



Is it true that you can protect Lake Biwa just by eating?

–Approaching the truth of eco-friendly agricultural products –

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1. Eco-friendly agricultural products must

- be cultivated using environmentally friendly methods, which should be recorded
- be grown with less than half of the usual amount of chemical pesticide and fertilizer

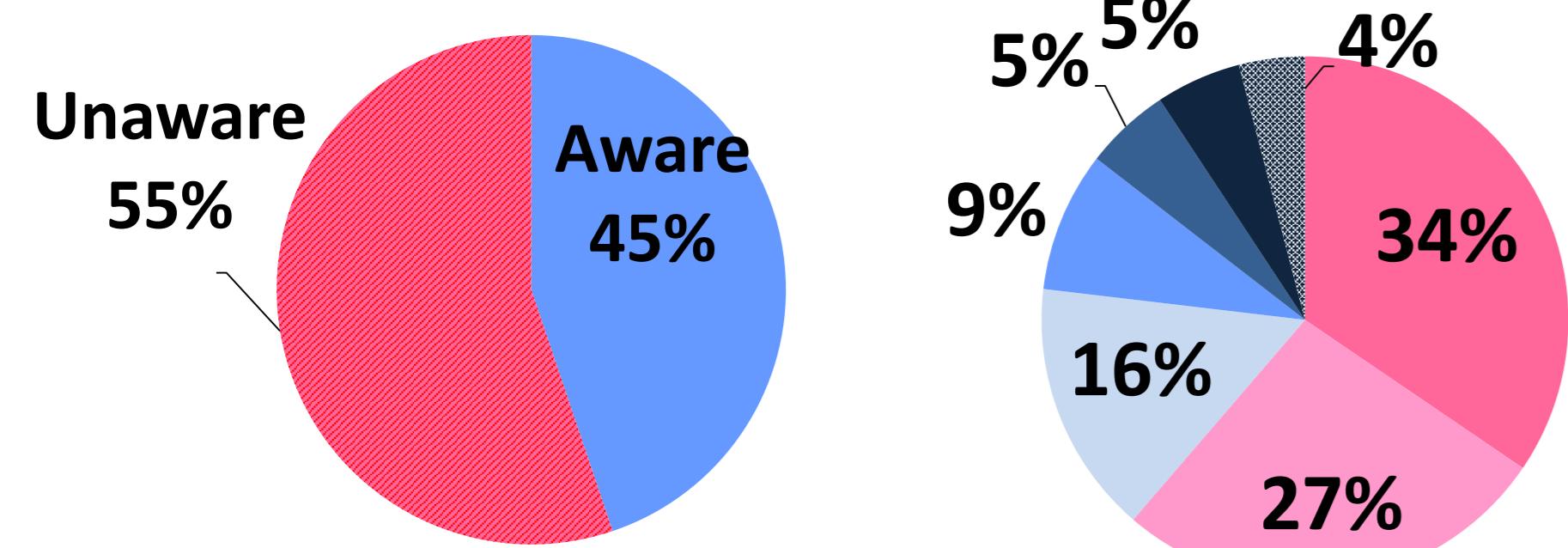
Certified by Shiga Prefecture

Eco-friendly agricultural products that are unique to Shiga Prefecture

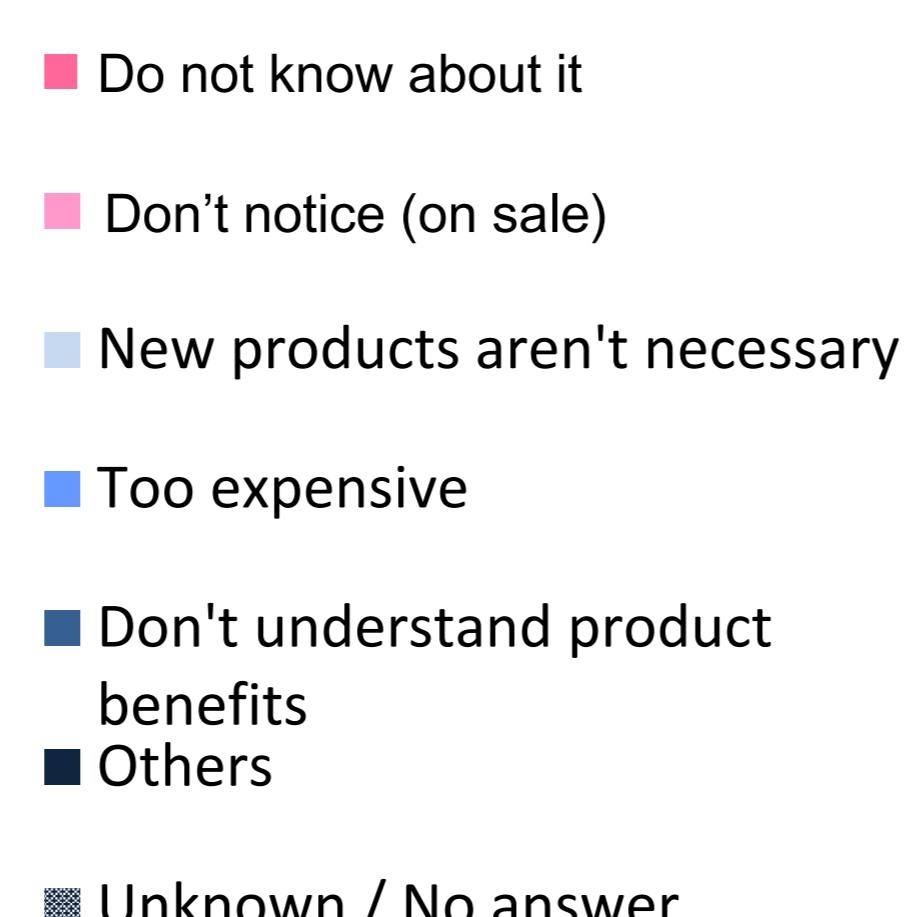
2. Background and purpose

Challenges faced by eco-friendly agricultural products

- Low awareness of eco-friendly agricultural products
- Low distribution volume
- Certified products are mainly rice



Graph 1: The awareness of eco-friendly agricultural products



Graph 2: Reasons why people have never purchased products (Shiga prefectural poll opinion survey in 2014)

Have not successfully reached the consumer market, although they are doing good things for the environment, such as using eco-friendly methods of cultivation

There must be a problem with the system!

- Reveal the problems faced by certification system
- Achieve further sales expansion
- certify local production in Shiga prefecture and protect Lake Biwa



3. Investigation into system problems

Interview survey

- Administrators
(Shiga Prefectural Agricultural and Fisheries Department)
- Producers
(producers who have experience of producing certified agricultural products)
- Wholesalers
- Consumers

→ We found it important to increase popularity of eco-friendly agricultural products among consumers and set a concrete sales strategy



4. Expansion of agricultural products

Specific measures for raising awareness of agricultural products

Made a **processed food** that anyone could easily buy, then investigated whether it would lead to an **increase in awareness** from sales figures



Methods

Rice balls made from Shiga prefecture branded rice "Mizukagami" which has been certified as an eco-friendly agricultural product

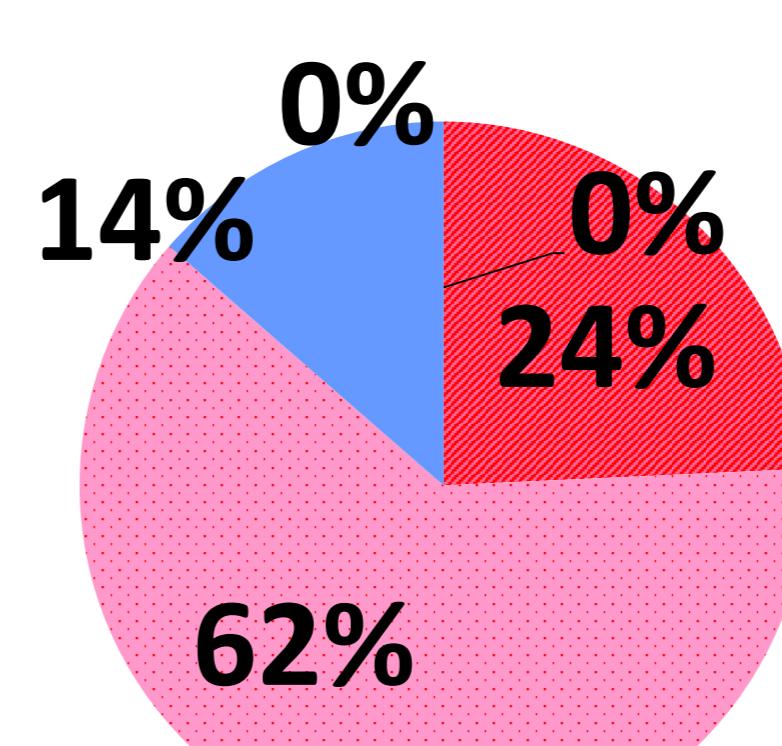
Applied to Shiga Prefecture, for environmental certification of the rice balls as **eco-friendly processed goods**

Sold them and conducted questionnaire surveys to consumers

→ We concluded that it was possible to change consumer's views by selling processed goods.

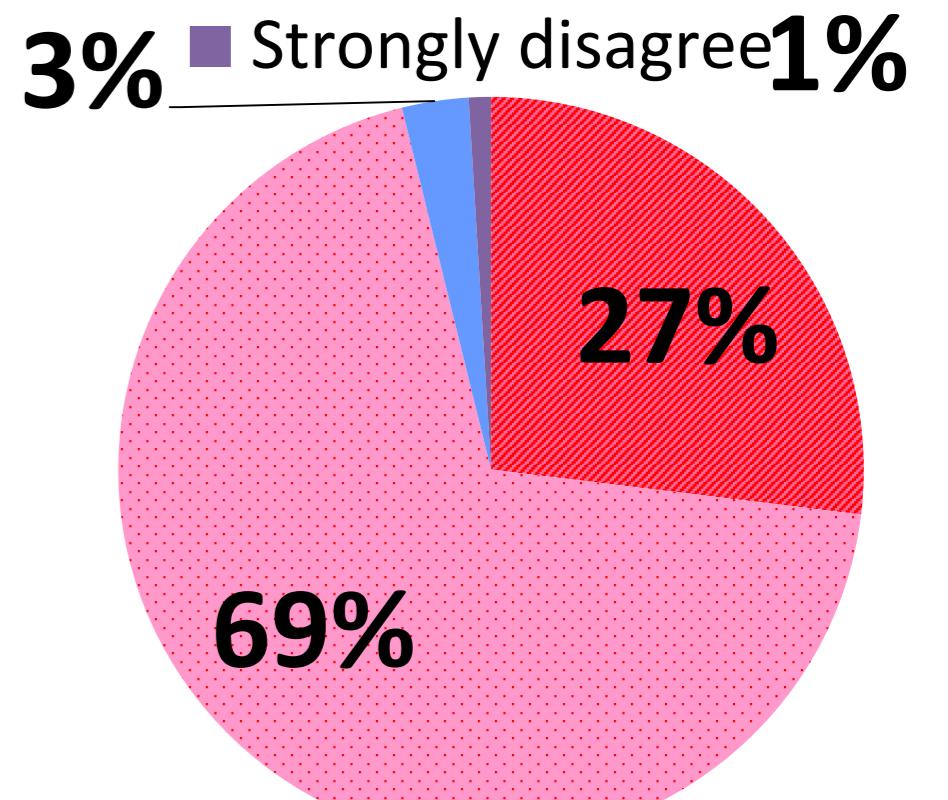
How much did you learn about environmentally certified products?

- I learned a lot
- I learned a bit
- I learned nothing in particular
- I learned somewhat useless information
- I learned completely useless information



Do you think you would buy certified agricultural products in the future?

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree



Graph 3 : The awareness after sales of eco-friendly agricultural processed goods (103 people)

5. Summary

Improvement of awareness and **concrete sales strategy** are necessary

To increase sales of processed products that use eco-friendly agricultural products...

Suggestion for concrete sales strategy

Work with external agencies, such as companies

Co-develop products using items registered under regional group trademarks

To promote co-operation...

Register "Ohmi Rice" as a **regional group trademark**

Increase in awareness and sales volume can be expected

Trademark including region and product name



Hiroshima Lemon
Kobe beef etc.

PR activities are necessary to become registered

6. Global Perspective



We discussed agricultural crops and agriculture with restaurant employees in England