

New • Production Area Revolution

Cool agricultural food business research project

Kool

Miyazaki Sangyo-keiei University
Institute for Social Science

Arrival Point –Construction of 「Crossing the Japanese archipelago Food Valley」

International
collaboration
overseas sales

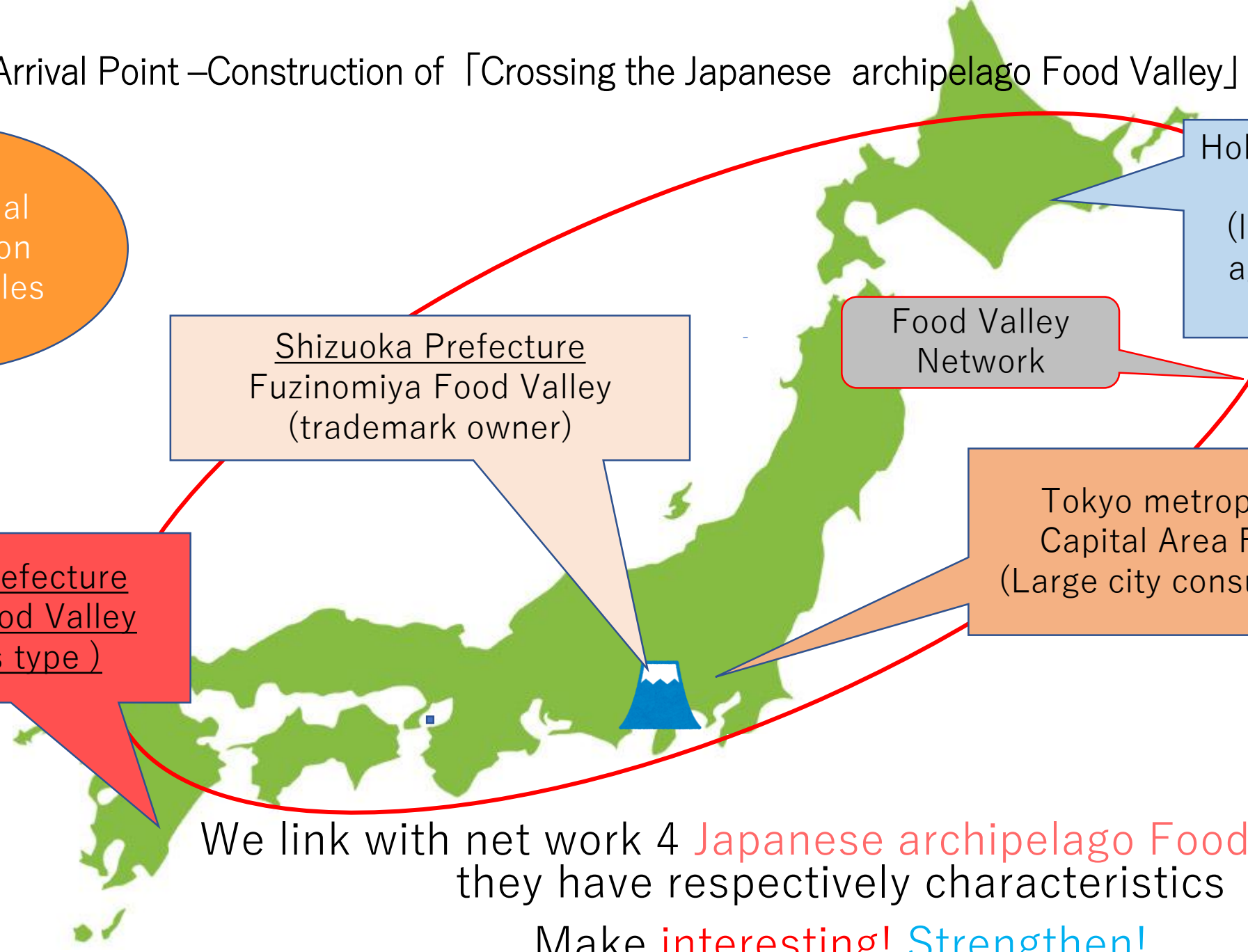
Shizuoka Prefecture
Fuzinomiya Food Valley
(trademark owner)

Miyazaki Prefecture
Miyazaki Food Valley
(Agropolis type)

Food Valley
Network

Hokkaido Food
Valley
(large scale
agricultural
type)

Tokyo metropolitan area
Capital Area Food Valley
(Large city consumption type)



We link with net work 4 Japanese archipelago Food Valley that they have respectively characteristics

Make interesting! Strengthen!

Paradigm shift to realizing the future vision of the cool agriculture business · production areas revolution

-Take off to the future with **3rockets**-

Sankei University put forward new 3K
Kakkoii **K**asegeru **K**andoudekiru

The near future of agriculture of food business

- Intellectual, fashionable and passionate
- the most popular place of employment for young people
- Strategic production, sales and practice
- new entry is easy
- Action from global perspective

【Aim】 3stretches are the best in Japan
1 Entry of young peoples' agricultural business (current raito 115%)
2 Productivity (current raito 150%)
3 Income (1.5time current raito)

New Production area revolution

Megapolis
Large city
consumption
area

Paradigm Shift

Agropolis
Principle of
Production
area

3concepts

① Sustainable ② Profitable ③ Traceable

3 transfer

Reform proposal ①
(Netherland)
Transfer of price to
producers
• concentration
• accumulation
• cut distribution costs

Reform proposal ②
(US)
Resettlement to
production area
• Agrihood project

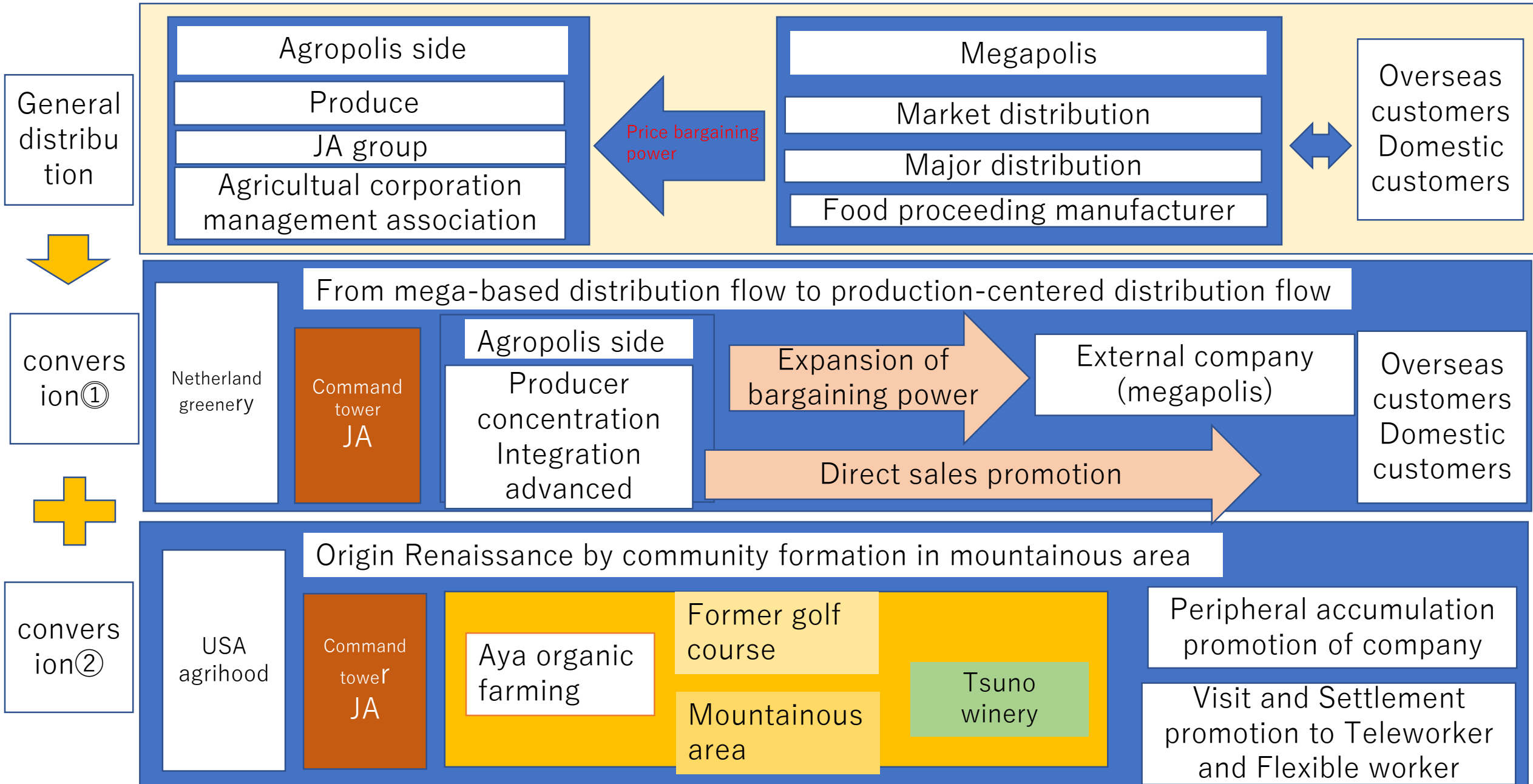
Reform proposal ③
(Sankei University)
Transfer soft skills at
agro-growing areas
• Training of agro
generalists

EU

Japanese
government

Netherland

Innovation Concept New production area revolution
 (Initiative ! Agropolis ▾ Megapolis Paradium shift)



Reform proposal① (Netherland type)

2 Ideas to strengthen producer dominance



(1) Unified content for global expansion Planning and development Ripe Kingdom Miyazaki

New sale's contents of Miyazaki
「KANJUKU FOOD KINGDOM」

Already
established



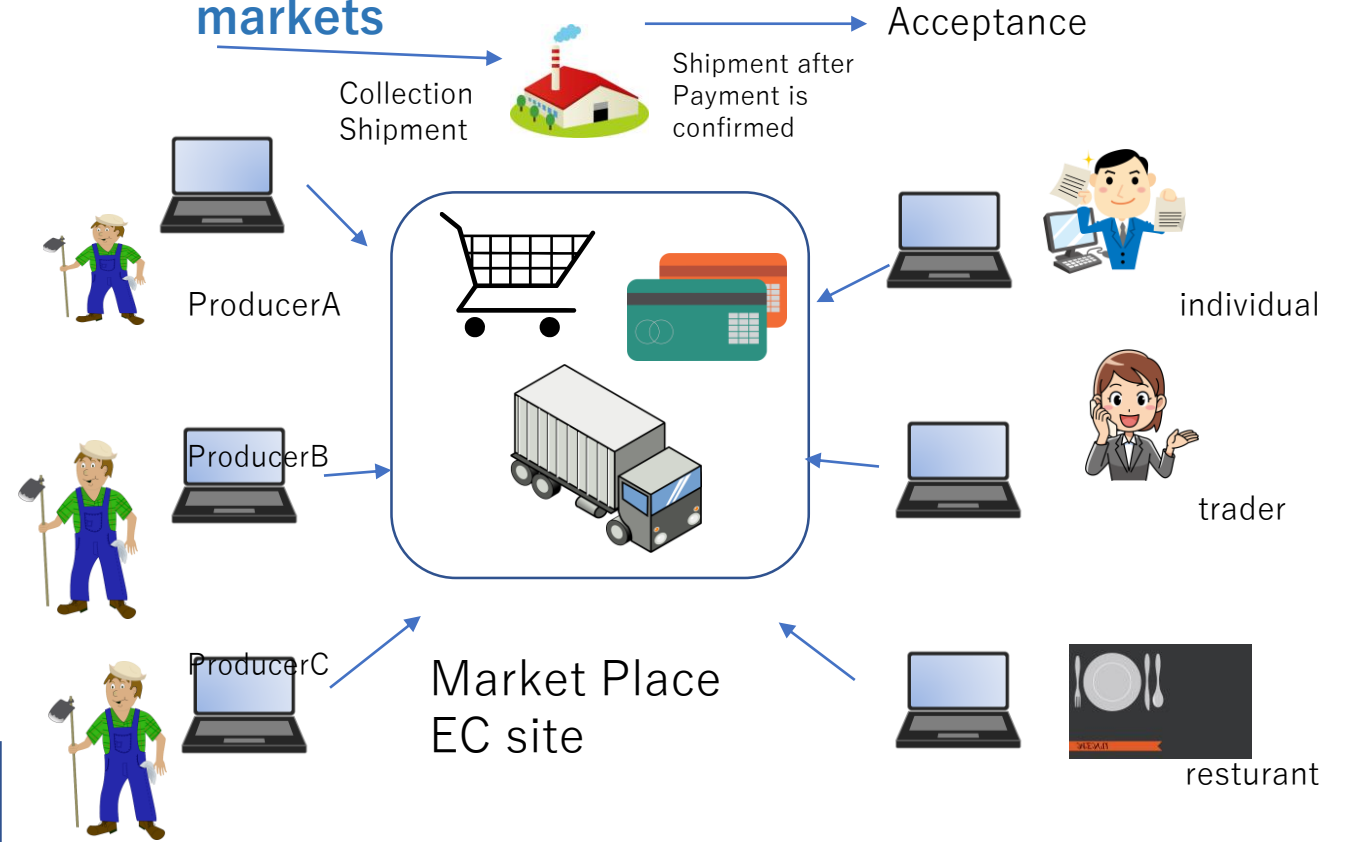
Ripe



Unified image development

Planning proposal of new unified contents
with Ripe theme in Miyazaki

(2) Possibility study of all day's virtual on the web specialized overseas markets



Reform proposal ② (American type)

Background that Agrihood expands in America



	Baby boomer (Megapolis) generation	Millennial (Agropolis) generation One third of American adults in 2020
Status	Playing golf Live by the golf community	Living in Agrihood Community
Work style	Reliable if there is a fixed working place time evaluation system High salary is the most important to decide where to work	People tend to work for telework or flexible work One fourth of workers
IT Literacy	Digital Immigrant generation	Digital native generation

Agrihood of America is near future of Japan which is 10 years ahead from now

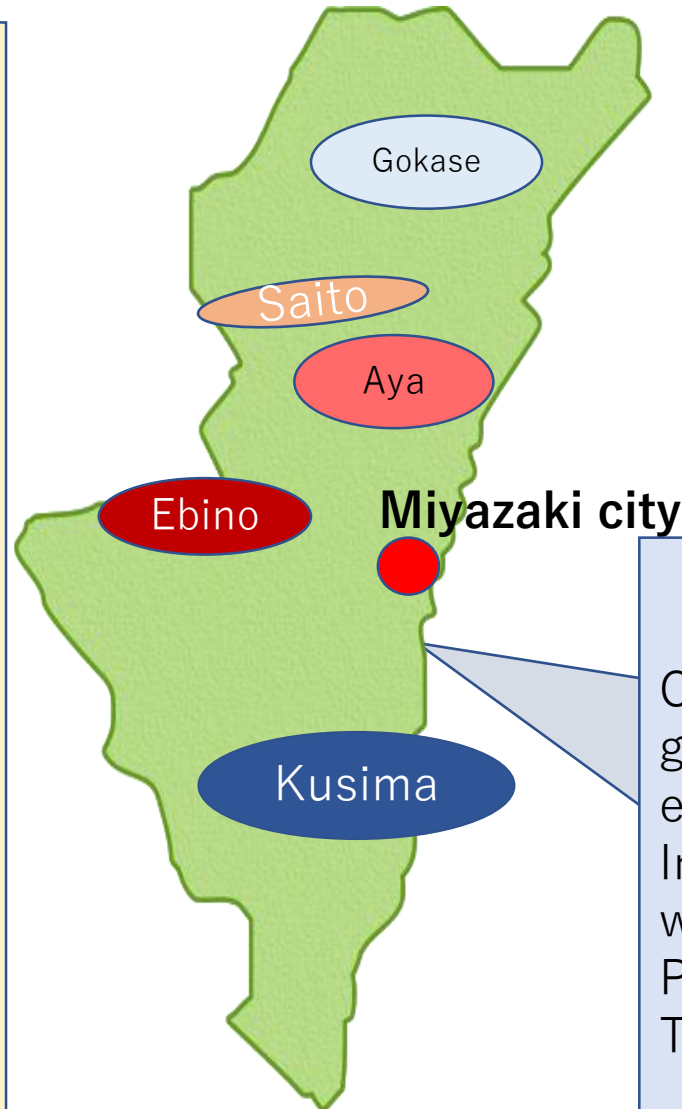
Reform proposal ② (American type) Agrihood become the nucleus to advanced agricultural management and technical functions and inflow of people with softskills and to Miyazaki Food Valley

<Agrodream · Aya>
Image of life

- Resident to settle working with telework anytime they go to farm to get fresh agricultural product
- Like golf course we every course of farm become member and get point system
- We can work part and volunteer in the farm

Farm · Function

- Organic Farming
- Corresponding for telework or flexible work
- Installation shopping mall and restaurants that is main of agricultural produce
- Complete of Nursery school in Community
- Complete of recreation facility for children
- Installation of share kitten residence's people use
- Free parking of airport station and public facility



(From outside prefecture and abroad)

- Farmer advanced with entrepreneurship
- Advanced and high dimension advanced industry research institute
- Telework inflow and settle from big city

Agrihood

Creation Agriculture business, gathering of technology and employment
Inflow and settlement of teleworker with advanced skills
Production Agro generalist
To formation Miyazaki Food Valley

Reform proposal③ (Sankei University)

Training advanced farm food business worker 「Agro・Generalist」

Sankei University make Training curriculum



<Back ground>

The leading role of the times paradigm sift to digital native generation with new values and life style



3 conditions of Entrepreneurship
Sense of crisis
Wide field of view
Challenging

Lateral thinking

agriculture distribution sightseeing
derived business
international business
processing business

Territory of Agro・generalist

Three pillars
of training program in
Sankei University

Intuition

Experience

Analytical power



Curriculum setting Agro generalist should be learned

We cultivate farm food business worker who has ability for generalist with next generation type

Engine of Miyazaki Food Valley —Reform of regional structure by Agrihood that invite people to the production area

Agrihood?

- Combination of Agriculture and Neighborhood
- Agrihood already put into practice construction, plan over 150 countries in America
- Farm to Table was developed in America was starting point of the idea and was city planning project of promotion of settlement
- It corresponds closely by worker of telework or flexible work
- The basement remains high of Agrihood area by popular while general house prices are falling

