

## 先進国における農産物流通および地域農業振興に関する研究 [キーワード: 農産物流通, 規格化, ローカルフード運動] 准教授 橋本直史



### ■ 研究の概要

日本を含む先進国の農産物市場は、概して社会・経済が変化していく下で、流通機構の大型化・効率化や輸入農産物の激増等を背景に、"食と農"の乖離を伴いつつ変貌してきました。そうした状況下で、国内においては集団的な組織化つまり産地形成によって、有利販売・ブランド化を実現する為の商品の差別化競争を繰り広げてきました。しかし、農家経済・地域農業は改善の兆しがみられない状況です。

その為、農産物の販売問題に焦点を当てて、商品化の際に特に重要となる農産物の規格化の影響に着目した研究を実施してきました。具体的には、形状や外観に関する基準、光センサー等を用いた食味基準、GAP、有機農産物等の生産方法や食品安全・衛生管理に関する基準です。加えて、近年は視点を拡げ、農村の維持、地域農業の振興の可能性と条件についての事例に基づいた検討を進めています。

徳島県を対象とした研究に関しては、中山間・条件不利地域における農産物販売ならびに地域農業振興に関して研究を進めています。加えて、日本以外の先進国についてはEUにおける有機農業、アメリカMA州における農地保全の取り組み等のローカルフード運動に関する検討を進めています。

分野: 社会経済農学

専門:経営・経済農学

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BIOSCIENCE &

# Study of Issues in Agricultural Marketing and in Regional Agricultural Promotion in Advanced Countries Associate professor Naoshi Hashimoto

### BIOINDUSTRY Better Quality • Food Safety • Low Price! **X Agricultural Standards** Criterion for Size, Shape ···L·M·S :size Globalization, Competition A·B·C Criterion for Taste Requirements for Grading, · · · Sugar content, Acidity, Protein by using Standardization Optical Sensors etc. Criterion for the way of Influences for production • food safety Agricultural Marketing? \*\*\*Organic Product • GAP • HACCP • Third Party Certification • Traceability Prices recieved by We know that farmers have been standardization remaining low level, is needed so as to achieve better selling, branding!! Agricultural Cooperatives Agricultural Sector Residents The Local Food Movement **Organizations** ( Cooperation, Solidarity)

#### Introduction:

Japanese food sector and distribution system have been changing under the increasing power of large-scale retailers, food processors and so on. It has been recognized that introduction of agricultural standards make transaction effectively, are essential for agricultural marketing. There are difference between industrial manufacturing and agriculture specifically. However, adoption and subdivision of agricultural standards have used strictly, under the decline of prices received by farmers in agricultural sector. Consequently, study of agricultural standards is needed.

Nowadays, criterion of agricultural standards have some elements; not only criterion for size and shape but criterion for taste, for the way of production and food safety. I've been surveying influences of agricultural standards in agricultural marketing, concerning the criterion for the taste measured by sugar content, protein by using optical sensor, and the criterion for food safety such as GLOBAL-GAP, HACCP and so on.

In addition, I've been starting in research for regional agricultural promotion of less favoured areas in Tokushima Prefecture, also been studying possibility of local food movements in New England, USA.

Keywords: Agricultural marketing,
Agricultural standards,
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