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SUMMARIES OF ARTICLES

Present Stage Status of Agricultural Corporations in Hokkaido and Assignments Opportunities for Future Development

Osamu Ichikawa (Rakunou gakuen University)

Based on the research achievements available, this paper intends to examines the abilities and goal attainabilities of agricultural corporations in Hokkaido to determine whether they can develop to be the importantprincipal supporters of local agriculture. Although the agricultural corporations are in the limelightthe obvious choice as the potential supporters of agriculture, their abilities, goal attainabilities and valuations have not yet been adequately clarified adequately. Under the circumstances, tThis paper examines and clarifies their abilities and goal attainabilitiesthose issues by using procedure with 3 approaches as described below, identifies problems with them, and proposes the solutions to such problems. The procedure used incorporates the three approaches described below.

1. Surveying the historical circumstances of the formation of the agricultural corporations in Hokkaido, selecting 12 typical municipalities holding containing a number of agricultural corporations (12 municipalities), and examining the abilities and goal attainabilities of the individual agricultural corporations in the selected municipalities.

2. Examining the abilities, goal attainabilities, positions and roles of the agricultural corporations in Hokkaido with those authorized farmers who are positioned as the potential supporters of local agriculture.

3. Classifying all agricultural corporations in Hokkaido by management mode according to crop type, investigating their actual conditions, and clarifying their abilities and goal attainabilities, and identifying the any problems with them.

Through applying these approaches, this paper shows makes variousthe findings, including, one for example, that only about 2% of all agricultural corporations in Hokkaido (in the number of houses) [F1]account for as much as about 20% of all management areas and sales of agricultural products throughout Hokkaido., The paperand also identifies assignments for future developmental opportunities for of the agricultural corporations.

Consumers' Willingness-to-Pay for HACCP and Eco labeled Milk

Hiroyuki Iwamoto (Hokkaido University)

The purpose of this study is to examine the importance in consumers' milk purchasing decisions of the price, freshness, use of the HACCP label, and use of the Eco-milk label (the latent attribute of the milk produced from the raw milk of dairy farms that comply with the law, which protects the environment by legally enforcing manure treatment).

Choice Modeling is employed to quantify the welfare change associated with the change in the levels of these attributes for a sample of consumers taken in December 2000. The data for this study were collected through a mail survey of residents of Sapporo City.

The results show that consumers have a positive perception of the HACCP label and the Eco-milk label. Consumers appear to be willing to pay as follows:

1) Extra 6 yen/liter (4% increase) to purchase HACCP-labeled milk.

2) Extra 12 yen/liter (8% increase) to purchase Eco-milk-labeled milk.

The effects of socioeconomic variables on choice of milk are also examined. The findings on consumer welfare change in the parametric varying the socioeconomic variables of the consumer are as follows:

1) Increasing the weekly expenditure for milk decreases Willingness-to-Pay for HACCP labeled milk.

2) The consumer who has a high income, has children, relies on the HACCP as food safety certification and places value on HACCP-labeled milk.

3) The consumer who has a high income, has children, has a need for an Eco-label on milk and places value on Eco-milk-labeled milk.