

## I. Introduction

### [Outline]

1. Advancing our agriculture and making it a growth industry is essential for the revitalization of the economies of Japan and each region. The conclusion of the TPP agreement and expansion of demand will bring about good opportunities for exports and overseas expansion of Japan’s agricultural products, as well as food products, food service, and other related businesses. The government is also strengthening these efforts through such initiatives as “the strategy to strengthen export capabilities.”
2. Propose necessary measures aimed at such initiatives as formulating “infrastructural development program for export promotion” as part of a follow-up to the fundamental principles of the government’s TPP policies.

## II. Fundamental Viewpoint

### Viewpoint

- (1) Focus on strengthening production infrastructure
- (2) Earn income by means of the agriculture and food products businesses as a whole

### How to promote

- (1) Make effective use of technologies and know-how of global corporations
- (2) Accumulate successful models through concentrated support

## III. Specific Measures

### 1. Strengthen the production infrastructure for developing and providing appealing products

- (1) Encourage entry by corporations and expand the size of the farming business
  - (a) Encourage entry by corporations (Ease investment regulations for corporations investing in legal person eligible to own farmland, and promote acquisition of farmland by corporations with proven performance)
  - (b) Strongly promote consolidation of farmland (Strengthen Farmland Bank and enhance incentives, etc.)
- (2) Improvement of systems related to sixth-order industrialization of agriculture and technology and product development
  - (a) Improvement of the A-FIVE (Agriculture, Forestry and Fisheries Fund Corporation for Innovation, Value-chain and Expansion Japan) system  
(Ease regulations on capital, ease requirements for qualification to receive funds, simplify and speed up the process)
  - (b) Broaden “businesses that engage in establishment and verification of advanced models of agriculture”  
(Encourage continuation and spread of its results)
  - (c) Improve infrastructure for development of technologies and research  
(Encourage standardization of ICT and cooperation between industry, academia, and government, taking into consideration Society 5.0)
- (3) Improve safety and reliability  
Encourage acquisition of GAP certification (Spread GLOBAL GAP and speed up mutual recognition of JGAP)  
Encourage the implementation of traceability
- (4) Strengthen international competitiveness of processed food products  
Make effective use of A-FIVE, review adjustment money, etc.

### 2. Develop export environment

- (1) Streamline customs clearance
  - (a) Ease or abolish sanitary and phytosanitary standards and radioactivity regulations  
(Speed up negotiations between governments of countries)
  - (b) Streamline export-related procedures (Make procedures one-stop, implement specified exemption system, etc.)
  - (c) Strengthen the sending out of information related to the systems of various countries to entities in Japan (The effect such systems has in Japan, etc.)
- (2) Make advances and improve efficiency in distribution
  - (a) Develop distribution bases (Refrigeration facilities for exports, distribution and processing facilities, etc.)
  - (b) Development and spread of technologies related to distribution (Technologies for maintaining freshness, etc.)
- (3) Cultivate and expand export markets
  - (a) Carry out effective promotions (Promote private-sector led marketing, division of national and prefectural roles, measures against damage caused by harmful rumors)
  - (b) Strengthen sales to inbound consumers (Set up duty-free shops, etc.)

### 3. Support overseas expansion

Support producing area’s overseas expansion (Make effective use of public-private funds)  
Support overseas expansion of facilities and equipment and technologies (Make effective use of technological cooperation)

## IV. In Closing – Initiatives by Keidanren

Encourage matching through the “**coordinative platform of business and agricultural sectors,**” implement promotions for Japanese cuisine