



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

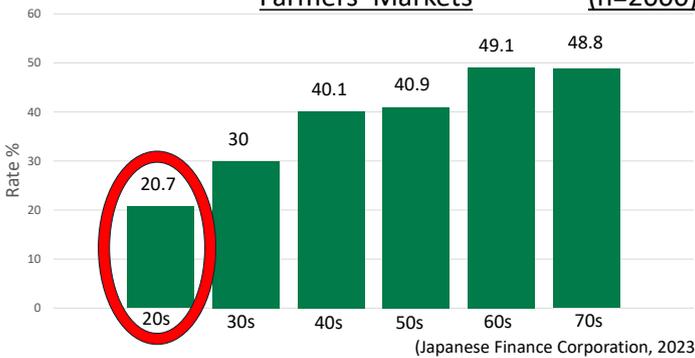


Online

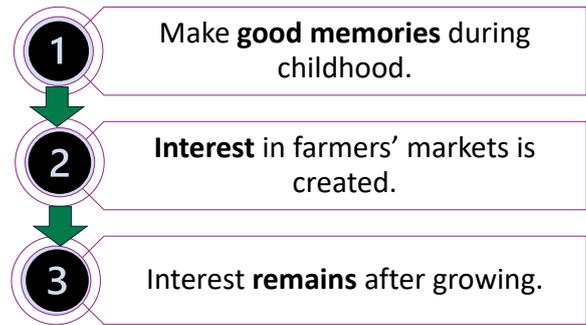


Interview

Future Initiative: Want to Buy Products Directly from Farmers' Markets (n=2000)



Farmers' Markets and Childhood Memory



(Hatakeyama, M and Takaoka, A, 2022)

Many people who are **in their 20s** do not want to buy products compared to other ages.

➡ **Low interest** among young people

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

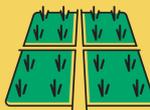
➡ Needs of **Agricultural Experience**

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



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