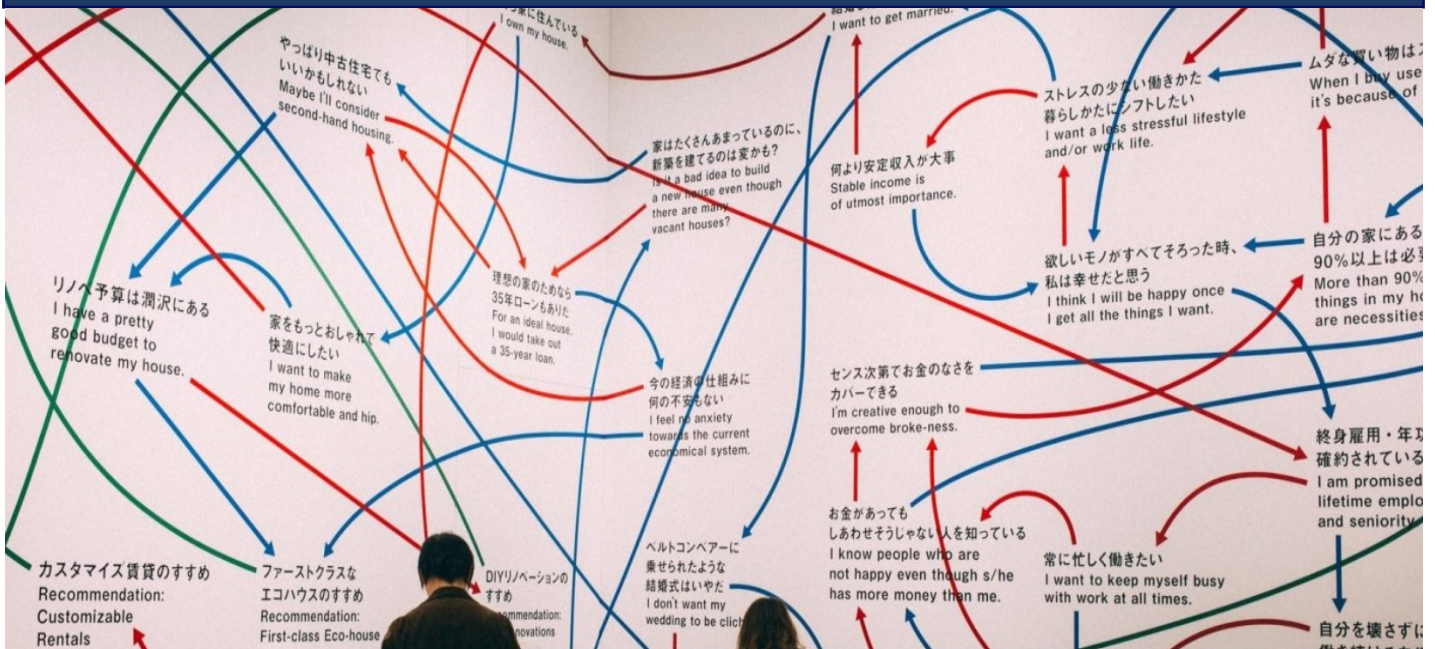


The Sustainable Gastronomy in Society 「SGS」

# Newsletter

JAPAN-EUROPE  
FORUM

## The challenges of Resilient Food System in Japan

EDITORIAL

Noting the key actions outlined in the G7 Hiroshima Action Statement for Resilient Global Food Security of May 2023, the above leaders intend to jointly take a set of actions in order to strengthen global food security and nutrition.

Amid G7 actions to generate resilient and sustainable agriculture and food systems, a priority of the summit host was supporting local, regional, and international food production. In this year's host, SGS Engagement Platform forum, follows, our forum will reflect on the food culture of Japan addressing questions that appear on the agenda: GIs and a resilient food system.

As a pivotal milestone in our collective journey toward the Engagement Platform digital forum, full program with our distinguished panelists and speakers will be revealed in our next newsletter.

Please reach out to use in case that you'd like to join or support our non-profit efforts:

[contact@sgs.or.jp](mailto:contact@sgs.or.jp)

Valuing the crucial interplay among regions, a cornerstone of SGS, in this article, we had the opportunity to interview Minister Tetsuro Nomura, Minister of Agriculture, Forestry and Fisheries, regarding the G7 Miyazaki Agricultural Ministers' Meeting. For all of us at SGS, the second annual forum 2023 will be the occasion to be joined by our friends and partners and we are honored to introduce them to you.

SGS team, look forward to seeing you to make this long-awaited forum a cornerstone. It's more than ever time to connect!

Interview with the Ministry of Agriculture, forestry and fisheries 2-3

SGS 2<sup>nd</sup> Annual Engagement Platform Forum 4

Introducing our friends 5-8

The Analysis Our Food system and region revitalization 9

Focus on Bleu-Blanc-Coeur 10-11

## Interview

# Interview with Minister NOMURA Tetsuro, Ministry of Agriculture, Forestry and Fisheries



**The importance of trade is highlighted in the G7 summit declarations, and Japan's revision of its fundamental laws also aims to facilitate a shift towards industries that consider overseas markets, indicating the country's increased emphasis on promoting the export of agricultural products. Our readers have shown a great interest in Japanese cuisine, including its traditional dishes. We would like to know more about the tactics used to promote its exports.**

At the G7 Agriculture Ministers' Meeting in Miyazaki, I had the opportunity to serve Japanese cuisine to the ministers. This experience underscored the growing interest in Japanese food. As Japan's domestic food market has been shrinking due to an aging population and declining birth rates, there is a considerable potential for significant expansion in the global food market. Regarding the export of Japanese agricultural, forestry, and fishery products and food, I believe that incorporating these global markets is essential for our future production.

Thanks to the efforts of all stakeholders, last year saw a remarkable milestone as the export value of agricultural, forestry, and fishery products and food reached a record high of approximately 1.4 trillion yen, marking the tenth consecutive year of growth. The government has set ambitious goals to further enhance this export value, aiming for 2 trillion yen by 2025 and 5 trillion yen by 2030. To achieve these goals, the market-oriented thinking, focusing on providing products that align with the needs and regulations of export destinations, is crucial. The Ministry of Agriculture, Forestry, and Fisheries is committed to supporting businesses that embrace this approach and take on the challenge of exports.

In order to expand the export of agricultural, forestry, and fishery products and food, the relevant ministers have collaborated to formulate the Action Plan. Furthermore, the government has certified a number of product groups which consist of a wide range of stakeholders from production to retail sales. Under this Action Plan, we are working to develop export promotion and strengthen the system of the Export Support Platform, an organization that provides comprehensive, specialized, and continuous support to exporters, through certified products groups.

**The G7 declaration includes the phrase 'enhance local, regional and global food systems,' highlighting the significance of regional and global aspects. This aligns with the EU's approach of promoting regional distinctiveness globally through Geographical Indications (GI). It seems to reflect a similar mindset. We're interested in learning about strategies for Japan that capitalize on its unique regional characteristics.**

As a strategy that capitalizes on regional distinctiveness, we have identified 29 export priority items where our country possesses strengths, and where collaborative efforts among stakeholders have proven effective in promoting exports. For each of these 29 items, specific goals have been set, and various measures are being taken to achieve them. Geographical Indications (GI) also focus on the qualities and social recognition derived from the unique natural, cultural, and societal factors of a region. Consequently, GIs serve as a valuable tool for conveying the attractiveness of regions and their products.

## Interview

**At the G7 Agricultural Ministers' Meeting, the minister organized a dialogue session between local agricultural high school students and G7 ministers, which received high praise from the ministers. Enhancing the appeal of agricultural education is crucial for ensuring food production. In this regard, what policies has Japan implemented to address this issue?**

At the G7 Agricultural Ministers' Meeting in April, prior to ministerial discussions, a dialogue session was organized between 20 local high school students from Miyazaki and ministers from G7 countries. During this session, valuable suggestions were presented by the students. These included proposals such as highlighting the appeal of agriculture and promoting its coolness, as well as increasing opportunities for children to experience agriculture from a young age to give them opportunities to better understand the significance of agriculture and food.

Creating opportunities to engage with agriculture will not only deepen understanding of local nature, food culture, and industries, but also foster appreciation for the efforts by producers. With the cooperation from local producers, initiatives such as agricultural experiential classes in elementary schools and incorporating locally sourced products into school meals to learn about local ingredients and food culture are on the rise in Japan. The latter initiative shares similarities with the school meal policies prominent in France.

The Ministry of Agriculture, Forestry, and Fisheries also provides support for such 'food education' efforts. I believe that how to convey the significance of agriculture to the next generation is an area that will become increasingly important.

---



# 2<sup>nd</sup> Annual Engagement Platform Forum in 4 clusters

## Digital Strategic Locations

October to November, 2023

Contact us:

[contact@sgs.or.jp](mailto:contact@sgs.or.jp)



### CLUSTER 1

Hokkaido

Iwate

Yamagata



### CLUSTER 2

Toyama

Niigata

Yamanashi



### CLUSTER 3

Hiroshima

Tokushima

Okayama



### CLUSTER 4

Kumamoto

Miyazaki

Kagoshima



## Introducing our friends:

# CarbonMaps

Carbon Maps is a comprehensive, science-based, data-driven climate management platform for the food industry. Rooted in robust scientific models and standards like GHG Protocol and IPCC guidelines, its SaaS platform enables agri-food industry players to perform rapid, high-precision assessments of the environmental impact of their products and agricultural raw materials throughout their entire food supply chain.

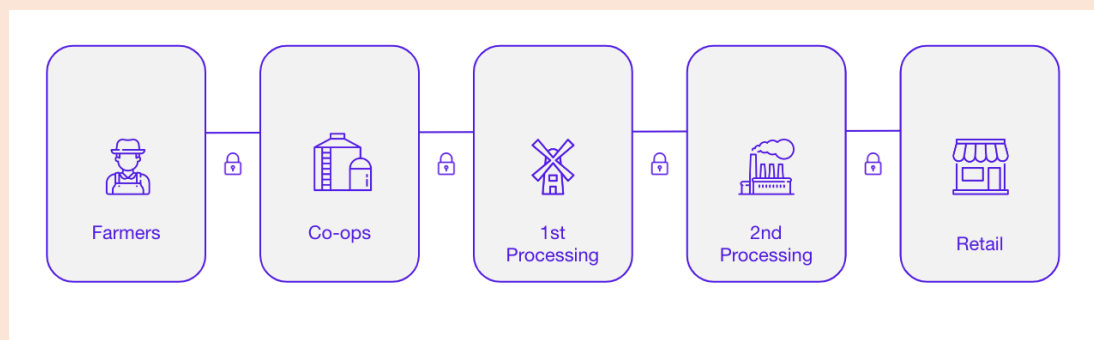
[Home - Carbon Maps](#)

### About CarbonMaps

Our food system is a major contributing factor to global greenhouse gas emissions, deforestation and water consumption worldwide. Factoring in how farmers grow our food is essential to evaluate consumer products' environmental impact, and it requires information sharing and collaboration across the value chain.

Reducing the environmental footprint of global food production is now a major and urgent challenge. Due to its colossal greenhouse gas emissions—around 30% of global emissions—and its massive impact on biodiversity, water and land resources, the agri-food sector is now under increasing pressure from regulators, associations and citizens.

Carbon Maps' mission is to help the food industry reduce its environmental footprint (carbon emissions, biodiversity, water use, animal welfare), by collecting and analyzing data, using science-based models, across all stages of the food chain, from farmers to consumers.



## **Solution**

Carbon Maps provides the food industry with a platform to help manage environmental metrics across the food supply chain in a simple and auditable way. We enable automated, industrialized data collection and calculation to provide metrics for the entire product portfolio. Carbon Maps covers all major indicators for food products: GHG emissions, biodiversity impact, water usage, and animal welfare.

## **Differentiate**

To differentiate their products, sustainable food brands can promote their virtuous agricultural practices by integrating relevant data from suppliers. Carbon Maps provides the technology to help them do that easily.

## **Measure & Trust**

Carbon Maps' SaaS platform collects and analyzes data, using science-based models, across all stages of the food chain.

The Carbon Maps platform enables agri-food industry players to perform rapid, high-precision assessments of the environmental impact of their products and agricultural raw materials. The company relies on widely accepted scientific models and environmental standards (GHG Protocol, ISO 14040 & 14044, IPCC).

The logo for Carbon Maps, featuring the word "carbon" in a lowercase, rounded, blue font, followed by "Maps" in a larger, bold, lowercase, blue font with a stylized 'M'.

## Introducing our friends:

# Axa Climate school

Axa Climate's purpose is to make regenerative business universal. More than 150 passionate and committed people in Paris, London, Zurich, Miami, Sydney, Shanghai, Hong kong and New Delhi.

[AXA Climate regenerative business](#)

### Challenges

Reducing our negative impact on the planet is not enough. Our collective challenge is to switch from extractive companies to regenerative companies. To that end, we are transforming our business models, our organizations and our collective missions. And this transformation movement drives us.

Axa Climate school is changing the paradigm: our companies are living beings, nested in the living world. To serve this mission the school has three lines of business:

### Range of activities

**Training:** digital and scientific content that gets all employees engaged by giving them skills and tools. Axa climate provides over 40 hours of digital training content to major companies, which are eager to support their employees in the sustainable transition, through an online learning experience, covering 8 different professions in 8 different languages.

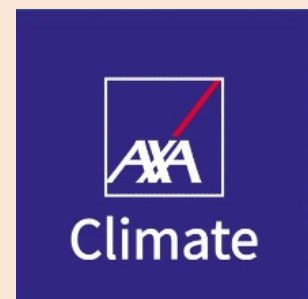
**Consulting:** Axa climate provide consulting services to the agri-food, industrial, financial and public sectors to help them successfully adapt to climate change and biodiversity loss, in a regenerative way. Axa Climate assess climate, biodiversity, carbon risks and suggest adaptation measures to create positive interactions between the planet and the corporates.

Axa group also finance regenerative agriculture. Using the best of satellite imagery, they insure businesses and vulnerable people to provide financial support within hours when they suffer from natural disasters.

## Regenerating companies

For companies to succeed in their continuous adaptation, they must become living systems, and follow the laws that apply to them. This movement is what we call **regeneration**. It's a company designed and organizes itself as a living system (employees, shareholders, customers, suppliers, local communities), operating within planetary boundaries and resources, to develop their full potential and to grow with it.

Regenerative companies serve the capacity of living systems, both human and non-human, to regenerate the conditions conducive to life on Earth. Whatever its size, place or sector, any company can embark on the path of regeneration and change its economic model, culture and organization.





## THE ANALYSIS

# “ Our Food system and region revitalization ”

## SGS' team

Thinking about the future of farming in a digital society means thinking about the kind of society we want and finding a way to overcome the current contradictions in the farming system we use.

We want natural, traditional and local food, but at the same time we want products that suit our lifestyles and budgets.

We want to promote local agriculture that respects the environment and animals, but our urban lifestyles are consuming farmland and pushing produce further away from the places where it is consumed.

Some debates associate digital technology with a new intensification in the use of agricultural land, even though it could be the source of precision farming that limits the use of inputs and pesticides. We want to limit the impact of our food consumption on the environment, but we can't imagine eating vegetables and fruit grown on a vertical urban farm.

We fear robotization in the fields, but we are also looking for the cheapest prices to feed ourselves, without worrying about the hard work of farmers. Here again, the introduction of digital technology in agriculture is helping to rethink the profession, broaden farmers' skills, renew their relationship with the consumer, from whom they are now completely cut off, attract new profiles and open up new prospects with urban agriculture.

Digital is therefore a tool for transforming a food chain that is currently full of contradictions and lacking in transparency for consumers: intensive agriculture serving industrial food.

This digital revolution in agriculture has already begun, from the production to the consumption and distribution of agricultural products. Digital technology is everywhere and is changing many aspects of the agricultural chain, in particular by producing information at every stage that is now accessible and distributable to the various players in the chain, including consumers.

One of the distinctive features of the current digital transformation of society is precisely the new role of consumers, and the fact that digital gives them access to more means of exerting pressure and expressing themselves: a new form of empowerment.

This transformation is clearly visible in food consumption, where successive food crises have introduced a great deal of mistrust in the quality and provenance of food products and led consumers to organize themselves differently: financing of production, implementation of short distribution circuits, traceability systems, promotion of GIs and so on. This revolution will not happen without the consumer.

This will profoundly change the role and profession of the various players, in Japan and around the world. The digital transformation of agriculture therefore marks the emergence of a new paradigm, in which productivity and ecology are reconciled, production and distribution are brought closer together, and farmers and consumers are reunited.

With this in mind, we want to share our ideas so that everyone can form an opinion on a subject that concerns every citizen and every consumer.



## Focus on Bleu-Blanc-Coeur

### “We are what we eat”

Jérémie Renaud

International development Manager Bleu-Blanc-Coeur Association



AND AGRICULTURAL PRACTICES STRONGLY DETERMINE THE NUTRITIONAL VALUES OF OUR FOOD, AND ITS IMPACTS ON HEALTH AND CLIMATE

The vision of Bleu-Blanc Coeur is to implement a more virtuous agriculture, that offers a healthy and affordable food.

A Non-Governmental organization (NGO) based in France, acting on 4 continents, in 20 countries food. It had become an important international player for nutrition and climate, recognized by many NGOs and authorities, including the United-Nations.

Bleu-Blanc-Coeur supports the “One Health” approach “health for the soil, the animal, and people. This holistic approach adheres to 11 of the United-Nations’ Sustainable Development Goals. It deploys a strong and unique healthy food movement, well identified by consumers, and defined by:

- Quality food accessibility and affordability,
- Transparent methods,
- Fair practices,
- An obligation of means and results.

It is a quality brand visible on food products (more than 2500 types of products coming from livestock farming and cropping), but in same time the first global “eating well” movement, collectively led by various stakeholders from field to fork.

### **Point I -**

Based on this model, its members generate ab 2.5 billion Euros of sales per year.

Bleu-Blanc-Coeur work acts throughout 4 fields of competencies to support the transition toward this healthy agriculture:

- Research: to improve know-how on breeding and farming and their link to health and climate impacts.
- Technical expertise: to deploy and implement better practices & measure on farms and all along the food chain.
- Market expertise: to stimulate partnerships to make products accessible and affordable to the greatest number.
- Education and pedagogy sharing: to inform and federate leaders, experts, and consumers around a model to eating well.

### **Point II -**

Since 2014, Bleu-Blanc-Coeur has already started some first collaboration in Japan, in the area of Kumamoto, with farmers and breeders and the help of the KBCC.

You wish to enhance the Japanese agriculture and food, Bleu-Blanc-Coeur can help you to implement a healthy model all along the food chain stage from farm to supermarkets!

### **Testimonies from across the globe -**

**Pierre WEILL, Founder of Bleu-Blanc-Coeur (FRANCE)**

« I started 30 years ago with the idea to improve the soil Health, and I realized I could positively influence the Human Health with a beneficial environmental impact. »

**Ágoston BODO, Dairy CEO (HUNGARY)**

« As producer and processor, we feel it is our duty to sell high quality, nutritional dairy products with lower impact on the environment to consumers. Deploying these advanced production modes allowed us to reach these goals while significantly improving our animals' health and performances. »

**Benoit Barbault, Retailer Fresh product director (Hungary)**

Our responsibility is to help our clients access to better and healthier food products, with lower environmental impacts. This is what are expecting our clients! By consuming such products, their diet will become more balanced, more colorful, and richer in different nutrients. Moved by this vision, we have developed a range of Bleu-Blanc-Coeur products under our Farm to Fork program.

**Zsuzsanna Szűcs Dietician - President at Hungarian Dietetic Association**

Our health begins in our plate. It is no longer debatable. With the Bleu-Blanc-Coeur label, guaranteeing a better health of the soil, the animal, and a nutritional quality of the products, the consumers can make the right choices.