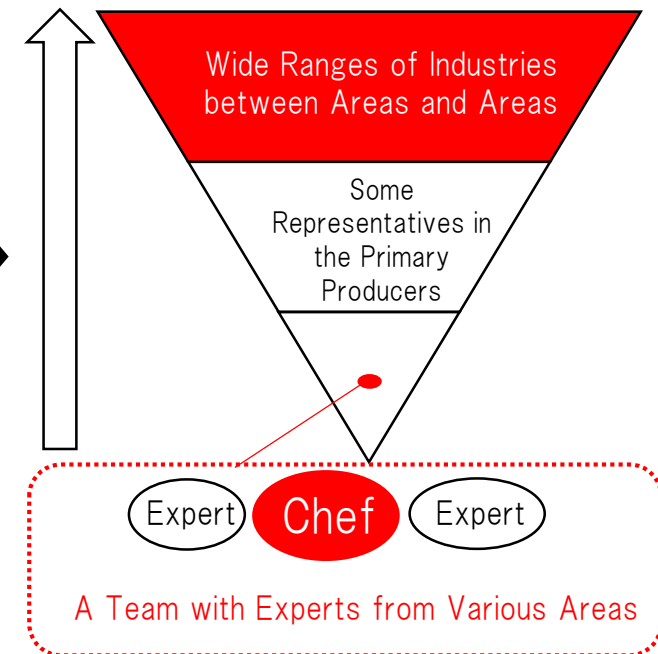
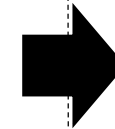


Tasks for Local Economic Vitalisation by Existing “Food” Approach



Only in Food Industry

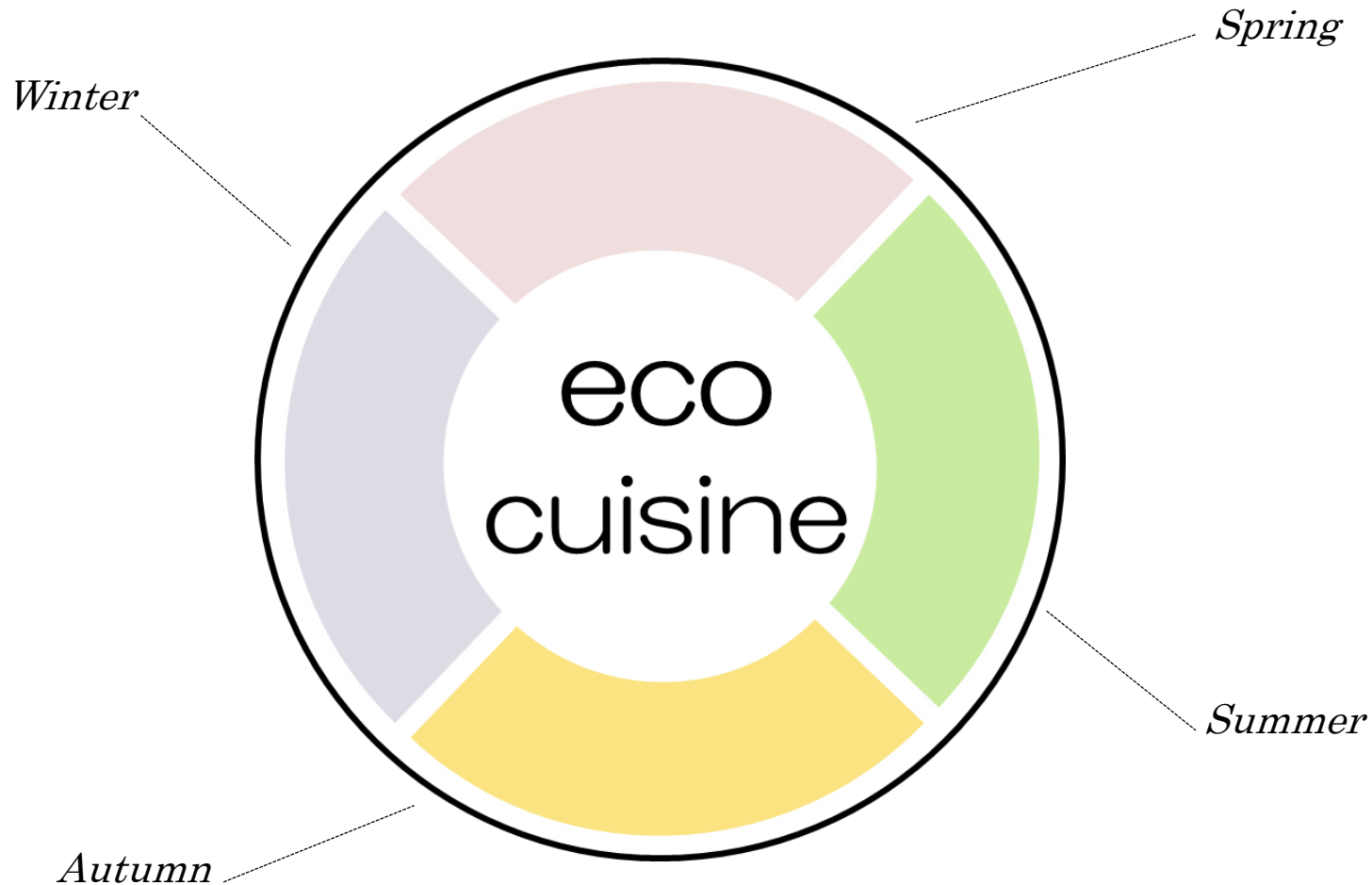
Although the approach taken by chefs and the primary producers so far made a turning point for some skilled farmers to be paid attention, it does not mean that “the brand of the local area itself” improved.



Expanding to multiple industries in the local areas through “food”

It aims to brand the local area itself in order to create waved influence to the wider range of local industries

eco-cuisine



Communicating the potentials of 4 seasons in the local area that are “ecological” and “economical” through “food” to the rest of the world



Rethinking of the Concept of Locality in Cuisine

Cuisine

In French, “cuisine” means cooking and kitchen.

During the nouvelle cuisine (revolutionary movement to new French cuisine) in the 1970s, people adopted the philosophy of Japanese Kaiseki that utilises unique ingredients from diverse areas.

Since then, the term ‘cuisine’ includes the meaning of utilising local ingredients and creating new arranged dishes.



Kitcho Founder Teiichi Yuki



Kyoto Kitcho Kunio Tokuoka
(Grandson of Teiichi Yuki)





Task Setting and Message from eco-cuisine

Based on the fact that international cuisine is greatly influenced by 'local potentials of 4 seasons', the next step forward is thinking 'how those chefs can contribute back to the area itself' /

How we can contribute to the locals through food, in increasing the additional value of the area itself - such value and philosophy of local potentials of 4 seasons should not just be about food.

eco-cuisine will show in its legacy that, in international cuisine, the 21st century chefs have social obligations to contribute back to the area itself through increasing their potentials and additional values.

Eco FOOD



eco-cuisine





eco-cuisine's Practice in Kawaba Village: Rice Soup

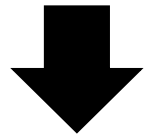
Environmentally friendly, high value-added organic and agrochemical reduced vegetables



Kawaba Village symbolic speciality



RICE



...

- ① With high additional value, and delicious, using organic and agrochemical-reduced vegetables, it emphasizes the 'ecology'
- ② Despite the high additional value, organic or agrochemical-reduced vegetables have the issue of low yield rate. Using even misshaped vegetables, if being cut small all parts of those vegetable could be utilized and eaten well; this may increase the amount of disposable income earned by those small scale agricultural households.
- ③ Manufacturing the soup in tins or as microwavable food, allows people to store or transport the product either nationally or internationally.



The System of eco-cuisine: In order to Increase the Overall Brand of the “Local Area” Itself through “Food”

Chefs supporting primary producers and local ingredients



Kyoto Kitcho
Kunio
Tokuoka

Umami of
Dashi



Gunma

Local
Foods



Website and QR code of the area labelled on the package of processed food products

Soup



Processing
factory for local
foods



Printing the website
URL and QR code of
local information onto
tins/containers bigger
than usual



Provision of the information regarding to the local culture, lifestyle, natural environment, and industries

eco-cuisine's concept
message: Japanese
cuisine, Umami

Introduction of primary
producers who realised
the lifestyle under the
harmony with the
nature

Natural culture of
the castle

Introduction of local
tourism, and other
industries. . . .



Domestic/ International
Potentials for
Development

Business
exchange

Media
exchange

Technical
exchange
between
producers

Tourism

International
cultural exchange

. . . .

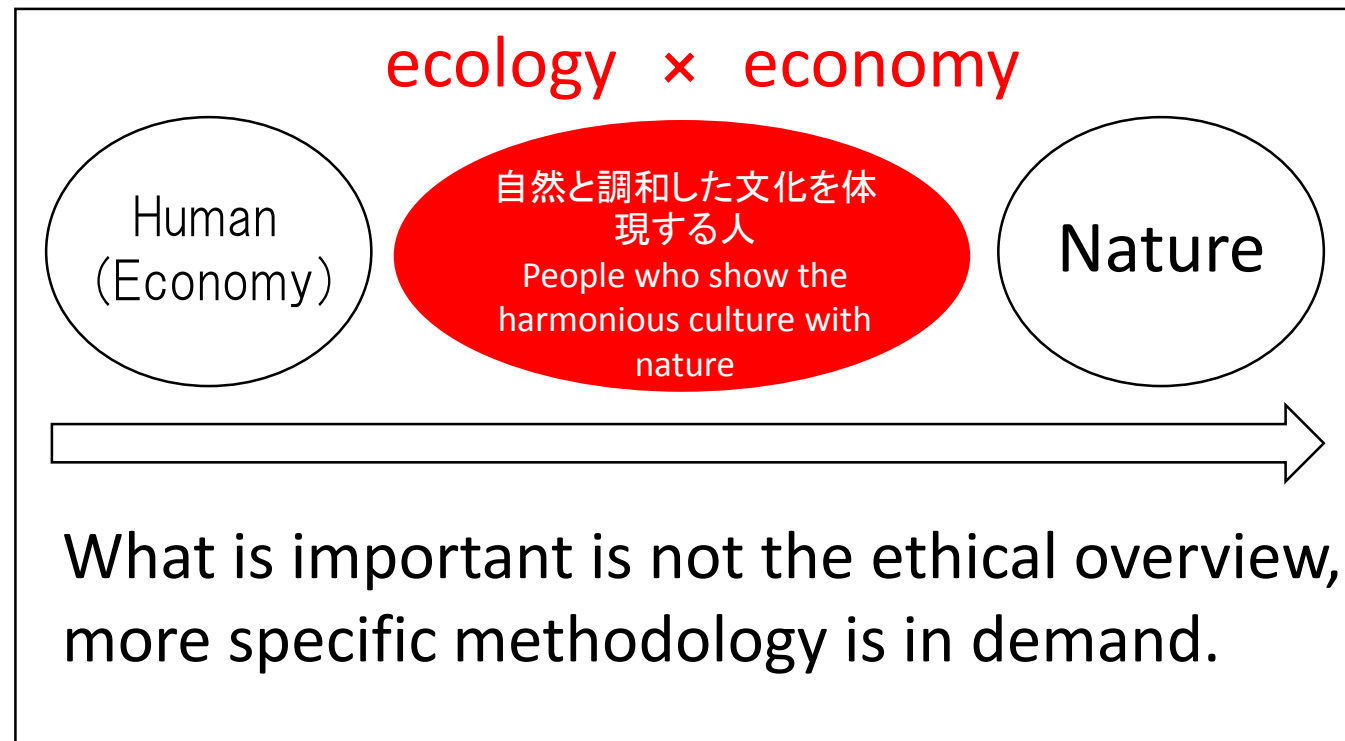
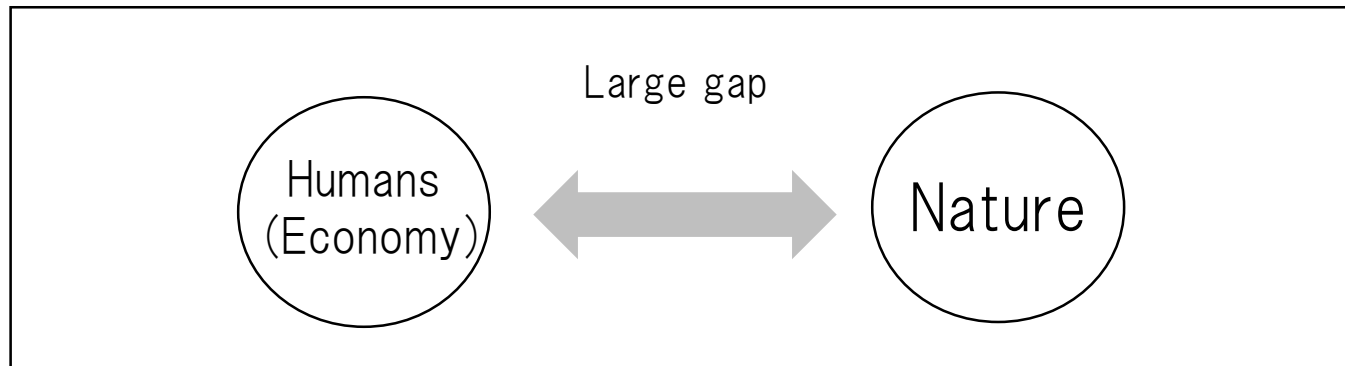
POINT



What Is the Meaning of
eco-cuisine's Actions?



Beyond the Simple “Enlightenment” Activity about “eco”, More Specific “Harmonising” Movement between Nature and Humans



The realistic first step for the harmony of nature and human beings is to set the “middle step” to fill the gap between two. Then supporting the actions, and branding it will lead to increase in the economic power. The world is looking for those who can support societies more specifically, and raise hopes. Who can do such things?

- we believe those who show the harmonious culture with nature should be able to.

Focusing on those people, and branding it, we can create the trigger of the 21st century “eco”.



Supporting 21 the Local Primary Industries through “Human” Power and “Cultural” Power

The Partnership of eco-cuisine

Local council
and primary
producers
putting effort

Chefs who
support local
primary
industry

Experts who
show the
information of
the local area in
practice

Co-operative
organization that
shows close
relations to the
local area



eco-cuisine's concept and system that could be shared in any country around the world,
Would you like to start taking actions like “eco-cuisine” in your own country?

If you understand and agree with our legacy, do you think this humans can communicate such message to nature?



We will support it forever

We will not put this issue aside

From now on,
we will walk towards nature

Thank you

