

Why are young people not interested in working in agriculture?

北海道

Vast nature & a lot of wild animals
Great seafoods, fruits, crops...

Attractiveness ranking No.1
For 15 consecutive years



= Japan's food warehouse

BUT! NO YOUTH

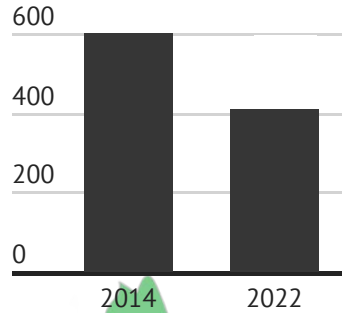
to carry on the next generation of
Hokkaido's
AGRICULTURE

⚠️ **Lead to a food crisis in Japan**

CURRENT SITUATION

In 2014, there were about **600** new farmers in Hokkaido .
Fast forward to 2022 , and this number fell to just **410**.

New farmers in Hokkaido



12% decrease !

北海道 道農政部生産振興局技術普及課・令和4年度(2022年)新規就農者
実態調査結果の概要・2023-11,
https://www.pref.hokkaido.lg.jp/15/9/5/6/1/2/8/4/_/01%20R4新規就農者実態調査結果の概要.pdf (参照 2023-12-6).

We conducted a survey with
1018 participants.



- Unstable income
- Dislike of dugs
- Early morning
- Bad smell
- Others

OUR PLAN

WHAT IS MR?

MR is an abbreviation for "Mixed Reality", a technology that reads the real world in three dimensions and augments it virtually. It's not like VR or AR; it is where you can manipulate digital information by touching it. This has made it a technology that is attracting attention to improve operational efficiency in a wide variety of industries.

→ With MR, we can simulate farming experiences right in urban areas like Sapporo!

HOW?

Farming experiences

using MR technology

We aim to host unique events in Sapporo Station's underground spaces, utilizing Mixed Reality (MR) technology.

This allows participants to experience farming activities like **driving tractors**, **operating combine harvesters**, and planting rice, all within the convenience of this urban setting. Our MR setup simulates these activities in a game-like environment, where participants compete by covering areas with colored 'seeds'. This visual element ensures an even sowing and harvesting experience. Additionally, to address food loss issues, participants will receive 'wonky' vegetables, promoting awareness and sustainability.

See more here ! →



CONCLUSION

-What can we do?-

Our aim with Mixed Reality (MR) is to make agriculture appealing to young people by offering a virtual farming experience. This innovative approach addresses the crucial challenge of declining youth interest in agriculture, transforming it into a clean, engaging, and bug-free game-like adventure. By highlighting farming's fun and rewarding aspects, we aim to inspire a new generation of agriculturalists. This initiative is vital for nurturing young talents in the field, securing Hokkaido's reputation as Japan's food warehouse.