

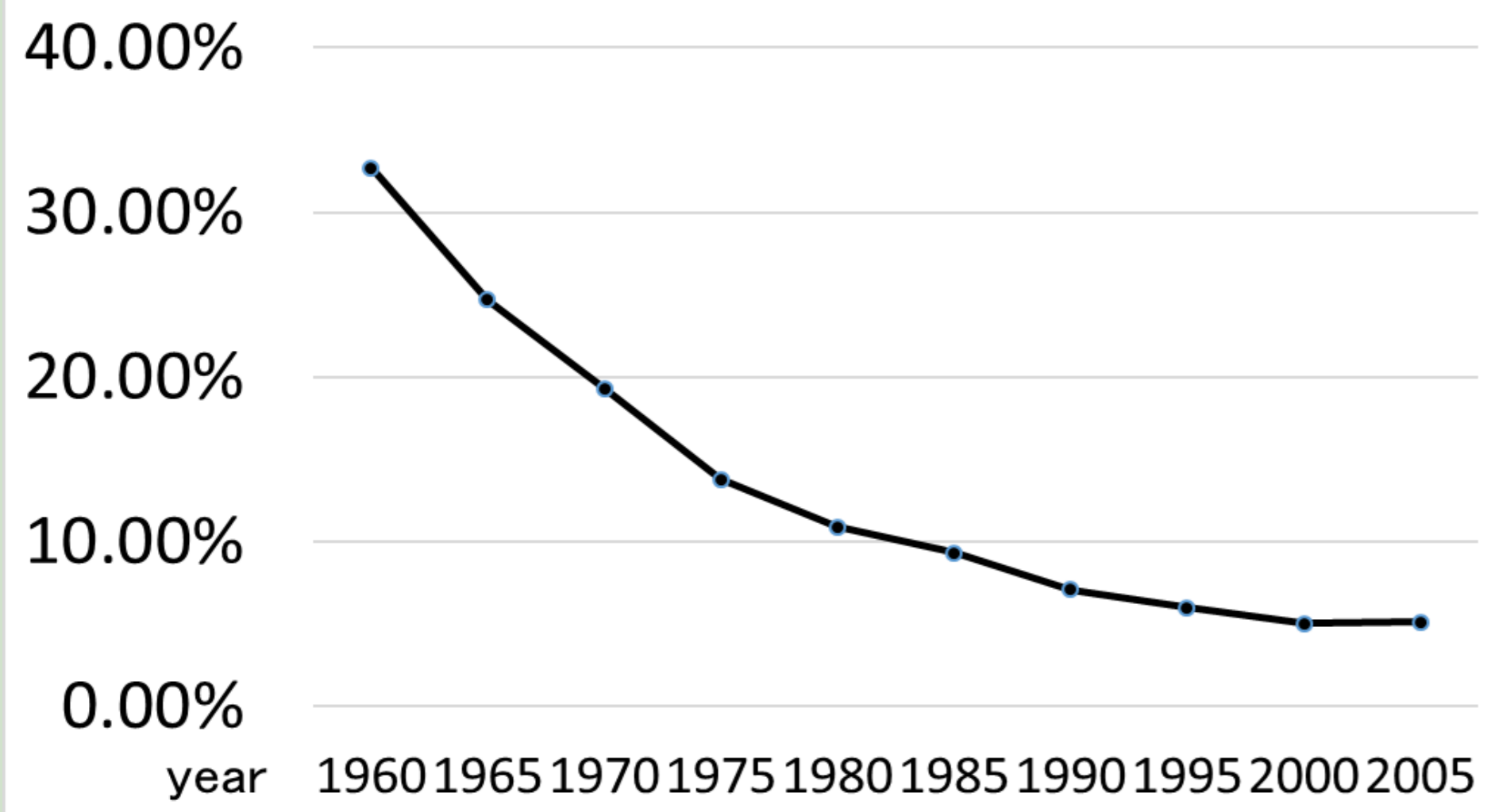
Eat Locally, and Raise Food Self-sufficiency.

SGHN108 Ehime Prefectural Matsuyama Higashi High School

Problem presentation

The number of primary industry workers is decreasing, causing a decline in the food self-sufficiency rate.

Our eating habits are greatly influenced by the international situation.



Reference : <https://www.stat.go.jp/data/kokusei/2005/sokuhou/03.html>

Stagnating exports of primary products from Japan

Decreasing profit of primary industry's employer

Facing lack of workers

Declining primary industry

Research hypothesis

In order to improve food self-sufficiency, we need to raise consumers' awareness of local production and consumption.

Research method

1. Questionnaire

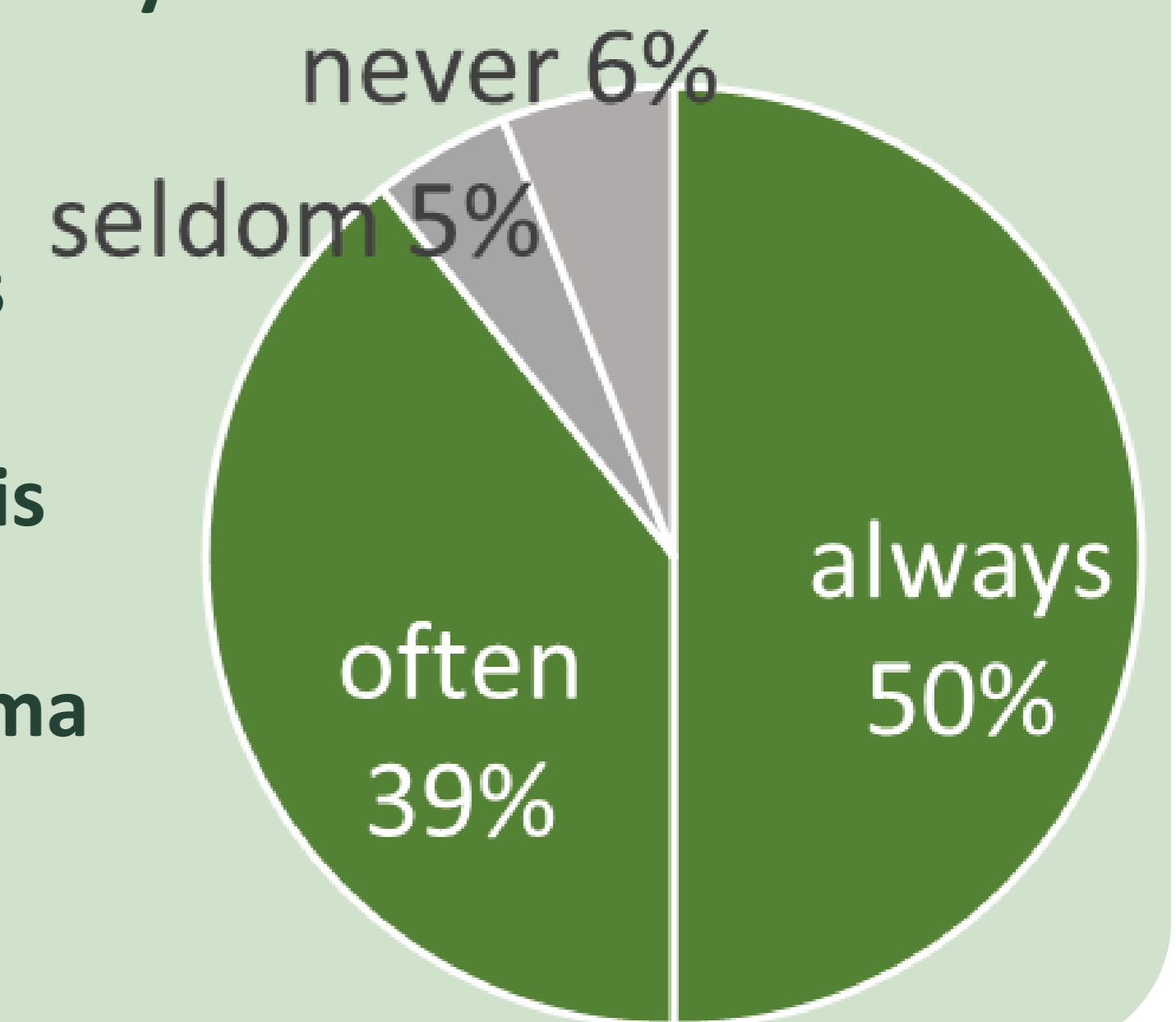
✖target: Matsuyama Higashi High School students, their family

Q : How often do you see your calendar?

2. Interviews

✖target: ① Masakimura, which sells local ingredients in Masaki town
② Ohisamaichi, which is a famous farmer's market in Matsuyama city

3. Calendar production

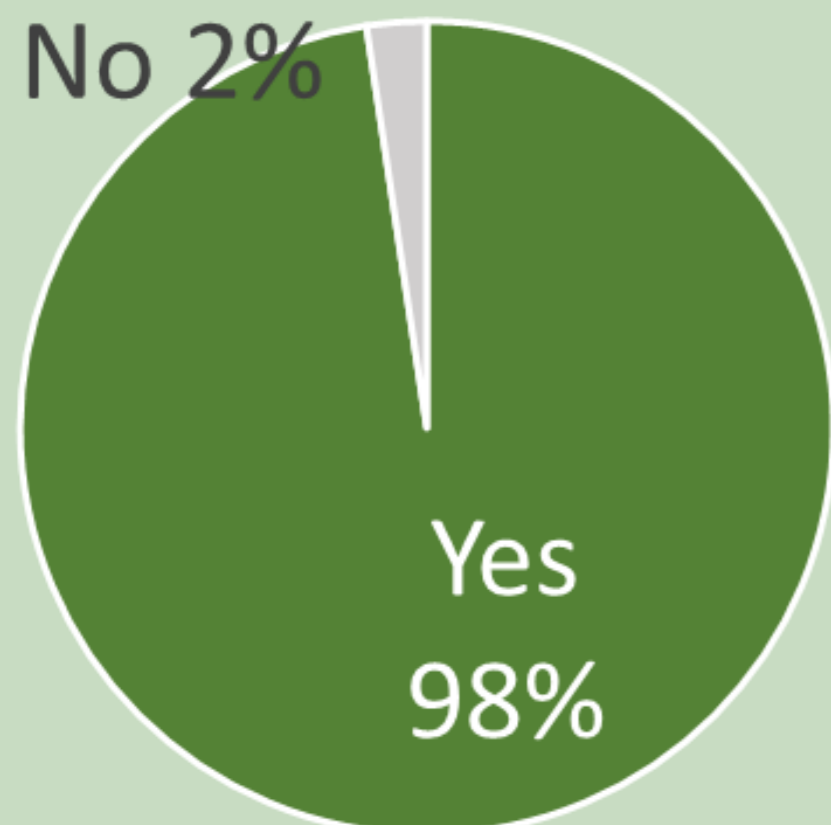


Research result

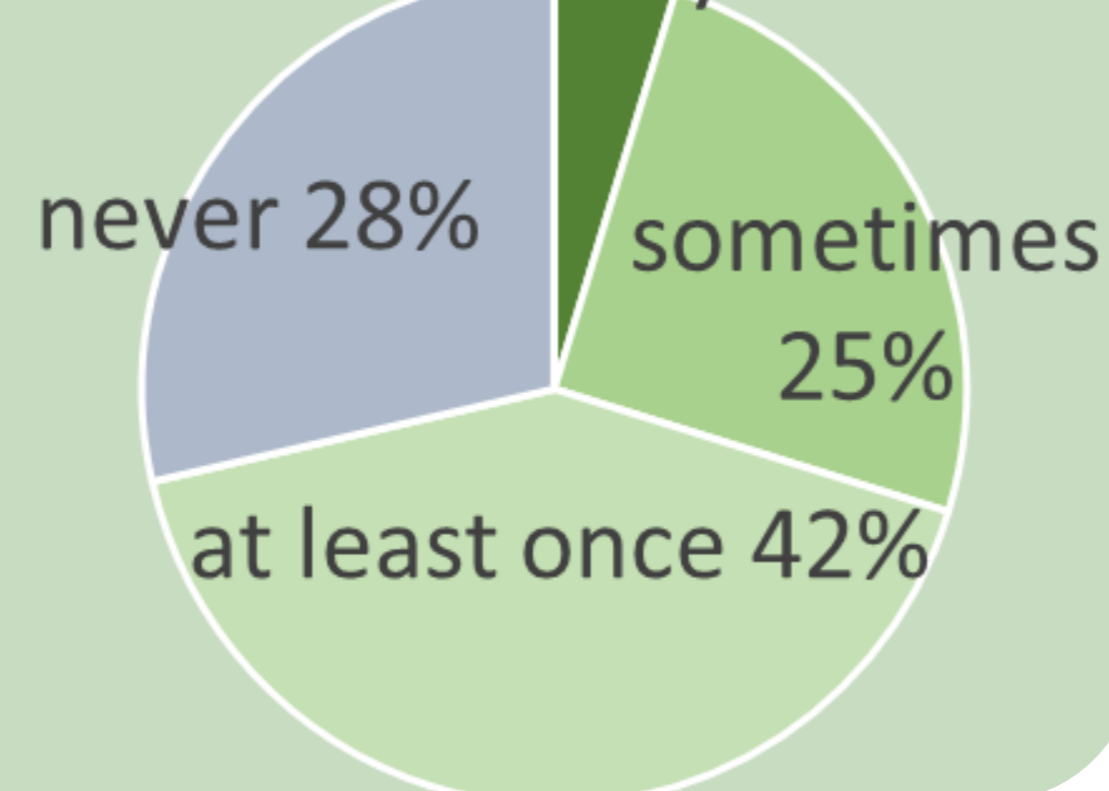
1. Results of questionnaire

There is a gap between awareness and action
→ Changing consumer awareness is important

Q: Do you want to increase your food self-sufficiency rate?



Q: Have you ever shopped thinking food self-sufficiency?



3. Calendar production

From the survey, calendar is the best way to get information.

To make people aware of seasonal foods.



Each month, we presented the issues we learned about from the interviews and our own research.

We created lovable characters to make them friendly.

2. Interviews

① Masakimura

Simply increasing the food self-sufficiency rate will not solve the problem.



② Ohisamaichi

We have been introducing the seasonal food.



Achievements and challenges

1. achievements

We produced a calendar. The calendar will lead to the creation of a cycle like the one shown on the right.

2. challenges

We have not distributed this calendar. We will hand the calendar, and see the reaction of consumers.

