

Chair management & Information of Agricultural Enterprise

2.6.1 Laboratory : Farm Management

Member:	Professor	Niiyama, Yoko, D. Agric. Sci.
	Associate Professor	Tsujimura, Hideyuki, D. Agric. Sci.
	Assistant Professor	Taguchi, Kozue, M.Agric.Sci.
	Doctor's program	9
	Master's Program	11
	Undergraduate	7
	Other	1
	Researcher	1

A. Research Activities (2010.4-2011.3)

A-1. Main Subjects

a) Market and Farm Management

The world agriculture has been increasingly embracing the free market principle. Can farms survive under such principle? It is now essential not only to create a coordination system, which is based on social values of the agriculture and the farm in each country, but also to redefine the market. Through comparative analysis on problems regarding the farm management among US and the EU which lead in world agriculture, developing countries in Asia and Africa, and needless to add Japan, we will discuss future pictures.

b) Diversity of Farms and Agribusinesses:

In every country, farms are abundant in diversity with traditional family farms at one end and huge farms dominated by multinational conglomerate agribusinesses at the other. The disparities in management structure, corporate behavior and social raison deter of respective farms should be clarified. In addition, social significance and impacts of respective farms on local communities and food supply should be brought to light.

c) Roles of Regional Agricultural Organizations:

Sustainable development of the farm requires the regional agricultural organization. There are various kinds of regional agricultural organizations including the community-based organizations, collective organizations, agricultural cooperatives and agricultural services. A number of studies on their contributions to the establishment of regional agricultural system and production center system have been accumulated.

d) Person and Management:

The Farm organization is created and run by human. Not only the managerial creed, the managerial function and the business management system, which has been created by person in order to run business management more efficiently, but also the impact of management philosophy, thought and ethics on society (including products and regional communities), and culture created through management will be clarified.

e) Food System and Social System to Ensure Food Safety:

In order to supply high-quality food, farms have now been called for cooperation not only with consumers but also with affiliated industries which form the food system: food manufacturing, wholesaling, retailing and catering industries. In addition, in these days of frequent food incidents including those caused by BSE, food poisoning through pathogenic microbes such as O157:H7, residual pesticides on produce and false labeling of foods, we are urged to create a social system to ensure food safety. The future direction of Japan in this regard will be further discussed by comparing it with EU and US.

f) Individual study:

Niiyama, Y.: 1) Theoretical and Empirical Study on Agribusiness and Food-system; 2) Comparative Studies of Food-safety and Traceability system in Food Chain in Japan- the E.U. Countries; 3) Comparative Studies of Beef Food-system in Japan- the U.S.- the E.U. Countries; 4) Studies on the Regional Organization of Agriculture; 5) Studies on the Type of Enterprise and Business Administration in Agriculture.

g) Individual study:

Tsujimura, H.: 1) Studies of food-system and agribusiness based on cases concerning agricultural products (especially coffee) produced in developing countries; 2) Studies on roles of cooperatives played in socio-economic development at rural area in Africa ; 3) Studies on problems of poverty and farming household economies at rural area in Tanzania; 4) Studies on roles of the fair trade played in producing areas (developing countries) and its development in consuming areas (developing countries).

Taguchi, K.: 1) Studies on environmentally-sound farm enterprises in mountainous areas in Austria; 2) Studies on rural tourism in Austria; 3) Historical and economic study on mountainous areas of Kyoto

h) Individual study:

Taguchi, K.: 1) Studies on environmentally-sound farm enterprises in mountainous areas in Austria; 2) Studies on rural tourism in Austria; 3) Historical and economic study on mountainous areas of Kyoto

A-2.Publications and presentations

a) Publications

Books

- Koike, T., Niiyama, Y. and Akitsu, M. eds, Understanding of Present-day Agriculture, Foods and Environment by Keywords, Syouwado, May 2011, 274 (in Japanese)

- Niiyama, Y., ed., Commentary; Traceability in Food Chain. Second edition, Syouwado, July 2010, pp323 (in Japanese)

- Kanazawa, I., Sota, O., Ueno, T., Sato, F., Moriguchi, F., Niiyama, Y., and Karaki, H.: In Search of Food safety, The Library of Science Council of Japan, No.16, Japan Science Support Foundation, Jun. 2010, pp149, Regulatory Science for Science Based Governance of Food Safety (in Japanese)

Original Papers(including book-reviews)

- Niiyama, Y., Hosono, H., Kawamura, R., Kiyohara, A., Kudo, H., Kito Y., and Tanaka, K.: Re-investing the Factors Affecting Public Perception of Food-related Risk: A cross-national study by the Laddering method, Journal of rural economics, Vol.82, March 2011(in Japanese)

- Niiyama, Y.: The Barance of Market Power for the Coexistence of Stakeholders in Food System, Agriculture and Economics, 77(1), pp.75-88, January 2011 (in Japanese)

- Niiyama, Y.: What is the GAP for Food Safety?, Agriculture and Economics, 76(7), pp5-15, June 2010 (in Japanese)

- Tsujimura, H.: Characteristics of Cattle Feeding and Sales in Kilimanjaro: Risks and Securities of Farm Household Economy, The Natural Resource Economics Review, 16, 95-113, March 2011 (in Japanese)
- Tsujimura, H.: "Collaborations among Agriculture, Commerce and Industry for Local Development" and "New Cooperations" of JA: Diverse Collaborations for Local Revitalization, Agriculture and Economy, 76(8), 46-55, July-August 2010 (in Japanese)
- Tsujimura, H., Mizuno: Roles of the Biofuel Crop (Jatrofa) for Development of Africa: "Miracle Crop" or "Neocolonialism", Agriculture and Economy, 76(4), 163-170, April 2010 (in Japanese)
- Matsushita, K. and Taguchi, K.: The Kyoto Protocol and the private forest policy of local government in Japan. Small-scale Forestry 10 (1); 19-35, 2011
- Taguchi, K., Matsushita, K. and Uno, H.: Historical documents relating to forestry and forest products in Ohara, Kyoto, Japan (4): Documents relating to forest management by Kimura Sohemon, magistrate of Gonyubokuyama. The Natural Resource Economics Review 16; 115-172, 2011

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Reviews

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- Tsujimura, H.: A Report of the International Symposium on Fair Trade, At Plus, No.4, 96-99, May 2010 (in Japanese)
- Tsujimura, H.: In Reply to the Book Review of The Economy of Delicious Coffee, Journal of Rural Problems, 46(3), 310-311, September 2010 (in Japanese)

b) Conference and seminar papers presented

- Niiyama, Y., The Society for Risk Analysis, (1)
- Tsujimura, H., Japan Coffee Society, (1)

A-3. Off-campus activities 1

Membership in academic societies

- Niiyama, Yoko : The Farm Management Society of Japan (President)
- Hideyuki Tsujimura : The Association for Regional Agricultural and Forestry Economics (full-time member of administrative board, member of editorial board), Japan Association for African Studies (member of editorial board), The Food System Research Association of Japan (member of editorial board)
- Kozue Taguchi : The Japanese Forest Society, The Japanese Forest Economic Society, Society for Environmental Economics and Policy Studies

Membership in Science Council of Japan, etc.

- Niiyama, Y. : Science Council of Japan (Co-member, Chair of subcommittee for food safety)

A-3.Off-campus activities 2

Research grants

1. Grants-in-aid for Scientific Research(KAKENHI)

- Grant-in-Aid for Scientific Research (S) : Niiyama, Y. : Risk Perception and Risk Communication, and the Establishment of Food and Agricultural Ethics/ Profession
- Grant-in-Aid for Scientific Research (C) : Tsujimura, H : Farm Household Economy and Rural Development in the Mt. Kilimanjaro: Roles of Fair Trade of Coffee, Head investigator, 2008-2010

A-4.International cooperation and overseas activities 1

Membership in academic societies

- Niiyama, Yoko: Society For Risk Analysis

International meetings(country,roles)

- Niiyama, Yoko : 2010 the Korean Academic Association of Livestock Management Summer Conference (invited speaker), Setouchi International Symposium – What is True Affluence in Our Society? : A New Definition for the 21st Century–, (invited speaker)
- Tsujimura, Hideyuki : Management of Farming Household Economy and Rural Development in Kilimanjaro: Roles of Fair Trade
(Research in Tanzania)

International joint research, overseas research surveys

- Niiyama, Y. : Establish of Profession for Food Safety, France and the Nederland

B.Educational Activities(2010.4-2011.3)

B-1.On-campus teaching

a) Courses given

- Undergraduate level: Prejudice, Discrimination, and Human Rights (Niiyama), Foods, Agriculture and Environment in the World 2 (Niiyama), Farm Management (Niiyama), Theory of Agribusiness (Tsujimura), Discussions on Agribusiness (Niiyama, Tsujimura), Food and Agriculture Ethics(Niiyama, Tsujimura), Advanced Discussions on Regional Farming and Farm Management (Niiyama, Tsujimura), Foreign Food and Environmental Economics 1 (Tsujimura), Seminar in Farm Management 1, 2, 3 (Niiyama, Tsujimura, Taguchi), Food Safety 2 (Niiyama)

- Graduate level : Advanced Farm Management 1, 2 (Niiyama), Advanced Theory of Agribusiness Analysis (Tsujimura), Comparative Farm Management (Niiyama, Tsujimura, Taguchi), Advanced Seminar on Farm Management 1, 2 (Niiyama, Tsujimura, Taguchi)

B-2.Off-campus teaching etc.

Part-time lecturer

- Tsujimura, H.: Institute for Liberal Arts Education, Kanazawa University, World of Beverages
- Tsujimura, H.: Nagahama Institute of Bio-Science and Technology, Introduction to Agricultural Science

Open lectures, etc.

- Niiyama, Y.: Kyoto University Open Course; Trace-ability in Food Chain (in Charge of this course, Lecturer)
- Niiyama, Y.: Open Course of Trace-ability in Food Chain in University of Tokyo Interfaculty Initiative in Information Studies, (in Co-charge of this course, Lecturer)
- Niiyama, Y.: Public Symposium of Science Council of Japan "Social responsibility of science" (speaker)
- Niiyama, Y.: Memorial symposium for final completion of Research Center for Food Safety, Graduate School of Agriculture and Life Sciences, The University of Tokyo, (invited speaker)
- Niiyama, Y.: Asian Productivity Organization Seminar, (Lecturer)
- Tsujimura, H.: Kanazawa University, Open College, Introduction to Coffee Studies (Lecturer)
- Tsujimura, H.: Hyogo Office of the Japan Committee for UNICEF, Workshop on Fair Trade (Lecturer)
- Tsujimura, H.: Chubu Office of the Japan International Cooperation Agency, Fair Trade College (Lecturer)

B-3.Overseas teaching 1

International students

- International students : Auditing Students 1 (China)

B-3.Overseas teaching 2

Lectures and seminars

- Niiyama, Yoko

Food Safety Management—risk analysis—;Outline of Food Safety Activities in Japan