



Farmers' Markets and Education

Kobe Municipal Fukiai High School

Present Situation

- Now, the number of farmers' markets has **decreased** from 2019 in Japan.
- Farmers' markets account for 51% of total revenue of agriculture in Japan.(not including supermarkets)

(Ministry of Agriculture, Forestry and Fisheries, 2023)

The Problem happening now

The kinds of issues:

51.4% decline in revenue

46.4% decline in customer number

30.6% aging customer base

Need to get more
customers

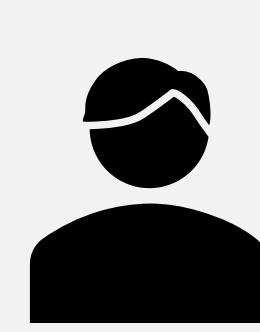
(Organization for Urban-Rural Interchange Revitalization, 2018)

What can be done to increase the number of customers at farmers' markets in the future through cooperation between schools and farmers' markets?

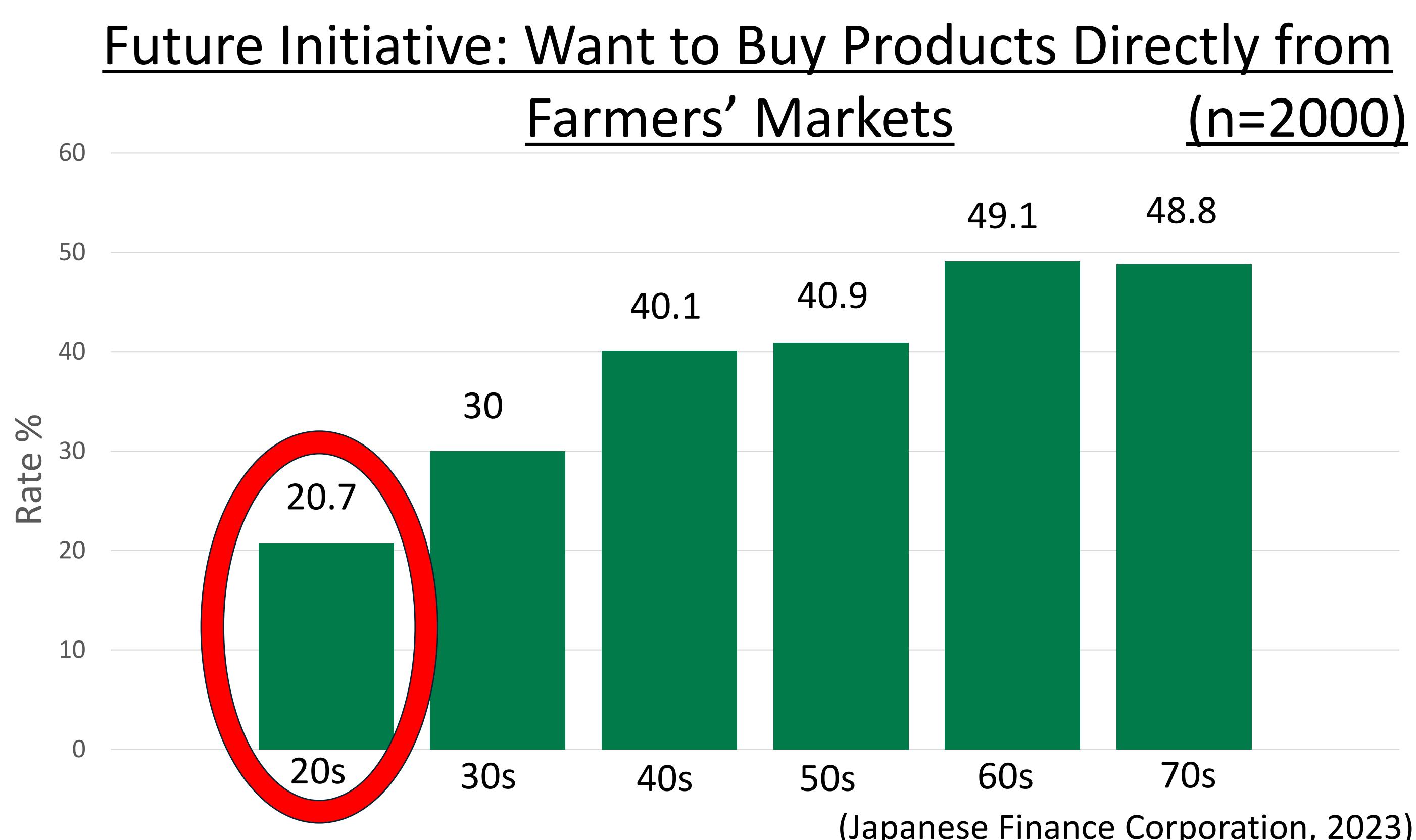
Data & Analysis



Online



Interview



Many people who are **in their 20s** do not want to buy products compared to other ages.
→ **Low interest** among young people

Farmers' Markets and Childhood Memory

- 1
- 2
- 3

Make **good memories** during childhood.

Interest in farmers' markets is created.

Interest **remains** after growing.

(Hatakeyama, M and Takaoka, A, 2022)

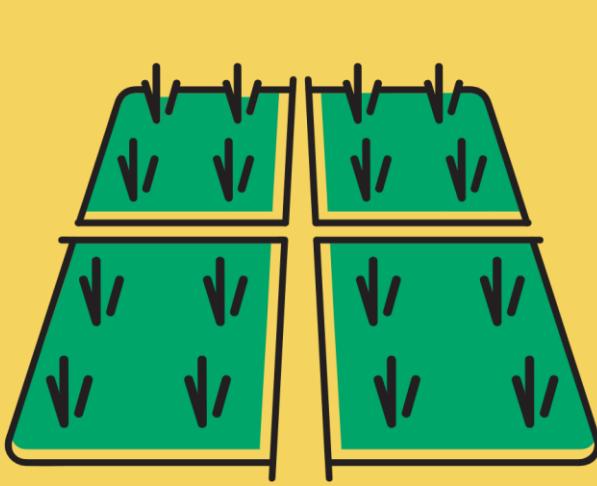
It is important for children to make connection with farmers' markets.

→ **Needs of Agricultural Experience**

Past Measures

Tomiai Elementary School

- Have agricultural lessons through a year



Benefit: Get knowledge about farming
Create interest in local farming

Minami Innai Elementary School × Oita University

- Experience farming together



Benefit: Reduce burden of farmers
Protect safety of pupils

Suggestion

School Farmers' Markets Project for Elementary School and University

1 Grow student-teachers

- JA introduce farmers to the University
- University students learn the way to grow and sell crops from farmers



2 Produce crops with farmers

- University students and elementary school students help farmers produce crops
- JA spread through social media



3 Branding of products

- Make original package
- Consider unique name
- Get added value for locals



4 Hold School Farmers' Markets Day

- Give flyers to customers
→ where and which ones you can choose to buy at everyday



(Hatakeyama, M & Takaoka, A. (2022).都市近郊型の農産物直売所に対する若者層の消費者ニーズと潜在的貢献性 [Young Generation's Customer Needs and Potential Contribution to Farmers' Markets in Suburban Areas]. Google scholar. 01_Masato HATAKEYAMA,Asumi TAKAOKA.pdf)

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