

# **Implication of Organic Agriculture Movement for Fair Trade Movement in Japan**

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### **1. Introduction**

The Fair Trade (FT) movement is a relatively new idea in Japan, and it is not always shared in wide sectors. However, some consumers, especially young generation, are getting involved in, or at least feeling strong interest in, the FT movement. This trend makes some companies deal FT commodities such as coffee. As the market of FT commodities is expanding little by little, the concept or the standards of "fairness" are required to be clearly shown to consumers. This is the main reason why the certification and labeling system is widely used in EU and USA.

However, Fair Trade Organizations (FTOs) in Japan are not necessary eager in adopting the labeling and certification system. Some FTOs are using the label of the FLO (Fairtrade Labeling Organization International), others are straining to develop direct trade without such labels and are not interested in the certification and labeling system. In brief, FTOs in Japan are various, and the concepts and the standards of "fairness" are different respectively.

This situation reminds us the process that organic agriculture movement in Japan did not give any impacts on the decision of the standards of organic agricultural products. The Japan Organic Agriculture Association(JOAA) established in 1971, the major organization of organic agriculture in Japan, insisted that certification and labeling systems did not fit organic agriculture and denied any kind of involvement with such systems, when the Ministry of Agriculture, Forestry, and Fishery(MAFF) had introduced the guideline on organic agricultural products in 1992, being followed by the revision of Japan Agricultural Standards (JAS) in 1999 for the purpose of harmonization to the so-called CODEX standards for organically produced foods. This attitude of the JOAA is one reason why the Organic JAS system was decided without reflection of organic farmers' opinion. Although the Organic JAS system was amended in 2005, this amendment was done with less reflection of organic farmers again.

This paper aims at showing implication for FT movement through analyzing the process of the certification and labeling system of organic agricultural products and the attitude of the JOAA towards that process. If the central government tries to adopt the regulation system of FT products, saying that the current FT commodities confuse consumers, or a certain corporation registers the concept of Fair Trade as trademark, activities of FT Os in Japan are severely constrained and FT movement in Japan will not be able to meet the hope of those who are seeking for alternative way of the present world. Therefore, it is important for FT movement to draw lessons from the whole process and the results of the JOAA's behaviors towards the certification and labeling system of organic agricultural products.

### **2. Marketing of Organic Foods in Japan: From Niche to Highly Value-added Commodity**

#### **2.1 The beginning of Organic Agriculture**

Japanese organic agriculture developed in the consumers' movement, which originated from the activities for protecting consumers' daily life in the period of disorder after the WW□. In the beginning, the Association of Homemakers, one of the leading consumers' organizations, established in 1948, conducted the campaign against the rise in the price of variable commodities. It was not a long time until this association came to deal with food safety issues such as harmful food coloring. Other consumers' organizations like National Federation of Regional Women's Organization and Federation of Consumers Cooperatives also started activities seeking for food safety.

In the middle of 1950s, Japan entered the time of rapid economic growth, and most people changed their top priority to the idea of economic efficiency rather than harmony with other people and nature. A lot of environmental destruction and disease caused by pollutions became social issues after the 1960s. Further, some diseases were caused by medicine (Chinoform and Thalidomide) and processed food (powdered milk, PCB contaminated cooking-oil) in the 1960s(Table1).

Owing to the shadow side of rapid economic growth mentioned above, some consumers became to seek for safe

food. Such consumers organized a small group and started to look for safe and reliable foods, including foods without synthesized substances. These conscious consumers had honest preference to safe food. However, at that time, farmers and processors producing organically were few and scattered in Japan. Conscious consumers knew little where they were able to purchase safe food, and this meant that transaction costs were high for them.

On the while, some farmers had realized that the modernized farming practice, which highly depended on agrochemicals and chemical fertilizers, sacrificed the nature and health of farmers themselves instead of improvement in agricultural productivity. In fact, not a few farmers had suffered from acute poisoning by agrochemicals. Although such farmers changed gradually their farming practice not to use synthesis substances, their economic achievement was not good because they could not help selling only at low prices in the market and their yields were unstable. Therefore, they looked for consumers who preferred safety rather than cheapness and fine appearance.

In brief, conscious consumers and organic farmers were looking for each other. In other words, both ends of agro-food chain were got linked together. Those days, the number of organic farmers was small, as mentioned above,. Thus they had to produce a variety of agricultural products little by little so that they could support consumers' dietary life. Conscious consumers could meet their demands, while it was difficult for organic farmers to earn more income than the necessary sum of living costs. If organic farmers did not survive, conscious consumers could not secure safe foods. Therefore, conscious consumers were willing to support the organic farmers in terms of sufficient payment and to help organic farmers' works. In addition, consumers often visited organic farmers to build face-to-face relationships.

The JOAA was founded before long, 1971, by 29 people responding to the calling of Teruo Ichiraku, a leader of the cooperative movement. The JOAA provided a place for producers, consumers, doctors, and researchers to assemble. Teruo Ichiraku introduced the concept of 'YUKI' in Japanese, of which meaning is approximately 'organic'. His intention is to change modernized agriculture into original agriculture, which means that agriculture should depend on the natural force of life, not artificial compound. He hoped the day would come when the term of agriculture meant organic agriculture.

According to his thought, organic products were not commodities for sale but the medium for connecting producers with consumers. Therefore, organic products should be distributed through close contact between producers and consumers. This close contact was called Teikei' partnership.

In 1978, the JOAA announced the ten principles for 'Teikei' partnership. The principles emphasized 1)equal partnership between producers and consumers, 2)reciprocity, mutual help, and friendly relationships, 3) production plan in accordance with natural conditions and consumers' demands, 4)fixed price and pricing based on negotiation, 5)cost reduction, especially by avoiding over-wrapping and over-grading, 6)transportation of foods either by producers' or by consumers' groups, 7)mutual understandings through intercourse, 8)seeking for small size of groups, not for scale economy.

The most fundamental idea of these principles lies in mutual aids and reciprocities between producers and consumers, which is based on the trust made through face-to-face relationships<sup>1</sup>. At the first phase, organic agriculture in Japan had developed under this 'teikei' partnership. People involved in 'teikei' partnership could feel mutual supports each other.

## **2.2 From Direct Trade to Diversification of Distribution Channel for Organic Foods**

The voices that consumers wanted to eat safe foods increased more and more since the 1970s. Safety meant foods without using synthesized substances. In the 1970s, some scientists reported that some food additives had carcinogenicity. In addition, some diseases were caused from chemical contamination and additives in the 1970s, consumers became to consider that agrochemical residues might affect on human health.

About ten years later of publication of "Silent Spring" by Rachel Carson in 1962, Sawako Ariyoshi started to write "Multiple Contamination" in a newspaper. Both works had given strong impacts on consumers' awareness

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<sup>1</sup> The website of the JOAA (<http://www.joaa.net/mokuhyou/yukinouken.html>)

of agrochemicals<sup>2</sup>. Many consumers were worrying about the risk of additives in processed food and contaminated foods by agrochemical residue.

Some consumers involved in 'teikei' partnership already could enjoy healthy diet with organic foods. However, it was difficult for most consumers to secure organic foods because few shops were dealing in them. This was why it was necessary for consumers to organize a group as a distribution point under 'teikei' partnership. A group member had to come together at the same time and the same place, where producers brought their products, and to distribute the products equally. They were also required to make an account of purchased commodities. Housewives were generally engaged in such tasks. If they wanted to work outside, they could not do these obligations.

Furthermore, consumers involved in the 'teikei' partnership were forced to change their dietary life. In the period of rapid economic growth, consumers were accustomed to eating any vegetables and fruits without seasonality. On the contrary, the 'teikei' partnership provided the same fresh foods according to the season every week. Nevertheless, the 'teikei' principle requested consumers to buy all the yields. In brief, it was necessary for consumers to accommodate production to consumption, not to lust. In this respect, the 'teikei' partnership lay upon the high ethical feeling. However, it was not easy for all the consumers to share such a feeling.

Farmers involved in the 'teikei' partnership felt some merits from economic and mental viewpoints. First of all, they could make pricing by themselves. In general, the price under the 'teikei' partnership was fixed for certain period to receive stable income, and their farm gate price went up higher than in a case of selling to a wholesale market by exclusion of mediate margins. From viewpoint of mental aspects, organic farmers could take pride in their jobs, and felt worthwhile producing foods. They enjoyed relationships with consumers, because they could see directly consumers' pleasure and encouragement.

However, organic farmers had to frequently suffer from villagers' defiance or alienation. There were some reasons as follows. First, a village society in Japan was flat and homogenous so that villagers did not prefer prominent people in any respects. Second, ordinary farmers depended on a wholesale market through an agricultural cooperative, while organic farmers did not use an agricultural cooperative. Third, organic farmers were sometimes accused of non-agrochemical farming, because an organic field was considered a source of pests and insects.

Consumers and producers had to share inconvenience little by little under the 'teikei' partnership. In other words, the 'teikei' partnership did not mean that the only either consumer or producer received all the benefits to oneself. The 'teikei' partnership was looking for coexistence and mutual flourish.

However, the 'teikei' partnership was criticized from the context of the opportunity costs. In particular, modern economics of classical school had often indicated that the opportunity costs were neglected in the "teikei" partnership. For example, producers took a role as a career to the distribution points without additional charge, while consumers displaced the functions such as distributing, collecting money, and settling account. The activities from a career to settlement were done free. This fact gradually made consumers keep away from the 'teikei' partnership.

As was shown in Table 2, some specialized business bodies for delivering organic foods were founded one after another in the late of the 1970s and in the 1980s. The first one was 'Daichi' Corporation in 1977<sup>3</sup>, being followed by the Network of 'Polan' in 1984 and 'Radish Boya' in 1988. These business bodies were originated from organic agriculture groups or environmental groups. The reasons why such specialized business bodies started to operate were changes in consumers' awareness, complaints of consumers, the increase in women jobholders and so on. Consumers demanded organic agriculture groups or farmers to deliver commodities on the time when it was convenient for them. Otherwise, they wanted to buy at favorite shops. Some consumers

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<sup>2</sup> Kouyu Furusawa, 1984, p.124. The Organic Agriculture Movement in Japan, in "Logics of Lives and Agriculture", ed. by Keiichi Sakamoto, 1984, Gakuyo Shobo

<sup>3</sup> 'Daichi' Corporation was a subsidiary company of an organic agriculture group named the society for the earth conservation founded in 1975. In 1975, the Japan Agriculture Community (JAC) was also set up and started to sell by a car. In this sense, the JAC may be regarded as a specialized delivering company. But the JAC also wholesaled organic foods to organic and natural foods shops.

became to think that they were not able to bear the opportunity costs as mentioned already.

These changes in consumers' attitude or buying behavior built up a wider organic foods market. Although consumers continued to hold anxieties for food safety, most of them wanted to buy organic foods in the usual market, without paying special attention to producers or attending distribution of delivered foods. In brief, most consumers went shopping to supermarkets and retail shops selling organic foods. According to such changes, a variety of shops started to deal in organic foods. This caused to diversification of the distribution channels of organic foods.

### **3. Intervention from Government and Response of Organic Agricultural Sector**

#### **3.1 Flood of 'Organic' Labels and the Clue of Government's Intervention**

Diversification of distribution channels for organic foods was backed up by the strategy of differentiation that certain agricultural cooperatives adopted for the purpose of achieving high added value. This fact meant that the organic agriculture movement in Japan had entered into a new era of the market-oriented organic agriculture. Of course, there remained the 'teikei' partnership type of organic agriculture widely. The two types of organic agriculture co-existed in the latter half of the 1970s and in the 1980s.

Supermarkets required a large amount of organic foods with the same qualities and with the same grade. Consequently, organic farmers had to change their farming systems from planting many varieties of vegetables and fruits to the mass production of a few products. The mass production was far from the idea of organic agriculture, even if farmers practiced farming without agrochemicals and chemical fertilizers. Mass production of organic foods was difficult because it was the contrary to the nature. Furthermore, as the JOAA insisted on, the basic concept of organic agriculture was beyond mere farming system. The JOAA regarded organic agriculture as the life-style itself. Accordingly, The JOAA criticized that the market-oriented organic agriculture was too inclined to economic value.

However, in fact, the number of farmers involved in ideal organic agriculture was small and stagnant, while more farmers came to practice farming with reduction of agrochemicals and chemical fertilizers, as shown in Table 3. Before 1979, the number of organic farmers who newly started exceeded that of farmers reducing agrochemicals and chemical fertilizers, but, after 1980, the former fell more below the latter. This was why it was difficult for common farmers to start organic agriculture. On the contrary, the entry barrier against agriculture reducing agrochemicals and chemical fertilizers was quite low that even common farmers could start it easily.

Consequently, there appeared a variety type to counter conventional agriculture except organic agriculture in the 1980s, namely agriculture reducing chemical fertilizers but no agrochemicals, agriculture reducing agrochemicals but no chemical fertilizers, and agriculture reducing agrochemicals and chemical fertilizers. Although these types were not ideal organic agriculture, they were considered to partially change conventional agriculture those days. In this sense, I like to call these types of agriculture the quasi-organic agriculture.

The quasi-organic agriculture was characterized by easy entry to be involved in. Nevertheless, they could expect high returns to their products because of their voluntary labels which appealed food 'safety' to consumers. The labels were not regulated in the 1980s, so farmers could use any kind of labels. In an extreme case, some farmers used an 'organic' label to their products which were grown in the field applied with just one rice straw. It was often said that 'organic' labels were sold at the central wholesale market in Tokyo.

Accordingly, the similar labeled 'organic' foods flooded out in the market. According to Table 4, most of the department stores and the supermarkets were selling agricultural products reducing agrochemicals as 'organic' foods. On the other hand, many shops bought in agricultural products grown by organic fertilizers or chemical and organic fertilizers. In spite of the fact that chemical residues was the strongest concern among consumers', the 'organic' labeled agricultural products was actually grown using agrochemicals, and consumers did not have a way to know to what extent farmers had reduced agrochemicals.

These phenomenons were caused by the differentiation strategy seeking for high returns. The result was consumers' distrust to 'organic' foods. In 1987, a consumer group submitted the requests and questions on the labeling of organic foods to the Governor of Tokyo. Tokyo Administration Office asked the Government to

clarify the standard of organic foods two months later. This issue might include severe situation for the organic agriculture sector. However, the JOAA did not take a suitable and immediate action, because the JOAA considered the 'real' organic agriculture was supported under the 'teikei' system and its members of both producers and consumers trusted each other on the basis of the face-to-face relationships. In 1988, the JOAA released the definition of organic agricultural products. However it was only general and abstract definition. Thus, this definition could not affect farmers' attitude, consumers' buying behavior, and government's policy.

The first response came from the Fair Trade Commission (FTC) of Japan. The FTC made a research on labeling mechanism and actual usage of chemical inputs, and finally disclosed unjust labeling on organic agricultural products. The exposure by the FTC had led the public opinions' shift that it was necessary to set up the standards of organic foods that could prevent from confusing and deceiving consumers. An important thing is the exposure by the FTC was the clue of the intervention from the Government in organic agricultural sector, which had developed as the grassroots movement.

### **3.2 Government's Interventions: From Guideline of Organic Agricultural Products to Amendment of the Japanese Agricultural Standards**

According to the increase in the standards and the labels of organic foods, some prefecture office and some delivering business bodies adopted the standards of organic agricultural products. The first one was an ordinance on the labeling and certification of organic agricultural products by Okayama Prefecture in 1988. Okayama Prefecture was a leading local government to promote organic agriculture, and it introduced subsidies for the mountainous and hilly areas where farmers adopted organic agriculture. At a municipality level, Aya Town, Miyazaki Prefecture, enacted an ordinance for the promotion of 'eco-agriculture', which aimed at building up sustainable agriculture in the same year. For the private body, the Council for Promotion of Eco-agriculture made spontaneous labeling of agriculture in 1989, of which purpose was reduction of agrochemicals (See Table 2).

The Ministry of Agriculture or The MAFF was not active for the matters related with organic agriculture at first. However, when the USA and EC enacted the regulations about organic foods, the MAFF decided to set up a Special Guideline for labeling of organic agricultural products in a hurry. In 1991, one year later when the USA enacted the Agricultural Act of 1990, the MAFF started a study of an organic label for greengrocery. And in 1992, one year later when EC decided a Regulation on Organic Produced Foods, the MAFF announced the Special Guideline for Labeling of Organic Agricultural Products. The whole process for introduction of the guideline showed lack of independent action by the MAFF. Thus, if the JOAA proposed meaningful standards suitable for organic farmers themselves, such offers could have affected the current of discussion on the guideline.

However, the JOAA almost neglected the demand for the standards to know whether foods labeled organic is actually organic or not, and even denied the involvement of the discussion. The JOAA seldom talk about the standards and labeling. In 1988, the JOAA released their position papers about the definition of organic foods, as mentioned already. In this paper, the JOAA described their views on the labeling and certification system. According to it, organic agriculture was an ideal type of agriculture. It was inappropriate to emphasize the difference between organic products and conventional products in particular. That idea might be honorable. However, the right idea cannot necessary have affective power. On the one hand, some limited farmers and consumers who were able to play a part in the JOAA may live in a sound way. On the other hand, predominate and common farmers and consumers are left in the problematic production of agriculture or consumption of foods.

The reactions to the standards were quite in self-satisfaction, and did not have a power to change actual production and consumption pattern. The JOAA's reaction was equal to oligopoly of information. The oligopolistic information caused the understandings that we can call even the products grown with agrochemicals or chemical fertilizers 'organic' agriculture if farmers threw few organic matters into the fields. It was doubtless that oligopolistic information allows the false 'organic' products and 'imitated' organic products.

Under the existence of information asymmetry, false information would fly if the side holding information provides the right one actively. Oligopolistic information will allow fake consequently. As a result, we can see that organic foods producing in a right way are displaced by false organic agriculture. That is a reverse selection

under a 'lemon market'. In spite of the fact that the JOAA had abilities to avoid such a bad situation, the JOAA missed the chance to prevent from expanding false organic foods by withdrawal into the 'justice'.

The same reaction of the JOAA was observed when the Japanese Agricultural Standards (JAS) system was amended in 1993. The main purpose of amendment was integration of organic foods with the JAS System. Originally, the JAS system was made for regulation of the processed foods. Thus, organic foods were considered not to fit into the JAS system. The JOAA also criticized integration of organic foods into the JAS system. However, the JOAA left the matter and did not propose alternative mechanism. In 1999, when the so-called Codex Alimentarius Commission made clear to adopt the international standard of organically produced foods, the JOAA submitted the revised bill of JAS and enacted it. Even if the certification and labeling system was inevitable, the JOAA could play a more aggressive role as a leading organization of organic agriculture and could reflect the organic farmers' voices to the certification and labeling system.

The JOAA published "The Basic Standards of Organic Agriculture 2000" in 2000. The JOAA finally recognized the necessity of the standards. However, the situation had rapidly changed beyond expectation. Twelve years had already passed since the JOAA announced the definition of organic agriculture in 1988. If the JOAA worked in making concrete and detailed standards just after the definition, we could establish another standard and labeling system more convenient of organic farmers.

The JAS was amended in 2005 again. This amendment puts a focus on reinforcement of regulating the institution for certification. Under the amended JAS of 1999, organic organization, agricultural cooperatives, and prefecture office built institutions for certification respectively so that they could support organic agriculture at relatively low certification cost. However, re-amendment of the JAS System requires higher qualification of such institution for certification. This will cause the certification cost to go up. With regard to this amendment, the JOAA's voice was not large.

#### **4. The Features of the Japanese Fair Trade and Implications of the Organic Agricultural Movement**

In Japan, generally speaking, the Fair Trade movement is weak and most consumers do not know even the name of Fair Trade. Quite few people recognize the labels of Fair Trade commodities and the Fair Trade organization. One reason is the short experiences, and another is lack of common understanding about Fair Trade among Fair Trade Organizations (FTOs).

As is shown in Table 6, the Fair Trade movement in Japan started as development assistance for developing countries in 1980s. The initial FTO was engaged in assisting poor people in Bangladesh, and another one was aiming at self-help of landless people in the Negros Island, Philippines, who were laid off by the owners of the sugar plantations after the severe falling down of world sugar price. Such organizations realized that mutual support and collaboration were very important for securing independency. Although they introduced new production systems based on the indigenous resources, the marketing opportunity for sale was limited very much and the poor could not expect further development. Then, they started to deal in the poor people's product. For such development assistance organization, direct trade is a crucial factor.

As mentioned above, old FTOs in Japan were organized as aid groups, which directly assisted the marginalized societies in the southern countries. On the contrary, in 1990s, the new type of fair trade organization appeared, which started their business seeking for equal partnership through international trade between Japanese consumers and producers in developing countries. The former is categorized into the FTO that insists on close contact or direct face-to-face relationships, just the same as the 'teikei' partnership in organic agriculture. The latter is characterized by the acceptance of certification and labeling system.

The close contact oriented FTOs are the mainstream in Japan. On the contrary, the certification and labeling systems oriented organizations are quite few. Even this type of FTOs is not likely to adopt commodity-labeling system like FLO labeling, while the label of fair-trade organization were adopted by only three FTOs. In brief, certification and labeling system is not familiar with not only consumers but also FTOs themselves.

The problem is the difference of positions among FTOs. Because of this difference, FTOs do not stand the same line, and do not always act in alliance with each other. In addition, they have never made efforts to build a network of fair trade. At moment, there is no umbrella organization at a nationwide level concerning Fair Trade.

This difference of position or philosophy makes FTOs remain small and powerless in Japan, excluding some FTOs such as People Tree, Global Village, and Nepali Bazar.

There are a lot of challenges for the Japanese Fair Trade Movement. One of the biggest challenges is that Japanese consumers do not necessarily trust a labeling system because many legal violation cases occurred one after another in Japan for these five years. Some corporations put a label to show a domestically produced on the imported agricultural products, other corporations did not show all the food additives.

Of course, FTOs are not responsible for this situation. However, consumers' distrust to the label actually affects the credibility of the fair trade label.

Furthermore, no reliable research on marketability of fair trade commodities with sufficient sample size is also big challenges. This is partly because of lack of FTO Networks or powerful organization at national level. This fact means it is difficult to conduct a national-wide research.

In spite of these challenges, there is a large potential for expansion of sales of fair trade commodities. Particularly, some corporations are interested in fair trade in terms of CSR. Japanese corporations have little know-how about CSR, and they consider participation in fair trade is suitable for CSR. This trend is a touchstone for verifying abilities of FTOs, because demands of such corporations are very strong and may change the basic concept of fair trade. In fact, one strong supermarket started already to deal in Fair Trade coffee with the FLO label

Here, I like to finalize to point the necessity to evaluate the experiences of close contact between producers and consumers in the organic agriculture movement in Japan, because this movement has similar logical frameworks to the fair trade movement. The organic agriculture movement has a lot of advantages and disadvantages as explained in detail. One of disadvantages was that organic agricultural organizations did not have concerns about certification for organic food and accordingly certification system was made without reflecting their opinions. I recognize the same attitude against certification and labeling system for fair trade in the Japanese fair trade movement. This is why I emphasized in this paper the necessity to analyze the experiences of the organic agriculture movement in Japan. The situation is more difficult for the Fair Trade movement. In the case of the organic movement, the core organization, the JOAA, was organized and had influential power to the society. However, the Fair Trade movement cannot succeed in even making an umbrella organization, and therefore, the voices of the Fair Trade sector is quite weak, while some corporations show an interest and participate in Fair trade. It is urgent issue to build up the national network of FTOs at least and to raise presence of Fair Trade sector.

Table 1 Consumer's Movement and the beginning of Organic Agriculture

Year	Events
1948,1	The Fedelation of Housemakers was founded and involved in campaign against higher prices
1948,7	The Law of Cpnsumer's Co-operative cleared the Diet
1951,3	The Japanese Consumer's Co-operative Union was founded
1952,7	The National Federation of Regional Women's Organizations was formed.
1953	Outbreak of the "Minamata" disease
1954,12	The Fedelation of Housemakers started direct purchase from diary farmers
1955	The incidence of disease caused by dried milk contaminated with arensic
1962	The incidence of disease caused by thalidomide
1962	Rachel Carson published "Silent Spring"
1968	The incidence of disease caused by rice oil contaminated with PCB
1969,4	The Commision for Establishment of the Japanese Consumer's League was fromed
1971,1	The Japan Organic Agriculture Association(JOAA) was founded
1971	The Soil Association in UK made the first standards for organic foods in the world
1972,1	International Federation of Orbanic Agriculture Movemements( I F O A M ) was founded
1973,1	AF2, synthesized fungicide, turned out to have carcinogenicity, so that campaign for expelling it expanded

Source)Noboru Honjo, 2001, "The Standards and Certification of Organic Agricultural Products""Yearly Journal of Organic Agriculture"Vol.1, Noboru Honjo, 2004, "Organic Agriculture in Japan", Nousanngyoson-bunka-kyoukai, Toshiko Masugata, 1992, 'Considering Distribution of Organic Agricultural Products', National Consumer Affair Center of Japan(ed.), "Diversified Distribution of Organic Agricultural Products", Gakuyou-syobo, Shin'ichiro Kawai & Yoshikazu Yamamoto,1998, "Environment and Humankind in Tomorrow", Kagaku-Doujin, Website of each organization

Table 2 Expansion and Diversification of Organic Agriculture

year	Events
1974,1	"Multiple Pollution" by Sawako Ariyoshi started as a serial story on a newspaper
1976,1	The report that Red 2, synthesized coloring, had carcinogenicity was released
1977,11	"Daichi" Co., a company for delivering organic foods, was founded
1978,11	JOAA put forth 'The Ten Principles of "Teikei"'
1984,2	The Network of 'Polan', an organization for delivering organic foods, was founded
1985	Fudauchi Village in Hokkaido declared an organic village first in Japan
1985	International Nature Farming Research Center was approved as an extra-governmental organization
1987,4	An Association of MPs of the LDP for Research of Organic Agriculture was founded
1987,5	A consumer group submitted the requests and questions on the labeling of organic foods to the Governor of Tokyo
1987,7	Tokyo Administration Office asked the Government to clarify the standard of organic foods
1987,8	The JOAA announced 'The view on standards on organic agricultural products
1987,9	The Food Agency adopted the system of specially produced rice
1988,5	An Association of MPs of the JSP for Research of Organic Agriculture was founded
1988,5	'Radish Boya', a company for delivering, was founded
1988,8	The JOAA released the definition of organic agricultural products
1988,9	The Fair Trade Commission disclosed unjust labeling on organic agricultural products
1988	Okayama Prefecture enacted ordinance on the labeling and certification of organic agricultural products
1988	Aya Town in Miyazaki Prefecture enacted ordinance on promotion of eco-agriculture
1989	Council for Promotion of Eco-agriculture made spontaneous labeling of agriculture by reduced agrochemicals
1989	The Ministry of Agriculture, Forestry and Fishery(MAFF) set up the Section for Organic Agriculture

Source) The same in Table1

Table3 Starting Point of Organic and Similar Agriculture (%)

year	No. of Producers	No Agrochem./ No ChemFert	No agrochem / Reducing ChemFert	Reducing agrochem/ No AgroChem	Reducing agrochem/ Reducing chemfert
Before 1964	42	18	4	6	14
1965-1969	20	7	0	4	8
1970-1974	66	26	7	5	25
1975-1979	121	59	5	15	38
1980-1984	158	59	13	16	67
1985-1988	344	85	21	58	166
Since 1989	300	62	10	48	167
Total	1051	316	60	152	485

Source) Toshiko Masugata, 1992, 'Considering Distribution of Organic Agricultural Products', National Consumer Affair Center of Japan(ed.), "Diversified Distribution of Organic Agricultural Products", Gakuyou-syobo,

Table4 Actual use of agrochemicals and chemical fertilizers in agricultural products sold as 'organic' foods

		no agrochemicals	reducing agrochemicals	un-known	others	total
organic fertilizer only	Department (33)	20,0%	30,8%	0,0%	0,0%	50,8%
	Super Market(30)	4,3%	37,7%	0,0%	1,4%	43,5%
organic & chemical fertilizers	Department (10)	1,5%	12,3%	1,5%	0,0%	15,4%
	Super Market(29)	0,0%	39,1%	1,4%	1,4%	42,0%
un-known	Department (16)	1,5%	4,6%	18,5%	0,0%	24,6%
	Super Market(8)	0,0%	4,3%	7,2%	0,0%	11,6%
others	Department (6)	1,5%	4,6%	1,5%	1,5%	9,2%
	Super Market(2)	0,0%	1,4%	0,0%	1,4%	2,9%
total	Department (65)	23,1%	53,8%	21,5%	1,5%	100,0%
	Super Market(69)	4,3%	82,6%	8,7%	4,3%	100,0%

source)Yuko Kubota, 1992, Dealing in Organic Agricultural Products',

Table 5 Related Events with organic agriculture and Labeling System in Japan

Year	Events
1990	USA enacted the Agricultural Act of 1990 containing the provisions on labeling and certification of organic agricultural products
1991,4	The MAFF organized the Committee on Special Label for Greengrocery
1991,6	The Japn Agricultural Co-operative, 'Zenchu', defined organic agricultural products and made a guideline for using of oraganic manures and agrochemicals
1991,11	The Association of Organically Produced Agricultural and Fishery Products was organized(later renamed the Association for Organic & Natural Foods
1991	EU enacted a Regulation on Organic Produced Foods
1992,2	The MAFF reorganized the Section for Organic Agriculture the Section for Environmental Friendly Agriculture
1992.10	The MAFF established the Special Guideline for Labeling of Organic Agricultural Products
1992	The MAFF announced that organic agricultural products should be involved in the Act of Japanese Agricultural Standards(JAS)
1993,3	Those concerned with organic agriculture movement claimed against the Special Guideline and amendment of JAS
1993,6	The Act of JAS was revised to contain organic agricultural products, with incident resolution of the Diet
1994	The Council for promotion of environmetal friendly agriculture was founded by the Japn Agricultural Co-operative, 'Zenchu', The Japanese Consumer's Co-operative Union, and so on
1996,12	The MAFF divided the Special Guideline for Labeling of Organic Agricultural Products into the Gidelines for Organic Agricultural Products and for Specially Produced Agricultural Products
1997	The MAFF organized the Committee for Studying Inspection and Certification System of Organically Produced Foods
1997,12	Label of the rice and wheat produced organically was integrated with the Guideline for Labeling of Specially Produced Agricultural Products
1998,11	The Committee for Studying Inspection and Certification System of Organically Produced Foods published a report on "Adoption of Inspection & Certification System for Organically Produced Foods"
1999,7	The Standards & Certification System on organic agricultural products was agreed at the Codex Alimentarius Commission
1999,7	The Act of JAS was amended to oblige labeling of organic agricultural products and genetically modified foods
1999	The Association of Certification Institute for Organic Agriculture in Hokkaido was founded

1999	The MAFF enacted the Act of Promotion for Sustainable Agriculture
2000,1	The MAFF decided standards for production of organic agriculture and its processed foods
2000,2	The JOAA published "The Basic Standards of Organic Agriculture 2000"
2001,1	The standard and certification system was put into force
2003,4	The Guideline for Specially Produced Agricultural Products was revised.
2005,6	The Act of JAS was amended to adopt new label for distribution and standards of registered institute for certification

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Source) The same in Table 1

**Table 6 Major Events of the fair trade movement in Japan**

Year	Events
1940s	<i>Ten Thousands Village</i> and <i>SERRV</i> started fair trade.
1967	<i>Fair Trade Organisatie</i> started fair trade.
1968	UNCTAD2 declared "Not aid, but trade".
1972	<i>Help Bangradish Community</i> (a private development assistance organization) was set up.
1985	<i>TWIN Trading</i> was set up.
1986	<i>Japanese Committee on Negros Campaign</i> was set up.
1986	<i>Alter Trade Company(ATC)</i> was set up in Negros.
1987	JCNC imported fair trade sugar from <i>ATC</i> (Beginning of "People's Trade").
1989	<i>Alter Trade Japan</i> was set up and imported fair trade bananas and sugar.
1991	<i>Global Village</i> was set up.
1992	<i>Nepali Bazaro</i> started its business.
1993	<i>Transffair Japan(TFJ)</i> was set up.
1995	<i>Fair Trade Company</i> was set up as a selling section of <i>Gloval Village</i> .
2000	The first event of 'Fair Trade Frontier' was held in Tokyo.
2003	A program about fair trade was televised for the first time in Japan.
2003	<i>The Japanese Center for Fair Trade</i> was set up.
2004	<i>Fair Trade Hyougo Network</i> was set up.
2004	<i>TFJ</i> chnaged its name to <i>Fairtrade Label Japan</i> .

Notes:

- 1) Italic letters show the name of fair trade organizations.
- 2) Fair trade importers: *TWIN Trading*, *ATJ*, *Nepali Bazaro* and *Fair Trade Company*  
 Advocacy organization fo fair trade: *Global Village*  
 Labeling organization on fair trade commodities: *TFJ* (*Fairtrade Label Japan*)  
 Development assistance: *Help Bangradish Community*, and *Japanese Committee on Negros Campaign*