UNIVERSITÀ DEGLI STUDI DELLA TUSCIA

PRIMAFF
Policy Research Institute, Ministry of Agriculture, Forestry and Fisheries

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Seminar:
Japan's unique initiatives and challenges for reconciling competitiveness and sustainability in the agrifood system

16 June 2025 | 12:00 ÷ 13:30

Room C. Perone Pacifico | Building A2, Via San Camillo de Lellis snc – Viterbo

Japan's agriculture, forestry, and fisheries sectors are under pressure from climate change, disasters, and an aging population.

To respond, the government launched the MIDORI Strategy, aiming for sustainability and innovation by 2050. Its goals include zero fossil fuel CO_2 emissions, major reductions in chemical inputs, and a big increase in organic farming.

The approach leverages decades of research and grassroots initiatives like TEIKEI, with research institutes accelerating studies on smart agriculture, eco-friendly practices, and health impacts.

This seminar highlights Japan's latest efforts to balance productivity and sustainability, encouraging dialogue and learning with European experts

Link Zoom:
https://shorturl.at/Wkulr

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Prof. Stefano Ubertini | Rector of University of Tuscia
Prof. Giulio Guarini | Coordinator of EMMQ Doctoral Course
Institutional welcome

Chair Prof. Simone Severini | Coordinator of the Curriculum in Agri-food Economy of EMMQ

- **Yukio Uchida | Director-General, PRIMAFF |** *"Recent Research on Reconciling Competitiveness and Sustainability in the Agrifood System of Japan"*

- **Juri Hori | Senior Researcher, PRIMAFF |** *"Engaging Out-Migrants in Co-Designing Sustainable Futures in Community-Based Agrifood Systems: Insights from a Web Survey in Japan"*

- **Atomu Nitta | Researcher, PRIMAFF |** *"Profit Structures of Organic and Environmentally Friendly Rice Farms: Insights from Japanese Farm-Level Data"*

- **Shiho Tamaki | Researcher, PRIMAFF |** *"Evaluating Strategies to Improve Fruits and Vegetables Intake in Japan: Insights from Randomized Trials"*

Doctoral Course in Economy, Management and Quantitative Methods