

Food and Agriculture Marketplace Potential



With Japanese food continuously gaining popularity worldwide, boosting exports of food and agricultural products is a priority. The Japanese government is cultivating demand abroad for Japan's high-quality agricultural goods, aiming for a trillion yen in exports in 2019.

This issue explores trends such as the growing demand worldwide for Japan's matcha green tea and employing ICT to optimize greenhouse environments, while also covering measures that preserve landscapes and farming in local communities.