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)

<table>
<thead>
<tr>
<th>Type</th>
<th>Products</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type 1 Grains</td>
<td>4</td>
<td>3.6%</td>
</tr>
<tr>
<td>Type 2 Vegetables</td>
<td>40</td>
<td>35.4%</td>
</tr>
<tr>
<td>Type 3 Fruits</td>
<td>19</td>
<td>16.8%</td>
</tr>
<tr>
<td>Type 6 Fresh meats</td>
<td>12</td>
<td>10.6%</td>
</tr>
<tr>
<td>Type 10 Fisheries</td>
<td>12</td>
<td>10.6%</td>
</tr>
<tr>
<td>Type 15 Processed foods</td>
<td>19</td>
<td>16.8%</td>
</tr>
<tr>
<td>Type 38 non-foods products</td>
<td>7</td>
<td>6.2%</td>
</tr>
<tr>
<td>(flower, tatami mat, silk)</td>
<td></td>
<td></td>
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</tbody>
</table>

**Fresh products 77%**

Resource: 食料需給センター
Mishima Potato

1. Landscape is exclusive in Mishima
2. Proximity of the farm area and the urban area
Value chain contributions to SDGs

1) Producers
2) Processing company (Tohei)
3) Retailers
4) Local restaurants
5) Municipality
6) Mishima croquette group
Collaboration crocket 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
Unique production procedure leads to high quality

Direct selling freshness

Local residents

Outside consumers

JA

Farmers

Commercial district

Tourist Association

Governance agrifood section and Commerce & Tourists Section

Outside PR

Municipality

Trust

Networking producers

PR activities

Processing company

Recognition raise exports

School meal

Financial supports

Shizuoka prefecture

Ask for Croquette development

Mishima croquette group

Increase recognition

Distribution channel

Exports

Zero kilometer consumption

Local market

Markets at other areas

Direct selling

HoReCa retailers

Local

Outside

HoReCa retailers

Financial supports

Job opportunities

Local market

Commercial district

Event collaboration

Municipality agrifood section and Commerce & Tourists Section
<table>
<thead>
<tr>
<th>Economic</th>
<th>Social</th>
<th>Environmental</th>
</tr>
</thead>
</table>
| • Work opportunities for women and disabled  
• Creation of domestic and foreign employment | • 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) | • Land use in mountainous and cold regions  
• Small environmental load in the old-fashioned production process |
| #5 Gender Equality  
#1No Poverty | #4Quality Education  
#8 Decent work and economic growth  
#3Good health and well-being | #7Affordable and clean energy  
#13Climate action  
#15Biodiversity |
## CVS of Mishima Potato

### Processing stage

| Economic       | • Local employment  
|                | • Buy raw materials from farmers without lowering prices |
|                | #1No Poverty  
|                | #17Partnerships |
| Social         | • 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 |
| Environmental  | • 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]

1. Differentiation as a regional brand product which is reflected in the pricing
   ※ Only products that abide by specific quality standards can receive GI status, which guarantees the quality of regional-branded products

2. Since the injunction against illicit use is made by the government, which enables producers to protect their own brands without legal expenses

3. Only products which abide by quality standards are introduced to the market

4. Overseas expansion of truly Japanese local produce
   ※ By attaching GI mark on to GI registered products, truly Japanese local produce will be evident, and differentiated in the destination country of export

Regional brand protection and utilization leading to revitalization of rural villages

Inheritance of traditional food culture

Protection of consumer’s benefits

Spur export of agricultural, forestry and fishery products and foodstuffs