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SUMMARIES OF ARTICLES

Food System for Milk and Dairy Products in Japan

Toshihisa Kanayama (Obihiro University of Agriculture and Veterinary Medicine)

The purpose of this paper is to report the findings of an economic analysis of the present state of the food system for milk and dairy products in Japan in connection with Hokkaido, the largest raw milk producing area.

The main results obtained are as follows:

- (1) Through input and output analysis, it was shown that the food system for milk and dairy products greatly contributes to the rural economy of Hokkaido.
- (2) While the structures of the drinking milk and cheese industries are bipolar, the butter and skimmed milk industries are oligopolies.
- (3) The food poisoning occurrence caused by Snow Brand Milk Products Co., Ltd. happened under pressure from severe competition among the three big milk products companies.
- (4) Concerning the demand structures of drinking milk and cheese, the price elasticity of both and the income elasticity of drinking milk were low. The growth of cheese demand was remarkable, but has stagnated recently.
- (5) Drinking milk prices show two directions of very high price and low price.
- (6) It was made clear that the food system for milk and dairy products in Hokkaido is having a stabilizing effect on the system nationwide.
- (7) Product differentiation for raw milk is one of the ways to further develop the food system for milk and dairy products in Japan.

**The Developing Joint Sales Organization of Raw Milk
under the Reform of Dairy and Dairy Industry Policy
— Focusing on the Milk Control Function of the Designated Associations —**

Kenji NAMIKI (Research & Development Center for Dairy Farming)

In May 2000, Japan reformed a subsidy system for dairy farmers which was established in 1965. In this system, raw milk prices had been artificially maintained to protect dairy farmers, and assure the stable supply of raw milk. The aim of this paper is to examine what effect this reform has on raw milk market and the joint sales organization which the Designated Associations (cooperatives of raw milk producers) or “Shiteidantai” control. The results are as follows:

- 1) The reform of Dairy and Dairy Industry Policy has an impact on raw milk and dairy products market. In particular, Japanese dairy farmers are facing business difficulties (demand and supply imbalances, depressed prices). In opposition to that situation, the Designated Associations voluntarily have launched a campaign to reconstruct the joint sales organization, and display milk control function. The time has come for Japan to construct the Designated Cooperative nation-wide, in order to boost efficiency of the joint sales organization.
- 2) In Japan, about 60% of production is used to produce milk for drinking, while the remaining 40% of raw milk is processed into other dairy products such as butter, skim milk powder, and cheese. However, the demand of butter and skim milk powder shows a decrease. The Designated Associations diversified utilization of raw milk, in order to prevent market surpluses and consequent market and price instability. At present, there are new classifications of processed milk available on the market: cream, condensed skim milk, and condensed milk. Consequently, the rate of domestic self-sufficiency in dairy products would remain high, following an increase in demand for raw milk.

Deployment of Food Industry, and Formation Logic of the Supply System of Materials. —The case of The potato for processing in Hokkaido Tokachi—

Kuniyuki Kobayashi (Hokkaido University)

The research subject of this paper is clarifying about the supply system of materials that an agricultural cooperative's and an agricultural farmer's built. An object is the market of the potato for food processing expanded late in the 1970s.

The supply system of materials is systematic correspondence to a agro industry aiming at maximization of a profit of the farmer who produces using the limited land and the limited labor force. Based on it, the added value and risk that belong to a farmer are clarified.

The contract that made the individual farmhouse the unit is performed in the system with the powerful initiative nature of agro industry. Therefore, systematic correspondence of a farmer is restricted. Then, the Memuro-cho agricultural cooperatives has started plural sale, a processing enterprise with a new article kind. On the other hand, in Shihoro-cho agricultural cooperatives that is the powerful system of a farmer's initiative nature, the consumer place location type factory is built in accordance with the selling strategy of agro industry. Moreover, plural sale centering on trust processing with major food processors was realized, and the profit is brought to the farmer.

The factors that form the supply system of the materials by the agricultural cooperatives are the following points. As a near regulation factor of capital, it is the deployment process of the agro industry set the development stage of a market, and on the basis of competition between capital. As a farmer's near regulation factor, it competes and comes out between the places of production based on the history and productive capacity of local agricultural promotion by the agricultural cooperative association.

The Feature of Regional Approach of Sustainable Agriculture in Rice Farming, and the Efficiency of Rice Production

Yasuhiro Shirai (Hokkaido Central Agricultural Experiment Station)

The purpose of this paper is to clarify the feature and the efficiency, of sustainable agriculture in rice farming managed under regional agreement of cultivation, by case study in Nakafurano-cho Hokkaido. In this case, there were only few differences in rice cultivation techniques and cost among farmer practicing sustainable agriculture. And the amounts of commercial fertilizer and agricultural chemicals have been reduced. On the other hand, rice cultivation techniques and cost among ordinary rice farmer show great difference. Although the cost of commercial fertilizer and agricultural chemicals are lower than ordinary rice farmer, the yields of sustainable rice farmer are on the same level, because of the environment conservation technology produced by agricultural experiment station.

The efficiency of sustainable rice farming is the best, seeing on chemical materials inputs, in data envelope analysis. But the efficiency of sustainable rice farming has declined, seeing on the working hour, in data envelope analysis. In the future, it is necessary to develop a new technology that improves the labor productivity, for instance rice noxious insect's generation prospect technology, so that the rice farming of environment conservation may extend.

The Subject of Paddy Field Use in a Hokkaido Large-scale Paddy Field Zone

Takao Hosoyama (Hokkaido National Agriculture Research Center)

In Hokkaido in recent years, a rice price drop is remarkable and the rice crop profit is getting worse. Therefore, efficient paddy field use is needed. However, on the other hand, realization of good rice production has been the conditions of a rice-producing district survivor. The way that should be of paddy field use in a rice crop farmhouse attracts attention under such a situation change.

The purpose of this report is carrying out the trend and subject of the paddy field use (field upland fixed system, or paddy-upland rotation system) for the South Sorachi area of a large-scale paddy field zone.

The result is as follows. The first, the tendency that improvement in the quality and yield of field crops is achieved was suited in a fields paddy-upland rotation system. But, the tendency urged to quality degradation of rice was suited. The second, the tendency that quality degradation of rice is controlled was suited, in a field upland fixed system. But, the situation that it was apprehensive about obstacle generating of field crops was suited.

Meanwhile, the direction of the following paddy field use was overlooked from now on. The first, in order to materialize a fields paddy-upland rotation system, the technical establishment which controls quality degradation of rice is required. The second, in order to materialize a field upland fixed system, the establishment of a rotation system is required, which avoids obstacle generating of field crops. The third, it is required to adopt a different paddy field use system, according to the regional difference of rice quality.

The Relation of Traceability System and Distribution Function of the Wholesale Market in the Vegetable Distribution.

Yasuhiko Sugimura (Alpha Technical Consultant Co., Ltd)

At present, sense of unease to food safety heightens in Japan. On the vegetable, it is not either the exception.

For the vegetable distribution, the government intends to introduce the traceability system. However, the wholesale market is passive for the introduction of the traceability system.

In this paper, it is a problem to clarify next two problems. 1; How is the wholesale market considered on food safety. 2; How to act they it guarantees the food safety.

Conclusions are as follows.

- 1; It is considered that the wholesale market is that they and producer construct fiduciary relation, and it can ensure the food safety.
- 2; Though in their ideas, the traceability system is effective for the security of the food safety, fiduciary relation with the producer are necessary so that it may function.
- 3; It does be not done by the selection of the commerce person, and the country should improve it on the introduction of the traceability system as a social foundation.