

## 21. Communication of the charm of locally produced food and wood in Japan including products of Tokyo

### 1. Overview

We will proceed with initiatives aiming to provide meals using ingredients produced in Japan such as Tokyo during the Tokyo 2020 Games, and to use wood and flowers produced in Tokyo and domestically such as wood produced in the Tama areas for the Games-related facilities, etc. In addition, taking the Games as an opportunity, we promote domestically-produced agricultural, forestry, and fishery products and disseminate their attractiveness.

Furthermore, we promote adding of value and branding of agricultural, forestry, and fishery products produced in Tokyo, and secure and nurture a variety of operators.

### 2. Legacy in a nutshell

During the Tokyo 2020 Games, ingredients, wood, flowers, etc. produced in Japan such as Tokyo will be utilized, and their attractiveness will spread widely not only in Japan but also to the world, leading to a growth in their demand.

In addition, taking the Games as an opportunity, the progress in acquisition of international certifications, etc. and the recognition of the safety and quality of domestic agricultural, forestry and fishery products both inside and outside Japan will lead to the establishment of adding of value and branding of domestically produced agricultural, forestry and fishery products.

Furthermore, the sustainability of the agricultural, forestry, and fishery industries will be strengthened through training by advanced farmers and comprehensive development support from the examination period of starting farming to the management development period for those who want to start farming in collaboration with the public and private sectors.

As a result, a stable supply of domestic agricultural, forestry, and fishery products will be achieved, and the shortage of workers will be resolved in the future, and sustainable agricultural, forestry, and fishery industries will be realized.

Stakeholders	Agricultural / livestock / forestry / fishery workers, etc.
Type of legacy	Economy & Technology
Geographical scope	All over Japan
Timing scope	Long term
Responsible for	TMG

implementation	
Source of legacy	Candidacy file, Action Plan for 2020, Future Tokyo: Tokyo's Long-Term Strategy
Associated SDGs	2-Zero Hunger, 8-Decent Work and Economic Growth, 9-Industry, Innovation, and Infrastructure, 11-Sustainable Cities and Communities, 13-Climate Action, 17-Partnerships

### 3. Development

#### (1) Why

Prior to the decision to host the Tokyo 2020 Games, in the agricultural, forestry, and fishery industries, in addition to supporting the development of new products and sales channels, TMG has provided facility maintenance support and technology development to improve productivity, so as to enhance management capabilities.

However, the management situation surrounding the agricultural, forestry and fishery industries in Tokyo has become increasingly severe due to factors such as a decrease in farmland caused by urbanization, a decrease in the number of workers, and an aging population in the industries.

Therefore, it is necessary to effectively disseminate the attractiveness of agricultural, forestry, and fishery products utilizing a wide range of opportunities triggered by the Games, as well as to improve the management capabilities and production systems of agricultural, forestry, and fishery workers.

#### (2) When

FY2014	The "Taste of Tokyo" was held (implemented every year thereafter)
FY2017	The "Tokyo Agricultural Promotion Plan" was formulated *Formulated as guidelines which farmers, agricultural groups and municipalities can use to promote agriculture and revitalize local communities, and which encourages Tokyo residents to actively participate in and cooperate on agriculture in Tokyo
FY2018	The "Tokyo GAP* Certification System" started *In this system, TMG conducts certification based on the Tokyo GAP Management Standards formulated in full compliance with the "Guidelines for Common Foundations of Agricultural Production Process Management (GAP)" prepared by the Ministry of Agriculture, Forestry, and Fisheries, and the system has the following features

	<ul style="list-style-type: none"> <li>• It allows certified farmers to provide agricultural products for the Tokyo 2020 Games.</li> <li>• It is useful to farmers for improving management by increasing the efficiency of agricultural work, improving the reliability of customers, etc.</li> <li>• Staff with GAP instructor qualifications provide detailed support from farmer applications to acquisition of certifications.</li> <li>• TMG conducts certification examinations, etc., shortens the examination period, and makes the examination free of charge, for the purpose of reducing the burden of acquiring certifications.</li> </ul>
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**(3) Who**

TMG

**(4) How**

**① Promotion of branding and dissemination of appeal**

○ In order to provide ingredients during the Games and realize sustainable Tokyo agriculture after the Games, we established the Tokyo GAP certification system, which is a new certification system that takes into account the characteristics of urban agriculture. We encourage farmers to acquire this certification and an international certification (ASIAGAP).

<Tokyo GAP certified agricultural products><sup>[1]</sup>



○ We disseminate the appeal of Tokyo's agricultural and fishery products to both inside and outside Japan at events related to the Tokyo 2020 Games and the Rugby World Cup 2019TM.

○ In order to promote the forest circulation of logging, utilization, planting, and treatment, we provide wood produced in the Tama areas to the

<Ariake Arena><sup>[2]</sup>



<Ariake Gymnastics Centre><sup>[3]</sup>

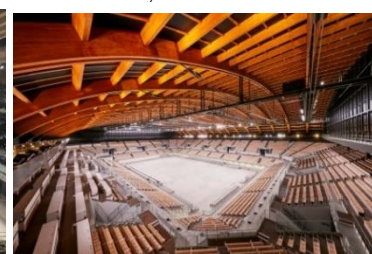


Photo by Tokyo 2020/ Uta MUKUO

competition venues and strengthen the management foundation of the forestry business entity. In addition, we widely use wood in buildings including fences, and expand the utilization of domestic wood including wood produced in the Tama areas.

[1][2] Future Tokyo: Tokyo's Long-Term Strategic Vision (TMG)

[3] Future Tokyo: Tokyo's Long-Term Strategy (TMG)

- Targeting companies in Tokyo, we set up a base for promoting the use of wood in office buildings and constructions using wood gathered from various parts of Japan.
- In order to utilize more domestic lumber at schools, we provide subsidies for installing facilities and purchasing goods using domestic lumber along with promoting the use of lumber at metropolitan schools.
- In order to promote the use of wooden structures for medium- and large-sized buildings, we subsidize design costs for constructing such buildings. In addition, in order to promote multifaceted use of wood, we implement awareness-raising activities and seminars on the use of domestic wood targeting licensed architects, and promote the diffusion of wood products using wood from the Tama areas in the construction field, as a growing demand is expected in this field.
- We rebuild the certification system for wood from the Tama areas and enhance the contents of the system by expanding the scope of registered businesses and the introduction of quality certification, with the aim of further adding value of wood from the Tama areas.
- We disseminate the appeal of Tokyo's agricultural, forestry, and fishery products both domestically and internationally through various events such as "Tokyo Taste Festa" and "WOOD Collection (Mokukore)" and free information magazines, etc.
- We promote the branding of Tokyo's agricultural and livestock products, such as Komatsuna, Nerima Daikon, and Tokyo X\*, improve the quality of wood produced in the Tama areas, develop special products, so as to increase the added value of Tokyo's agricultural, forestry, and fishery products.

**② Improvement of the competitiveness of agricultural, forestry, and fishery industries and strengthening of management foundation**

- In order to enhance technical skills and management capabilities of farmers in Tokyo, we establish the Tokyo Agriculture Academy, a comprehensive training program. Targeting those who want to start farming, we open the “Tokyo Agriculture Academy Hachioji Training Farm” to nurture farmers who can put new agriculture in Tokyo into action.
- In order to promote the sound growing of forests and the development of forestry, we secure and nurture workers by implementing training for new workers and OJT training for the purpose of acquiring advanced techniques.

- At the “Tokyo Training Forest” that nurture technicians, we support the acquisition of specialist knowledge and techniques of logging.
- In the “Tokyo Smart Agriculture Research and Development Platform” hosted by the Tokyo Metropolitan Agriculture and Forestry Research Center and consists of private companies, research organizations, producers and others, we promote agritech development combining advanced technologies such as AI and IoT and agricultural technologies.
- In cooperation with private telecommunication service providers, we develop new agricultural technologies using local 5G, such as remote agricultural guidance and supporting agricultural works using AI.
- We transmit the "Future Outlook for Forests in Tokyo", which is the future outlook of forests and forestry in Tokyo with an eye on the future in the next 50 or 100 years, to Tokyo residents.
- Based on the introduction of a new forest management system, we promote forest maintenance through effective use of the "forest environment transfer tax".
- In the Tokyo islands, we promote effective utilization of fishery resources, secure and nurture workers, support for formulating management plans, etc., and in the Tama area, we support the development and renovation of trout fishing grounds and aquaculture farms so as to promote the fishery industry which contributes to the local economy.
- In order to strengthen the supply capability of Tokyo-brand livestock products such as Tokyo X and Tokyo Shamo, we support livestock farmers to improve their management capabilities, reorganize the Ome Livestock Center and strengthen the functions of the Livestock Hygiene Center.

<Tokyo X><sup>[4]</sup>



<Tokyo shamo (gamecock)><sup>[5]</sup>



### ③ Maintenance and development of urban agriculture

- In order to revitalize urban agriculture, we secure and nurture various workers,

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[4][5] Future Tokyo: Tokyo’s Long-Term Strategy (TMG)

by providing training by advanced farmers to those who want to farm, etc., and provide support for the establishment of facilities conducted by motivated farmers, etc.

- In order to prevent productive green areas\* from becoming residential land, based on the revision of the law, we disseminate the specific productive green area system\* for enlightenment, and support additional designations, etc. made by municipalities to reduce designated area requirements for production green areas
- In order to accelerate utilization and preservation of urban farmland, we promote renting of production green areas and public buying of farm land that have been offered for purchase, and establish “Incubation Farms” for famers who aim to utilize new cultivation technologies as a model of using production green areas.
- We support buying out of production green areas for use as farmlands in wards and cities. In addition, we provide support for installing necessary facilities when wards and cities open farms for nurturing farmers who aim at high revenue farming and for agriculture-welfare collaboration.

#### **(5) Benefits**

After the expansion of the acquisition of international certifications, etc. by agricultural, forestry, and fishery operators in Tokyo, and the use of domestic wood including wood produced in the Tama areas in facilities possessed by TMG such as competition venues, etc., the high quality and safety of agricultural, forestry, and fishery products in Japan and elsewhere in Tokyo will be transmitted and demand will be expanded.

In addition, sustainability of the agriculture, forestry and fishery industries will be strengthened by securing workers and increasing agricultural output per unit area in Tokyo.

#### **4. Facts and figures**

Promotion of the acquisition of international certification, etc. by agricultural, forestry, and fishery	120 certifications in total (consisting of 62 agricultural products certifications, 49 forestry certifications, and 9 fishery certifications)
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companies in Tokyo, etc.	
Shipment of wood produced in the Tama area (annual)	Annual shipment: 20,530 m <sup>3</sup>
Total amount of domestic wood utilized in metropolitan facilities (in total)	4,693 m <sup>3</sup>
Agricultural output per unit area in Tokyo (annual)	348,000 yen per 10 a (FY2019)

(Items in the table are achievements to March 2020 unless otherwise noted)

## 5. Explanation of Terms

GAP	An abbreviation for Good Agricultural Practice. In agricultural production, farmers continuously work on food safety, environmental conservation, and occupational safety, and as a result, promote the improvement of agricultural product quality, streamlining of management, enhancement of competitiveness, etc.
Tokyo X	A high quality pig produced by the Tokyo Livestock Experiment Station (currently, the Tokyo Agricultural and Forestry Research Center) with the characteristics of "good fat quality" and "marbled meat"
Productive green area	Farmland determined by the municipalities in the city plan based on the Productive Green Area Act. It refers to farmland, etc. in the urbanized areas, which shows considerable effect in securing good living environment such as maintenance of urban environment in harmony with agricultural, forestry, and fishery industries, and is located in the area (productive green area) of the group that meets the conditions such as being suitable as land to use for site of public facilities, etc.

Specific productive green area system	It is a system that extends the period during which offer of purchasing a productive green area with the elapse of 30 years after the determination of the city plan can be admitted by 10 years, and in which the space is designated by the municipalities with the consent of the landowner, etc.
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## 6. References

- Towards 2020 –Building the Legacy- (PR Edition)
- Towards 2020 –Building the Legacy - (Main Part)
- New Tokyo. New Tomorrow. –The Action Plan for 2020-
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- Future Tokyo: Tokyo’s Long-Term Strategy
- Tokyo Agricultural Promotion Plan