



Revitalizing Rice Cultivation

Addressing Japan's Farming Crisis and Inspiring the Next Generation

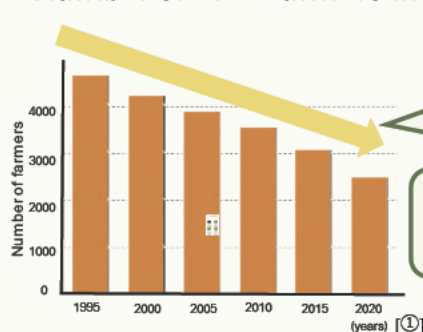
Kyoto University of Advanced Science Senior High School

1. Current Situation of Rice Farming

Do you think there will still be rice on your table in the future?

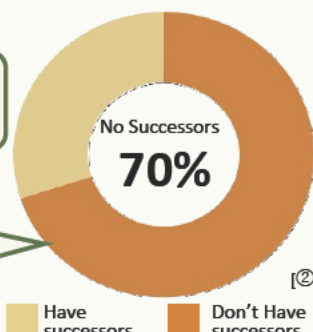
In Kyoto, a farmer in our hometown will end his rice farming this year due to the lack of a successor—a reality shared by many farmers across Japan. Over the past 30 years, Kyoto has seen a decline of more than 2,000 farmers, [①] with nearly 70% facing this challenge. [②] Since 2021, rice production has fallen below demand, threatening food stability and reducing choices.

Number of Rice Farmers in Kyoto



出典:農林水産省農産局 2020年 稲作経営体の年齢構成

Successors



[②]

About 60% of farmers are over 70 years old.

70% of all rice paddy farmers have not found successors.

出典:農林水産省 2020年 5年以内の後継者の確保状況別農業経営体数

Our Goal: To inspire the next generation to value agriculture and protect the future of Japanese food through Share Farming, a program we aim to expand from Kameoka, Kyoto, to the rest of Japan.

2. Solution “Share Farming”

Rice Cultivation Experience Program

→ What is share farming?

- A shared rice field managed by participants who experience all stages of rice farming.
- The rice produced from this experience is split among the participants and given to each according to their own labor. [③]

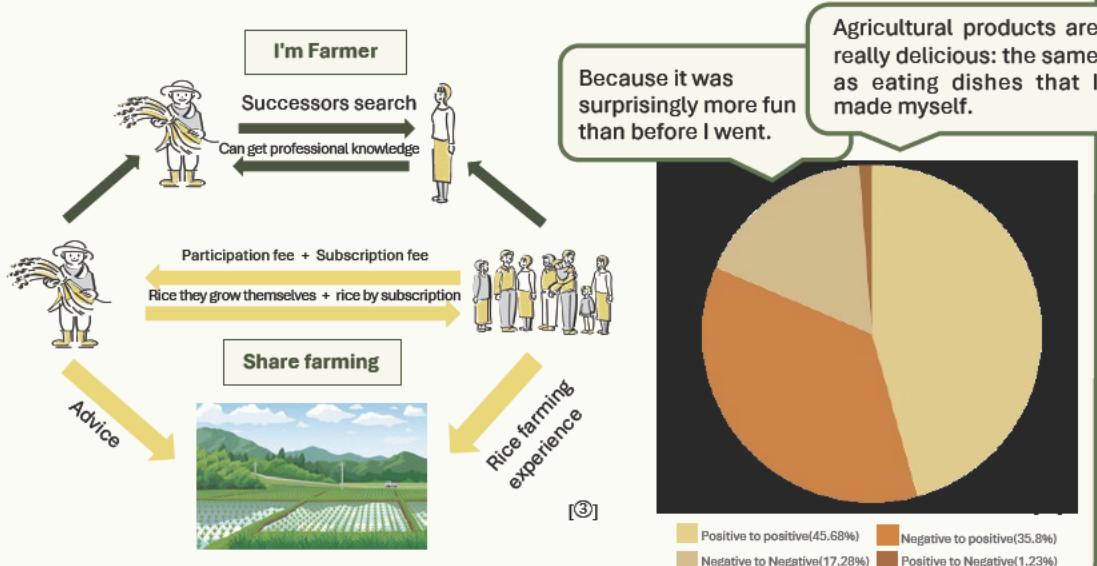
→ Survey Insights

- 35.8% of surveyed Kyoto junior high school students had a positive change in perception after agricultural experiences. [④]

This program fosters collaboration between participants and local farmers, creating a mutual support system.

Share farming system

How Student's Impressions Changed



[③]

3. Share Farming Course Options

Experience Course



Participants can directly experience managing a rice field while learning the basic operations of farming. They sign a contract with a farmer as advisor and experience rice farming from start to end.

Support Course

Participants can support farmers' businesses by supporting their production and by buying rice directly from them. Participants choose the amount of rice they wish to buy each month and receive rice at a price based on that amount on a regular basis.



Advantages for Both Parties



- Can learn about rice agriculture
- No need for frequent solo management
- Can connect with farmers and buy delicious rice



- Stable income
- Don't have to manage the farm → Unburdened
- Can eliminate need for successor

4. Our New Apps



Share Farming

The app's purpose is to make Share Farming more efficient. There is a message board, a chat function, a calendar, a search system, a growing condition monitor, and a matching system to connect successors and farmers.



RICE Genius

Users can ask questions about rice farming to farmers



RICE Percentages

Rice growth can be visualized as a percentage.



I'm Farmer

Participants can be matched with farmers in need of successors.



Calendars

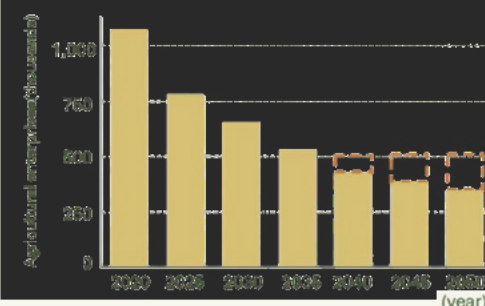
Can manage shifts and time spent on farm equipment.

5. Conclusion

We hope to halt the declining number of rice production enterprises in Japan at 550,000.

[⑤] Participants will learn about agriculture, the importance of eating rice, and will be more likely to adopt rice farming in their own lives in the future. By becoming familiar with rice farming, they can gain a new viewpoint. We hope that this activity will provide an accessible opportunity for them to do so.

Number of Agricultural Enterprises



・京都府庁 京都府農業データ(2024) ・農林水産省 稲作の現状とその課題について(2015) ・三菱研修所 2050年の国内総生産を半減させないために(2022) ・農林水産政策研究所re-Start 全国各地で農業経営継承の危機が深刻化—7割の経営体が後継者なし—(2020) ・全国的農家数の推移(2020) ・農林水産省 食料自給率と食料自給力(2020) ・農林水産省 図6-5農林漁業体験による変化(地域別) ・農林水産省 担い手の動向(2010) ・農林水産省 稲作経営体の年齢構成(2020) ・食生活及び農林漁業体験に関する調査(2020)