

**Change in the Organic farming Movement
in Ichijima Town, Hyogo Pref, during 30
years and the Reasons Why Those Who
Newly Got Involved in Organic Farming had
chosen Ichijima as a Working Place**

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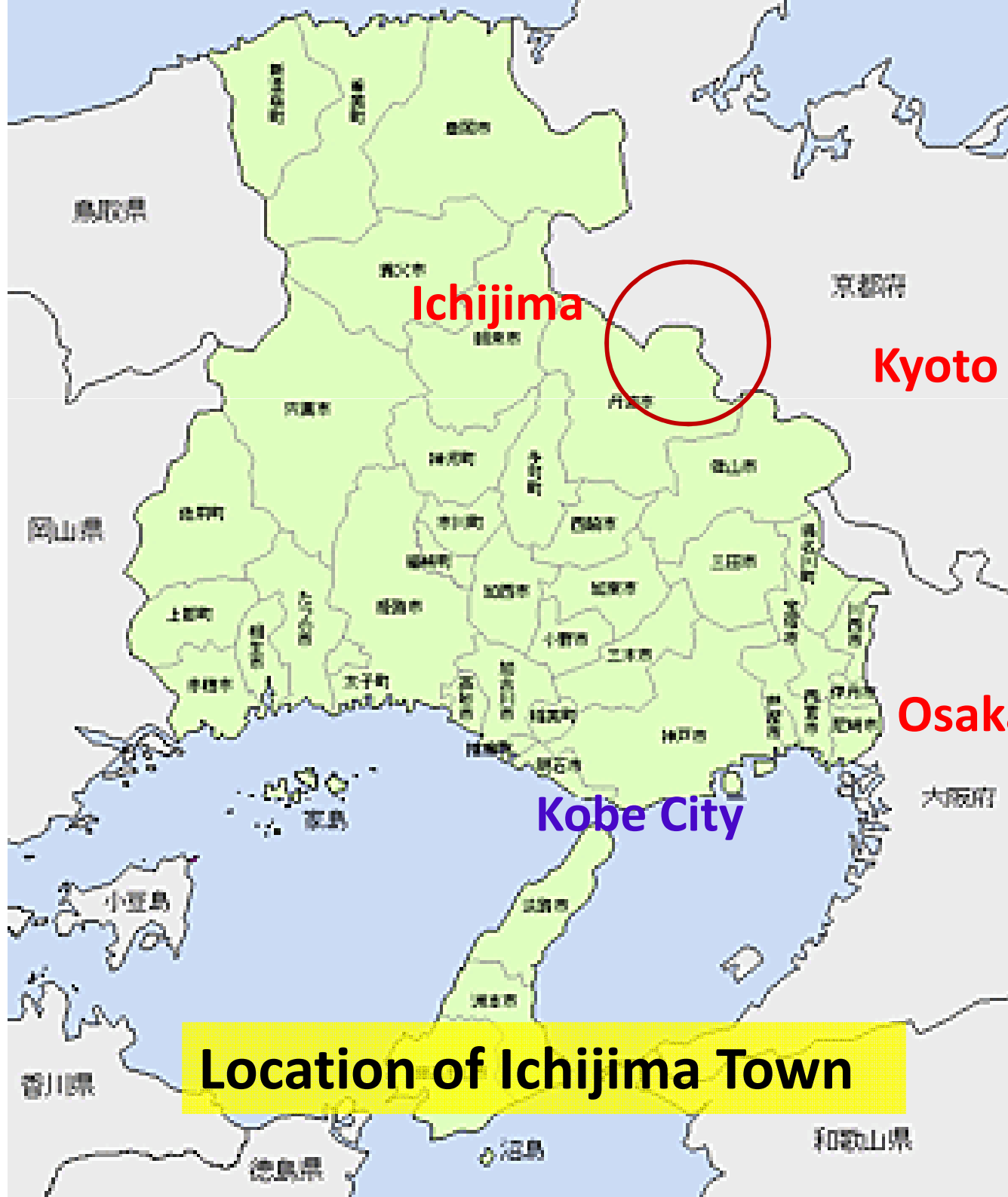
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Purpose

1) To clarify the factors for entering organic farming from other sectors by analyzing the reasons why those who wanted to get involved in organic farming had moved to Ichijima Town.

Ichijima Town: A leading area of organic farming.

2) To re-examine the features of organic farming and the basic issues of “Teikei” in the early stage, so that we can revitalize “Teikei” movement.



Ichijima

Kyoto Pref.

Osaka Pref.

Kobe City

Location of Ichijima Town

Development Process of Organic Agriculture Movement in Japan

Is divided into four stages.

1. Early Stage: 1970s to the beginning of the 1980s

2. Second Stage: up to 1992

Various distribution channel of organic products

1992: A guideline for labeling of organic products

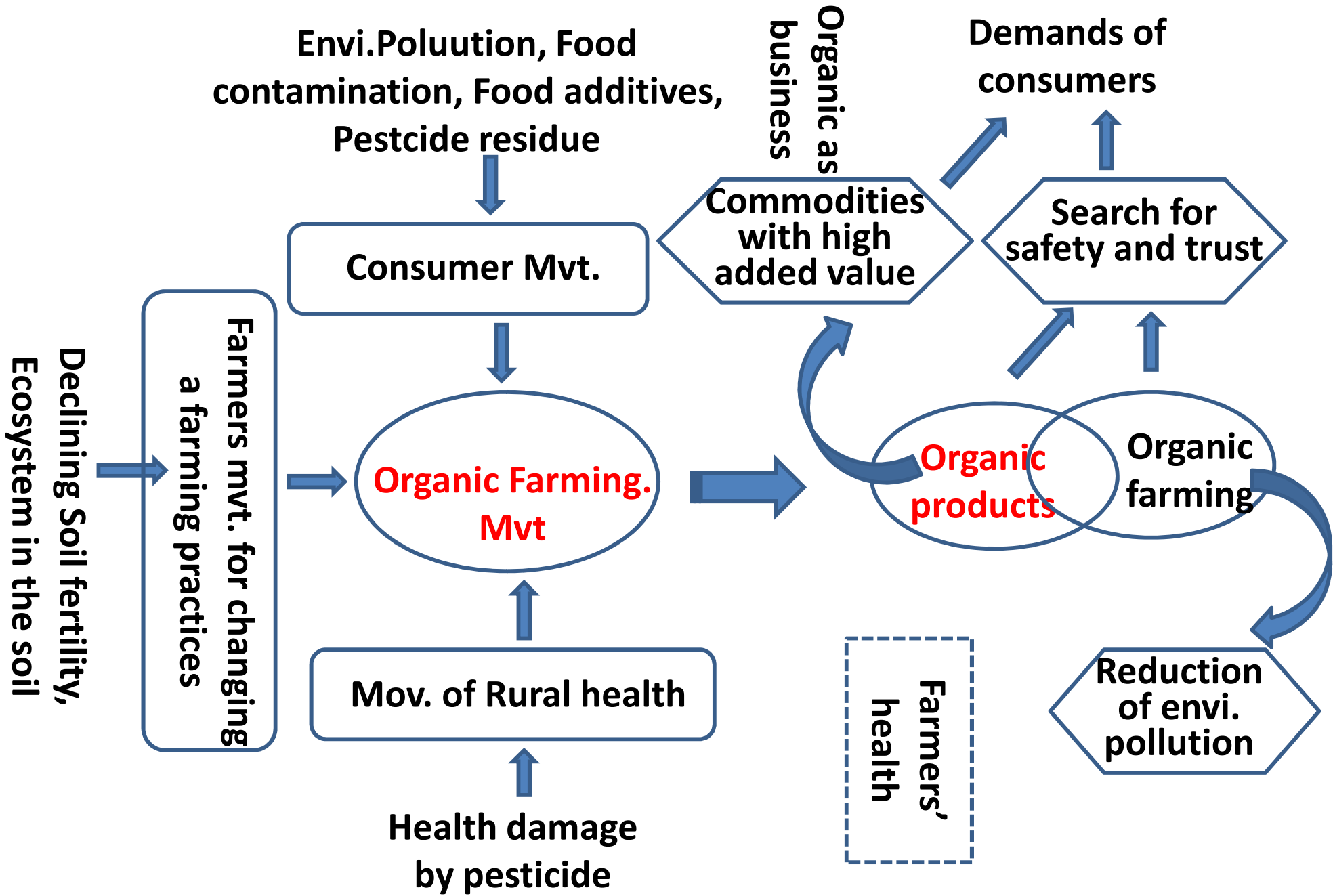
3. Third Stage: up to 2000

Organic products market is expanding step by step

2000: the Organic JAS system was established.

4. Fourth Stage: up to the present

More strict certification and labeling system



Change in momentum of organic agricultural movement

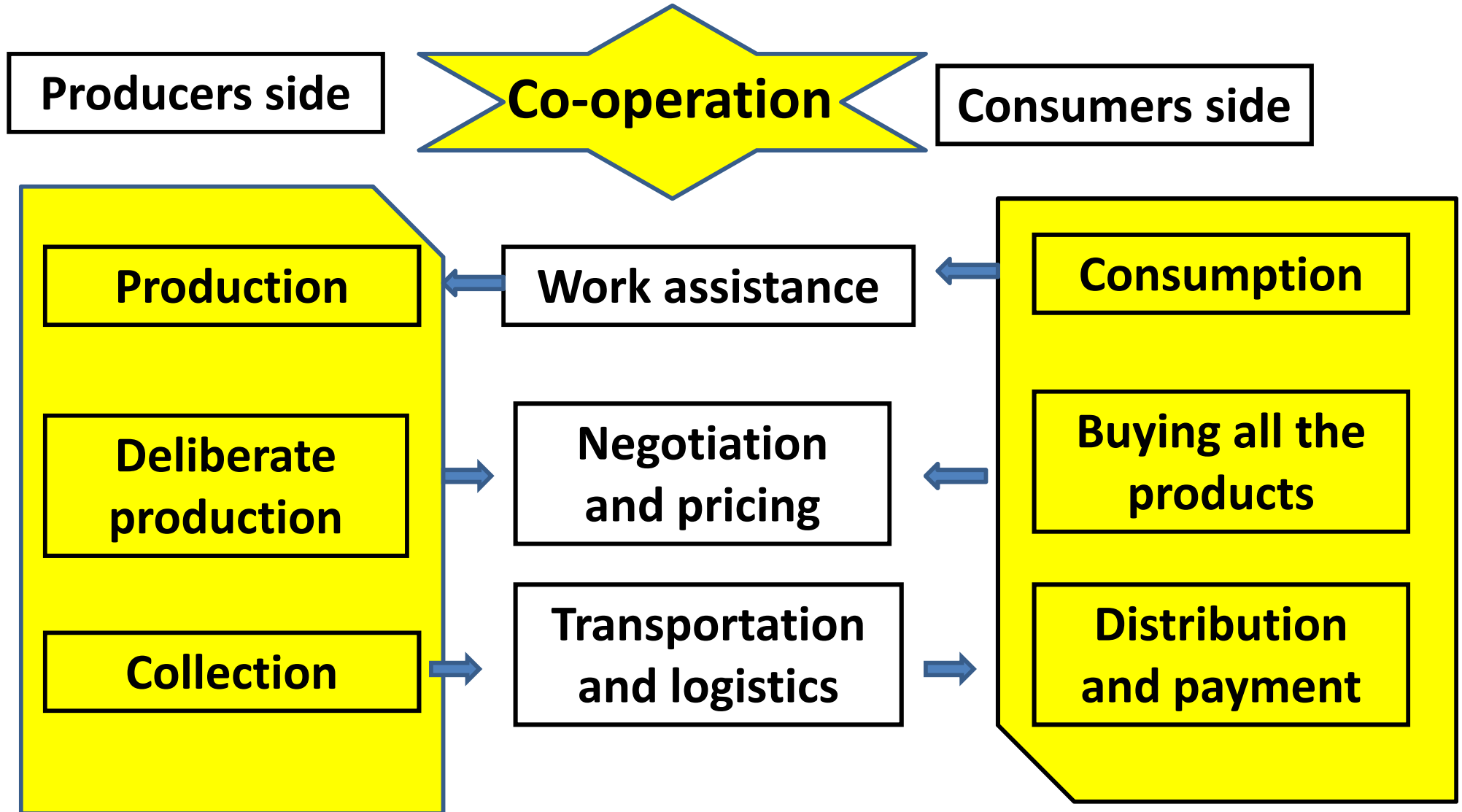
Some aspects neglected in the research of organic farming

1. Health damage by pesticides
acute poisoning by pesticides
→ Medical Care for Rural People by Wakatsuki
2. Declining soil fertility due to destruction of the eco-system in the soil, caused by overuse of agro chemicals
3. Farmers awareness on the necessity of shifting from the agricultural methods depending agro chemicals and artificial fertilizers

The birth of “Teikei”

- Early organic farming movement:
 - De-modernization
- Marginal position in the academic research and public diffusion system
- Conventional distribution system:
 - Mass production and mass consumption
- Indigenous trial: “Teikei”
 - Direct and face-to-face relationship

Basic aspects of “Teikei”



TEN PRINCIPLES OF TEIKEI

- 1. Principle of mutual assistance.** The essence of this partnership lies, not in trading itself, but in the friendly relationship between people. Therefore, both producers and consumers should help each other on the basis of mutual understanding: This relation should be established through the reflection of past experiences.
- 2. Principle of intended production.** Producers should, through consultation with consumers, intend to produce the maximum amount and maximum variety of produce within the capacity of the farms.
- 3. Principle of accepting the produce.** Consumers should accept all the produce that has been grown according to previous consultation between both groups, and their diet should depend as much as possible on this produce.
- 4. Principle of mutual concession in the price decision.** In deciding the price of the produce, producers should take full account of savings in labor and cost, due to grading and packaging processes being curtailed, as well as of all their produce being accepted; and consumers should take into full account the benefit of getting fresh, safe, and tasty foods.
- 5. Principle of deepening friendly relationships.** The continuous development of this partnership requires the deepening of friendly relationships between producers and consumers. This will be achieved only through maximizing contact between the partners.

TEN PRINCIPLES OF TEIKEI (con.)

- 6. Principle of self-distribution. On this principle, the transportation of produce should be carried out by either the producer's or consumer's groups, up to the latter's depots, without dependence on professional transporters.**
- 7. Principle of democratic management. Both groups should avoid over-reliance upon limited number of leaders in their activities, and try to practice democratic management with responsibility shared by all. The particular conditions of the members' families should be taken into consideration on the principle of mutual assistance.**
- 8. Principle of learning among each group. Both groups of producers and consumers should attach much importance to studying among themselves, and should try to keep their activities from ending only in the distribution of safe foods.**
- 9. Principle of maintaining the appropriate group scale. The full practice of the matters written in the above articles will be difficult if the membership or the territory of these groups becomes too large. That is the reason why both of them should be kept to an appropriate size. The development of this movement in terms of membership should be promoted through increasing the number of groups and the collaboration among them.**
- 10. Principle of steady development. In most cases, neither producers nor consumers will be able to enjoy such good conditions as mentioned above from the very beginning. Therefore, it is necessary for both of them to choose promising partners, even if their present situation is unsatisfactory, and to go ahead with the effort to advance in mutual cooperation.**

Basic Issues of “Teikei” in the Early Stage

1. Neglecting the existence of “Power Politics” between consumers and producers
2. Absence of control system for adjustment of surplus and shortage in the wide area of “Teikei” groups.
3. Limit understanding that organic farming is organized according to the requests of consumers.

Organic Farming in Ichijima Town

- Organic farmers in Ichijima: About 30
- 17 farmers are from other area among them.
- They organized voluntary groups such as “Ichijima-cho Yuki Nogyo Kenkyu-kai”, “Minori-kai”, “Yuki-no-sato Kyogi-kai”, and so on
- No specific activities in these groups, except selling individual products to the same consumers group.

“Ichijima-cho Yuki Nogyo Kenkyu-kai”,

A leading group of organic farmers not only in Ichijima Town but in Hyogo Pref, and a core member of the association of organic farming in Hyogo prefecture.

Member: 35 → 27 (1990) → 5 (2010)

Reasons: Aging of producers, Difference of opinion towards a plan of a golf course

Such decrease of members indicates stagnation?

Case of Mr.A

- High school in Brazil, University: ICU
- Interested in Mahatoma Gandhi and Salvodaya Mvt.
- The first person who had moved to Ichijima and got involved in organic farming
- Paddy field:0.1 ha and upper field 0.7 ha, egg raising
- Selling to four consumers groups

Thoughts of Mr.A on organic farming

- Holism (Reflection of Fukuoka Masanobu)
- Contrary, putting priority on the “Scientific Organic farming”
- Introduction of software for soil analysis and understanding the relationship between soil conditions and yields or insects damage
- Easy for newly engaged person to understand the method of organic farming
- Necessity of organizing for joint sales

A case of Mr.B

- Moved to Ichijima in 2000 and started organic farming as a trainee for 1 year and a half.
- Graduated from University → Prefectural office → the Association of organic farming in Hyogo prefecture → Mr.A in Ichijima
- Financing his life by the money from IFOAM and small amount of trial farming
- Necessity of looking for “Teikei” partners by himself. Individual consumers and a organic shop.

Thoughts of Mr.B on Organic farming

- ★ Multi-crops cultivation has two aspects;
 - To create a mini eco-system in the crop field
Intentional device for a new methodology of agricultural practices
 - To provide consumers with a seasonal scenery of a crop field

Reasons why Ichijima attracted willing people to get involved in organic farming

1. Organic farming depending on experiences and instincts to scientific organic farming
 - Indicating the specific features in the each area
 - To offer a new certification and labeling system
2. Induction system in cooperation with a local government. Expansion and reproduction of inductors in a way that a trainee will turn a inductor after involved in agriculture
3. Preparation of temporally house and support for land tenancy.
4. Intangible property such as trust received from the name value of Ichijima

Policy Issues on promotion of organic farming

1. Certification and labeling system

Adoption of labeling control in advance of promotion policy of organic farming. Such control and regulation had an effect that affluent meaning of organic farming had been reduced and simplified.

2. Act for promotion of organic farming

Defines organic farming as a practice that reduce environmental pollution, not securing food safety and farmers' health.