

The Possibility of Geographical Indications (GIs) to Strengthen Japan's Sustainable Development Goals (SDGs): The Case of GI Mishima Potato



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Japan Geographical Indication

- "sui generis" certification system in 2015
- 113 agricultural products and foods are registered

113 Japan GI categories (May, 2022)

Type	products	%
Type 1 Grains	4	3.6%
Type 2 Vegetables	40	35.4%
Type 3 Fruits	19	16.8%
Type 6 Fresh meats	12	10.6%
Type 10 Fisheries	12	10.6%
Type 15 Processed foods	19	16.8%
Type 38 non-foods products (flower, tatami mat, silk)	7	6.2%
	113	100%

Fresh
products
77%



SUSTAINABLE DEVELOPMENT GOALS



Mishima Potato

1. Landscape is exclusive in Mishima
2. proximity of the farm area and the urban area



Value chain contributions to SDGs

2) Processing company (Tohei)



3) Retailers



1) Producers



4) local restaurants



6) Mishima croquette group



5) Municipality



Collaboration croquette project

1. Different cities (Mishima and Fuji cities)
 2. Different industries (Agriculture and Fisheries)
- Creating Rural Identity

Consorsium of Tagonoura Fisheries in Fuji city, 25 km away from Mishima



Effects of GI registration



GI registration effects: Premium price with increased demand (data of 2017)

1. Organization based on collaborative relationships
 - ✓ Producers, processing companies, retailers, restaurants, Mishima potato group, municipality have sense of commitment and with an “altruistic mind” collaboratively work on recognition and distribution of the Mishima potato
2. Local residence involvement
 - ✓ City PR magazine or local broadcasting news, Mishima potato as a vegetable and processed food (croquette), local residents raise familiarity and membership on the product

Branding Mishima vegetables

Thank you for your attention



連島ごぼう 2017年11月2日



三島馬鈴薯 2018年6月3日

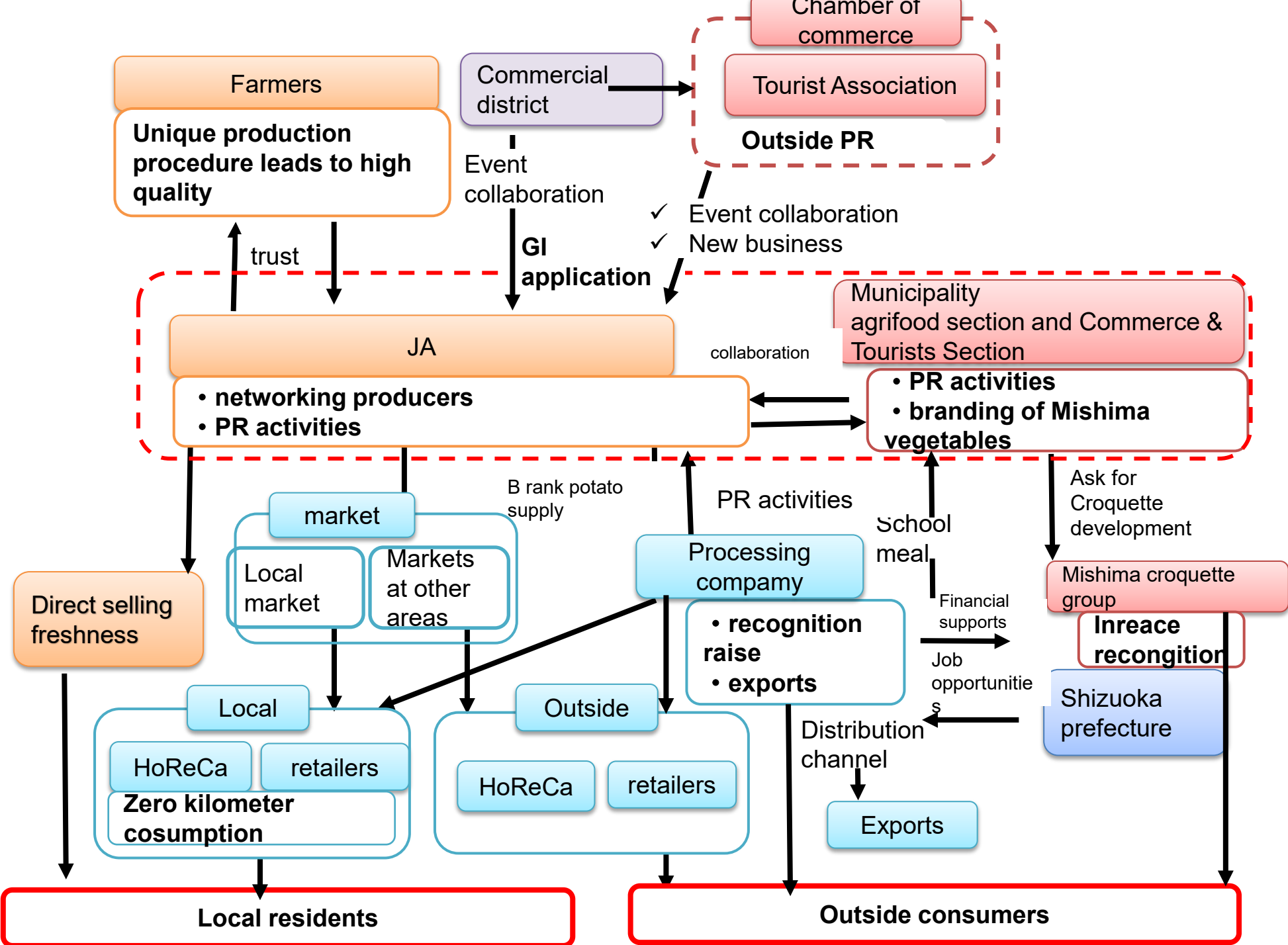


トレンティングラナチーズPDO
2015年7月22日



神戸ビーフ 2017年11月28日





CVS of Mishima Potato

Production stage



2018年6月3日

Econ omic	<ul style="list-style-type: none">• Work opportunities for women and disabled• Creation of domestic and foreign employment	#5 Gender Equality #1No Poverty
Soci al	<ul style="list-style-type: none">• Educational farm for the next generation (harvest experience)• Mutual cooperation in a young farmers' group• Solving nutritional issues during growth and old age• Solving modern nutritional problems (triple burden of nutritional disorders)	#4Quality Education #8 Decent work and economic growth #3Good health and well-being
Envir onme ntal	<ul style="list-style-type: none">• Land use in mountainous and cold regions• Small environmental load in the old-fashioned production process	#7Affordable and clean energy #13Climate action #15Biodiversity

CVS of Mishima Potato



Processing stage

Eco nom ic	<ul style="list-style-type: none"> Local employment Buy raw materials from farmers without lowering prices 	#1No Poverty #17Partnerships
Soci al	<ul style="list-style-type: none"> Local specialties School meal menu with GI product Local tourism resources (National croquette contest) Product development solving metabolic disease (non- fried croquette) 	#15Biodiversity #4Quality Education #8Decent work and Economic Growth #3Good health and well-being
Envi ron men tal	<ul style="list-style-type: none"> Zero kilometers due to local production for local consumption Zero waste by utilizing B-class products 	#7Affordable and clean energy #9Industry, Innovation, and Infrastructure #12Responsible Consumption and production

出所：三島馬鈴薯調査をもとに筆者作成

Key for SDGs
Altruism for other value chain stakeholders



1. Properly understand the GI system (not just a certification system).
2. Trying to sell only GI products is 20th century. Find and utilise local resources in collaboration with people from different fields to boost them.
3. Agriculture's functions other than production (landscape, food culture, residents' joy) make a sustainable rural community. Create villages and towns that residents want to live in.

What Japan's GI System Expects to Achieve

[Benefits of introducing the GI protection system]

Introducing the
GI protection
system

