

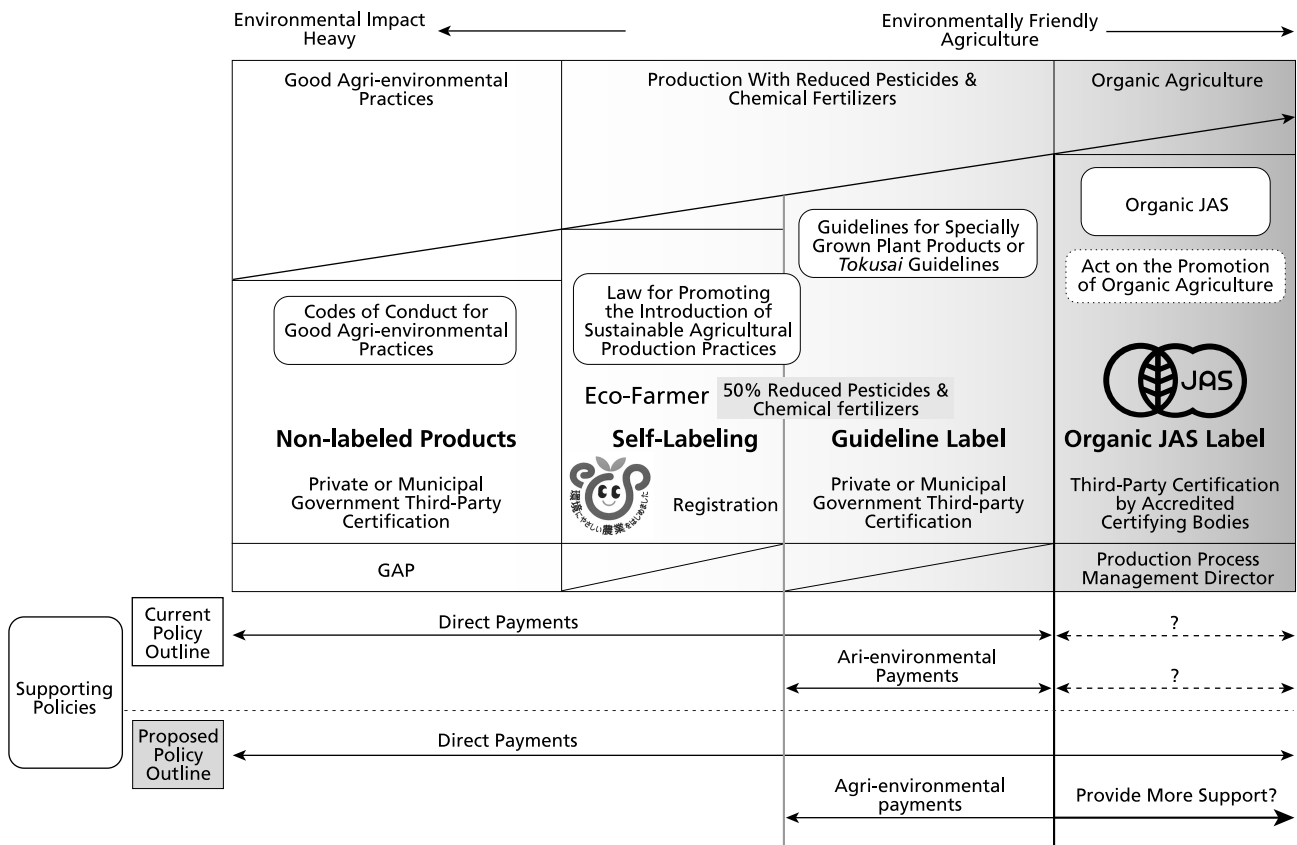
I. Introduction

Michiaki Tokue

This is a report on the first research project that has studied the entire food chain in the Japanese organic market since the Act on the Promotion of Organic Agriculture was enacted in 2006. The entire food chain includes all players in this market, from producers to consumers. Related studies that were conducted prior to this project are: *Trends of Safe and Reliable Foods: An Overview of the Japanese Organic and Specially Grown Product (Tokusai²) Markets 2003, from the Farm to the Table* (IFOAM Japan³, Japan Organization of Safety, Environment and Quality (JSEQ) & General Marketing Institute (GMI), 2003), and *The Japanese Market for Environmentally and Socially Certified Agricultural Products* (IFOAM Japan & RUTA, 2004). The latter publication was commissioned by the Food and Agriculture Organization (FAO) and the World Bank, and it reports primarily on the history, characteristics and scale of the Japanese organic market. IFOAM Japan, the organization responsible for these two publications, is also the supervising entity of the present project.

The Organic Market Research Project (OMR) began its planning phase in June of 2009 and was carried out over approximately one year. Its aim was to examine the evolution of Japan's organic market since the establishment of the Act on the Promotion of Organic Agriculture. In order to include a wide range of participants in the market in question, we invited groups and entities that were not members of IFOAM Japan to participate in this research. Furthermore, to ensure its autonomy and objectivity, this project was funded solely by private donations.

Diagram 1: The Context of Organic Agriculture in Japan



Source: Michiaki Tokue, FTFS Corporation