

Roundtable discussion on “Land use in rural regions”

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Revitalizing Rural Areas in Japan

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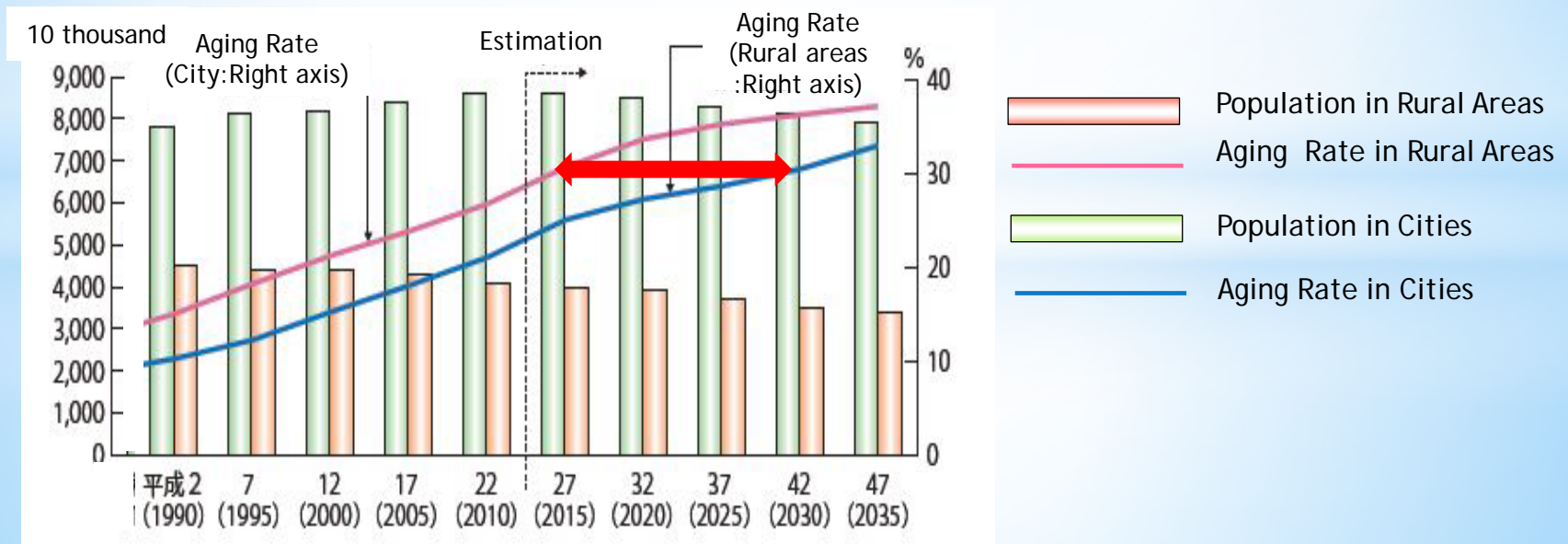
- 1.Challenges in rural areas in Japan
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1. Challenges in rural areas in Japan

To take measures against

- Rapid population decrease
- Centralization to Tokyo metropolitan
- Increase in (i) abandoned farmland, (ii) crop damage by wild animals, and (iii) vacant houses
- Multifunctioning of communities and social services (transportation, health care...)

Population and the aging rate in rural and urban areas



2. Policy direction to invigorate rural areas

Creating jobs in rural areas

- Identify and utilize local resources
- Value-adding to local products
- Promote collaboration between primary, secondary and tertiary industries
- Develop and utilize renewable energies
- Promote social businesses
- Invite various talented people from outside, utilize women's power

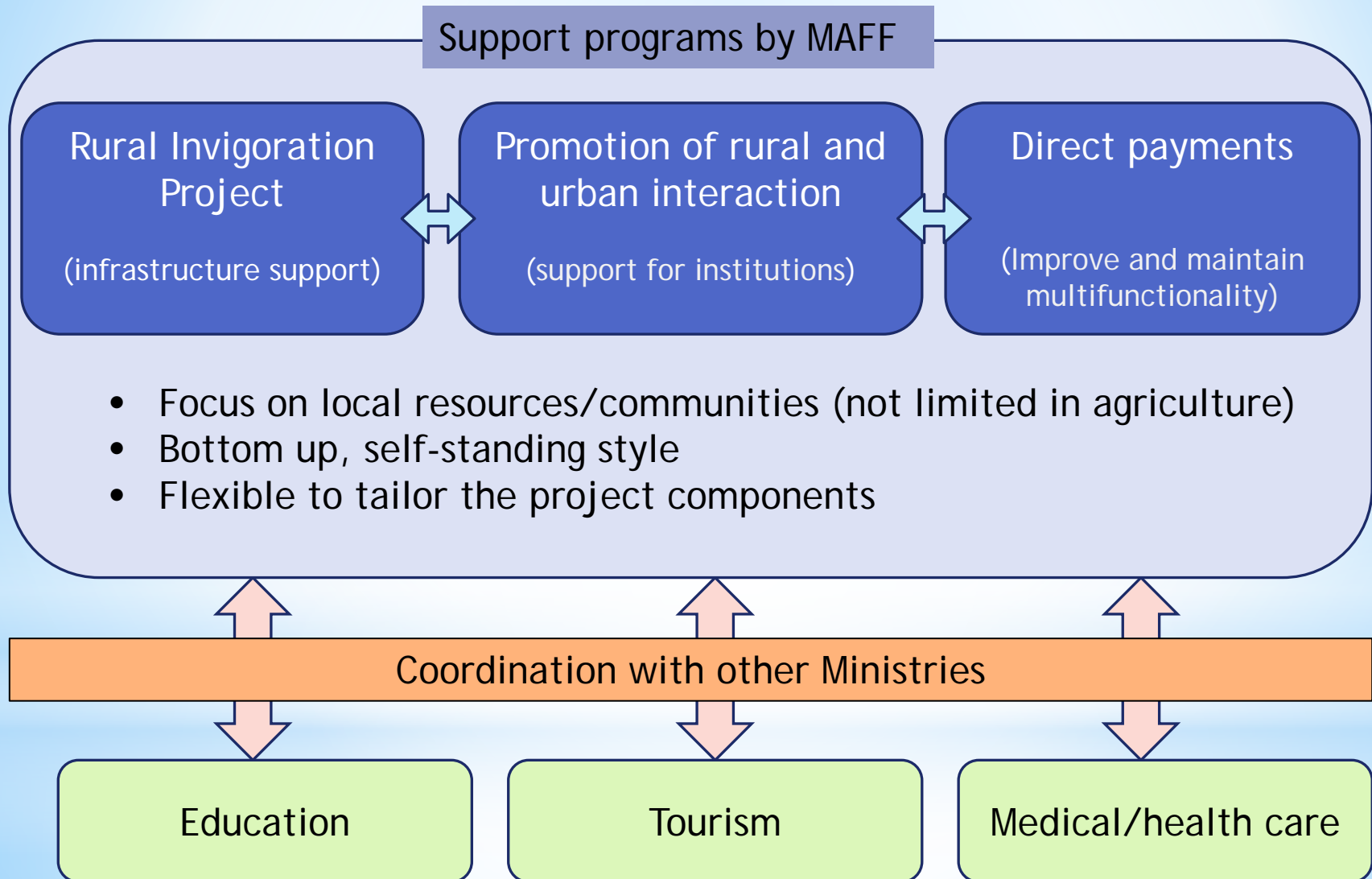
Strengthening linkages between communities

- Plan and design land use and communities' future vision
- Enhance community functions to manage local resources
- Centralize social/public services into core area
- Improve networks between communities

Promoting interactions between rural and urban area

- Publicity for values of rural areas
- Promote green tourism, second house, migration...
- Dispatch voluntary supporters to rural areas

3. Main support programs to invigorate rural areas



Rural Invigoration Project

- Target institutions and requirements

- Local governments (prefectural or municipal level), cooperatives, NGOs or local institutions composed by farmers, communities, NGOs, private sector, local governments, etc.
- Submission of Rural Invigoration Plan which identify challenges and opportunities and describe their future vision and actions in a targeted area

- Support menu

- Infrastructure improvement for agricultural, forest or fishery production, processing facilities to increase the value of local products
- Living conditions improvement for local residents and migrants
- Facility construction or renewal to promote interaction between rural and urban area, migration from urban area, utilization/preservation of local resources



Rice processing facility



Preservation of traditional culture



Unused school renewal for green tourism

Promotion of rural-urban interaction

- Target institutions

- Rural association composed by communities, NGOs, private sector, local governments, etc, covering from one community to several municipalities

- Support menu

- Fund provision for the activities of:
 - (i) exchange projects for children experiencing farming and rural life
 - (ii) promotion of green tourism
 - (iii) improvement of rural amenities (landscape, nature,...)
 - (iv) promotion of migration
 - (v) colabolation between agriculture and health care
 - (vi) network development between producers and comsumers, etc.
- Fund provision for human resource development, matching/dispatch of skilled supporters
- Repair of vacant houses/unused school buildings to utilize for the activities above



School program to experience farming



Green tourism 7



Health care program in a rural area

Direct payments contributing to rural development

Multifunctionality payments

- Support communities' joint activities for:
 - (i) preserving local resources, and strengthening institutional arrangements
 - (ii) Improving the quality of local resources, and repairing/renewing agricultural facilities to lengthen their service lives



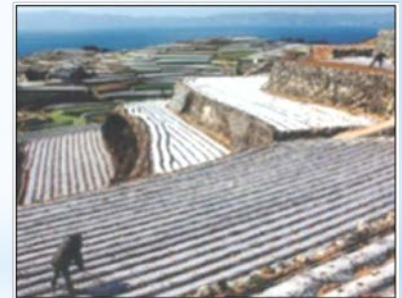
Joint mowing of side slopes
in a farmland



Repairing cracks on a dike

Direct payment to farmers in hilly and mountainous areas

- Support activities in hilly and mountainous areas for:
 - (i) preventing the farmland abandonment
 - (ii) maintaining agricultural facilities (canals, farm roads,...)
 - (iii) Improving landscape



A steep mountainous area
with stone piles

Direct payment for environmentally friendly agriculture

- Support the farming operations to reduce chemical fertilizer and agricultural consumption by 50% or more in principle



Green manure

4. Case study : Yoshida Furusato-mura Company

- Yoshida area locates in hilly and mountainous area in western Japan.
- Population has dramatically decreased from 5,000 (1955) to 2,800 (1985).
- In order to increase job opportunities, Yoshida Furusato-mura Company, the third sector funded by local government, private sector and residents, was established in 1985.
- The company operates various services, hiring 69 employees in this area.

Farming & Processing

Local commuting

Water supply

Tourism



Thank you for your attention