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Evaluations of the Sight of Farmland Relate to Ornamental Crops in Hokkaido: Valuating Sunflowers in Hokuryu-town by Contingent Valuation Method

Katsuhiko Demura and Sayaka Katoh (Hokkaido University)

The objective of this study is to measure the value of the sight of farmland which is formed by ornamental crops and to judge if introduction of them are useful for a measure for the promotion of rural area.

In this paper, we apply Contingent Valuation Method (CVM) to measuring benefits of the sight of sunflower farms in Hokuryu-town. First, we ask people in Hokuryu-town and visitors to bid for the sight. Next, we gather their bids to lead the sum of willingness to pay (WTP) per year. Finally,

we get attributes of individuals whose bids are high by multiple regressions. Our major conclusions are as follows.

1. People in Hokuryu-town and visitors get great benefit from sunflowers as ornamental crops. The sum of willingness to pay per year is about ninety-five millions yen.
2. Individuals whose bids are high have these attributes: His annual income is high. His recognition of externality of Farmland is high. He contracts a friendship with farming families in Hokuryu.

An Applied General Equilibrium Assessment of GATT Agreements on Agriculture: A Case study of Japanese Livestock and Dairy Industries.

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The purpose of this paper is to assess the domestic impacts of GATT Agreement on Agriculture with respect to Japanese livestock and dairy industries. For this aim we developed a Japanese 26-sector domestic Applied General Equilibrium Model, which is based on the recent available Input-Output Table (1990). In order to conduct simulations, the change of agricultural import quantity under the GATT Agreement is required. Since the GATT Agreement on Agriculture is applied to more than 110 countries over the world, it is quite difficult to assess the GATT Agreement on Agriculture from a worldwide perspective. Thus we employ an outcome from the FAPRI/CARD (Iowa State University) International Agricultural Commodity Trade Model, which is one of the standard international agricultural trade models.

From our simulation, the impact of trade

liberalization with respect to dairy industry is not so influential to domestic economy as it is the case of livestock under the GATT Agreement. Thus when we consider these two industries simultaneously, the effects are almost the same as that of livestock.

The notable simulation results are as follows: (1) The output levels, especially, of manufacture and service sectors increase via the re-allocation of primary factors. (2) While the labor productivity in all sectors increases, the capital productivity in noncultivate sectors decreases. These two results cannot be obtained without Applied General Equilibrium Approach. (3) Moreover the employment on livestock industry declines about 6%. We can infer that the released labor from this industry will be employed in manufacturing sector under the condition that there is no adjustment cost.