

# Food Value Chain and Intellectual Property

**Tadaatsu IWASE**  
**Food Industry Affairs**  
**Bureau**

August 8, 2014

**MAFF**

Ministry of Agriculture, Forestry and Fisheries, JAPAN

# Key Message

- 1. Seed industry is the driving force of the Food Value Chain.**
- 2. Global partnership!!**
- 3. Protection of intellectual property rights are necessary to promote agriculture and related industry.**

# Outline

- 1. Introduction of the Food Affairs Industry Bureau and Intellectual Property**
- 2. The Food Value Chain**
- 3. Globalization of Japanese Food**

# 1. Introduction of Food Industry Affairs Bureau

## 1) Outline



# Many Kinds of Resources and Assets in Rural Areas

Agricultural products



Biomass



Renewable energy



Scenery Heritage



Food Industry

Export Industry

Cosmetic and Medical Products Industry

Energy Industry

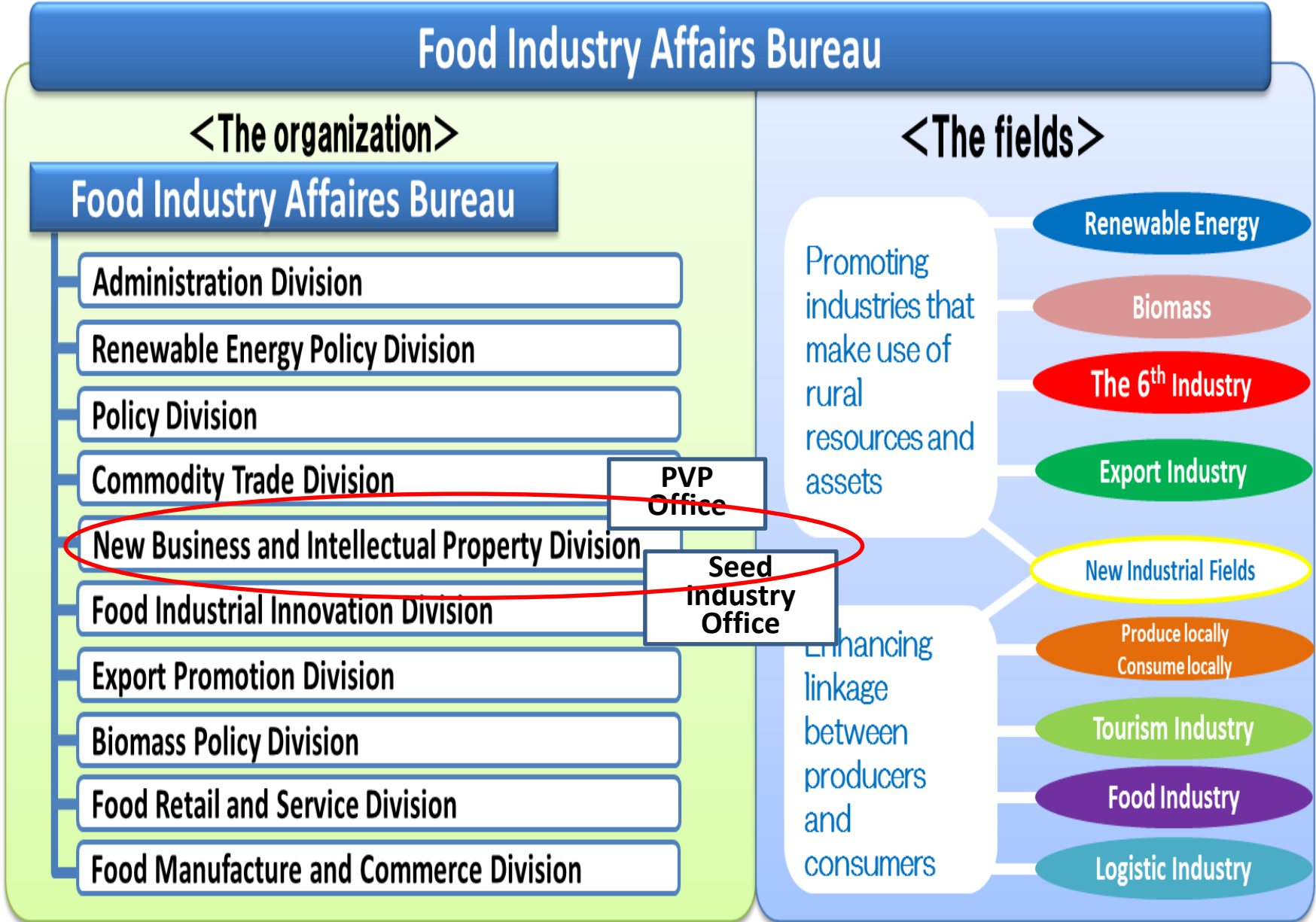
IT Industry

Tourism Industry

Cooperation between primary, secondary, and tertiary industries

Seed Industry

# Food Industry Affairs Bureau, MAFF Japan



# Total global market size for food

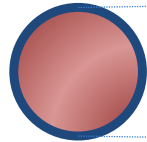
2009



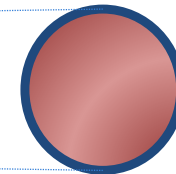
2020

○ Japan

Trillion Yen

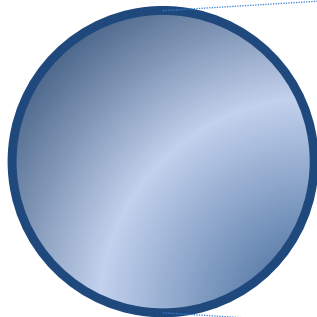


58

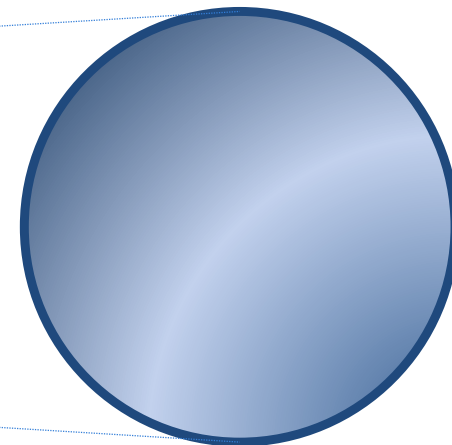


67

○ Worldwide(Japan excepted)



340



680

Source: A.T. Kearney

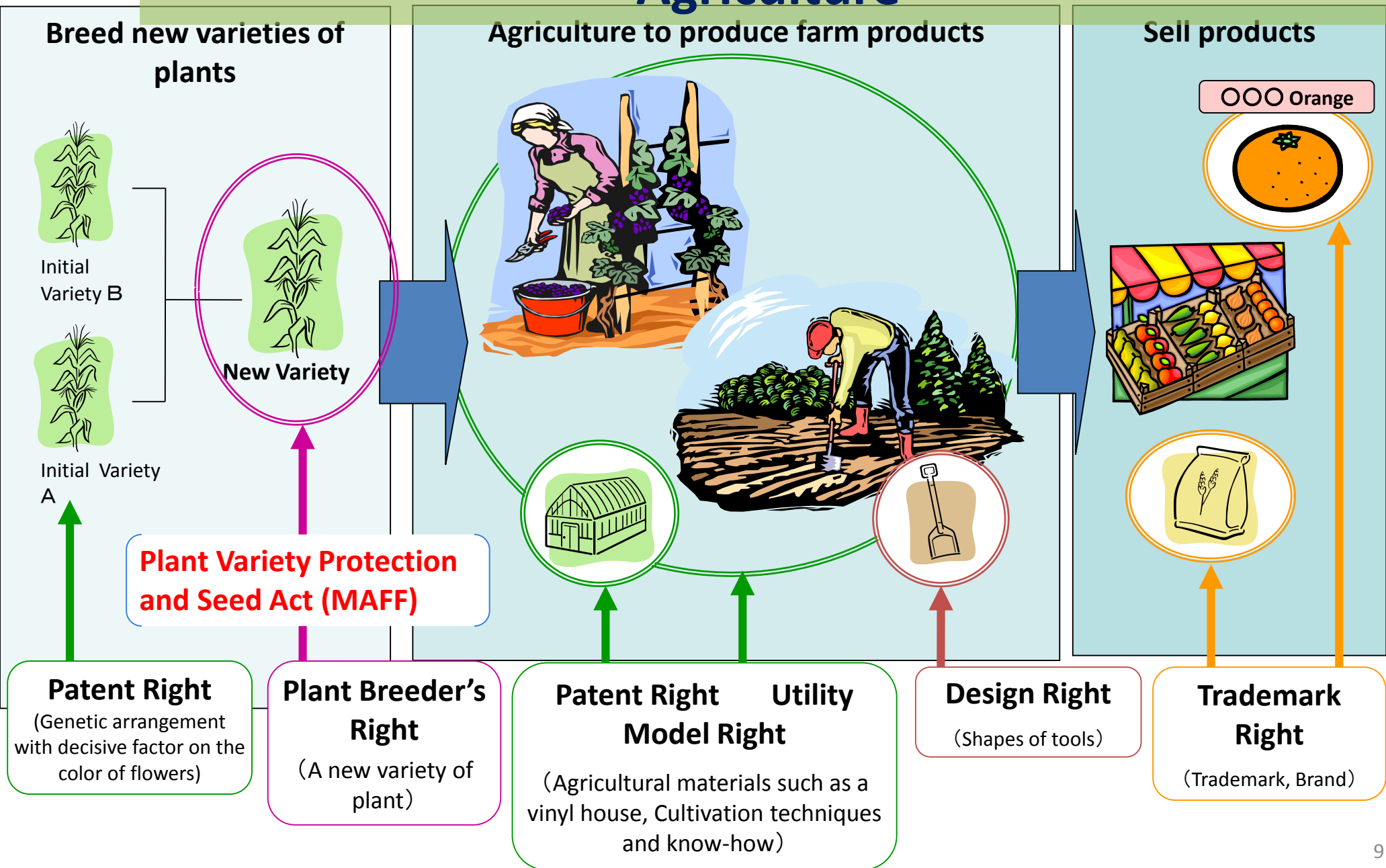
# 1. Introduction of Food Industry Affairs Bureau

## 2) Intellectual Properties





# Examples of Intellectual Property Rights in Agriculture



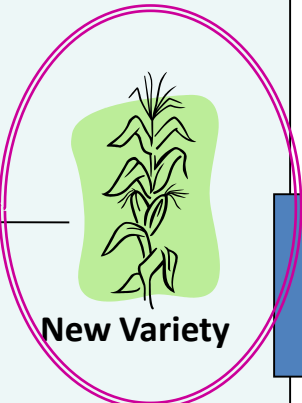
**Breed new varieties of plants**



Initial Variety B

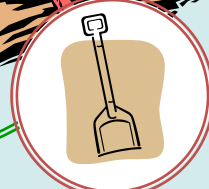


Initial Variety A

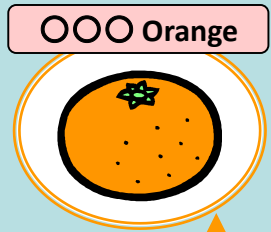


**New Variety**

**Agriculture to produce farm products**



**Sell products**



**Plant Variety Protection and Seed Act (MAFF)**

**Patent Right**  
(Genetic arrangement with decisive factor on the color of flowers)

**Plant Breeder's Right**  
(A new variety of plant)

**Patent Right Utility Model Right**  
(Agricultural materials such as a vinyl house, Cultivation techniques and know-how)

**Design Right**  
(Shapes of tools)

**Trademark Right**  
(Trademark, Brand)

# Intellectual Property Strategy

## Creation and use of IPs

- Network of intellectual property in Agriculture, Forestry and Fisheries
- Development of on-site use and distribution method of IPs

## “Japan Brand” Strategy

- Support for regional branding of agricultural products and foods
- Approach to promote export of agricultural, forestry fisheries products and foods

## Intellectual Property Strategy of MAFF



## Protection of IPs

- Establishment of **East Asia Plant Variety Protection Forum** (July 2008) and promotion of cooperative activities
- Support for the effective countermeasure to infringement in other countries



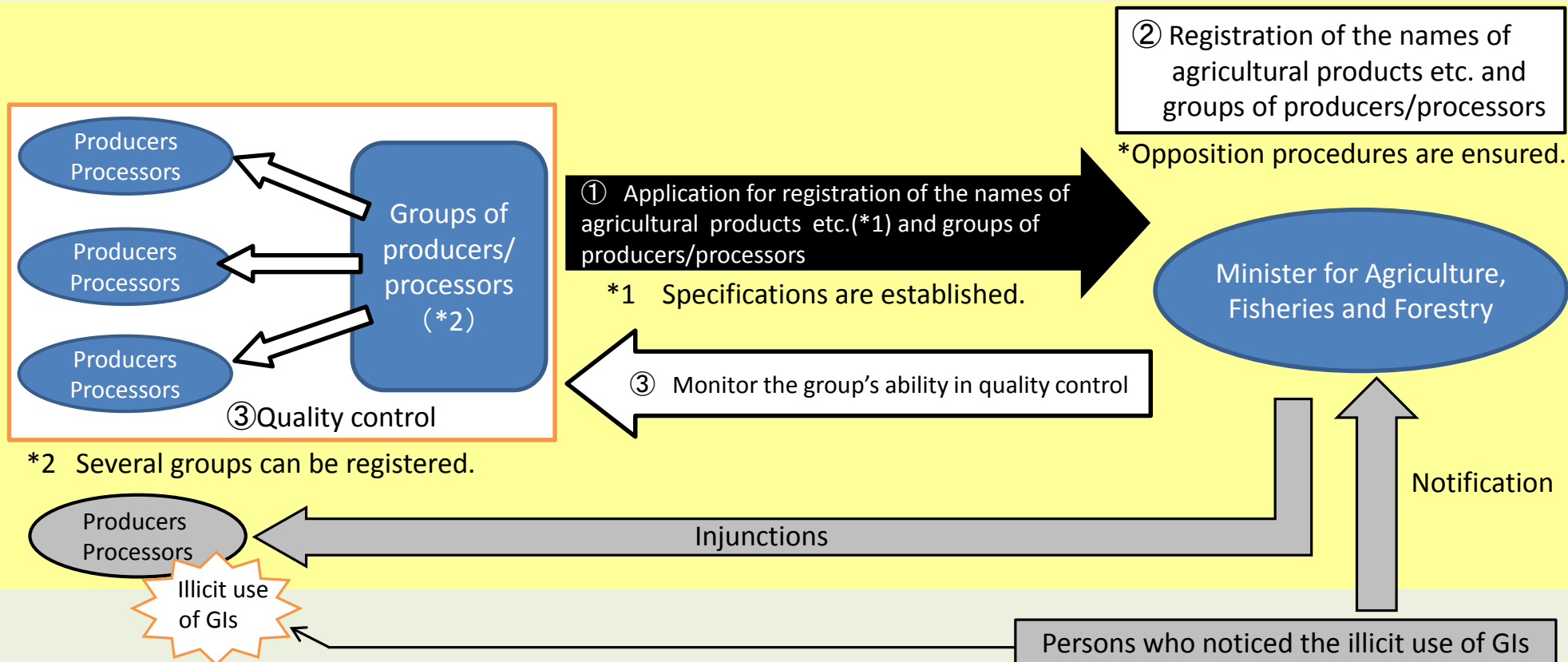
## Awareness and Capacity Development

- Educational activities of intellectual property for farmers and food companies at regional level.
- Training courses of intellectual property for coaches of agricultural production.

# Introduction of a New Policy I – Geographical Indication(GIs)

## Major aspects of the Act

1. The Government certifies characteristics of agricultural, forestry and fishery products and foodstuffs (agricultural products, etc.) and register their names as GIs.
2. The Government prevents freeriding and imitations by injunction against illicit use of registered GIs.
3. Any producer from the designated region may use a GI (as long as the products meet the specifications).

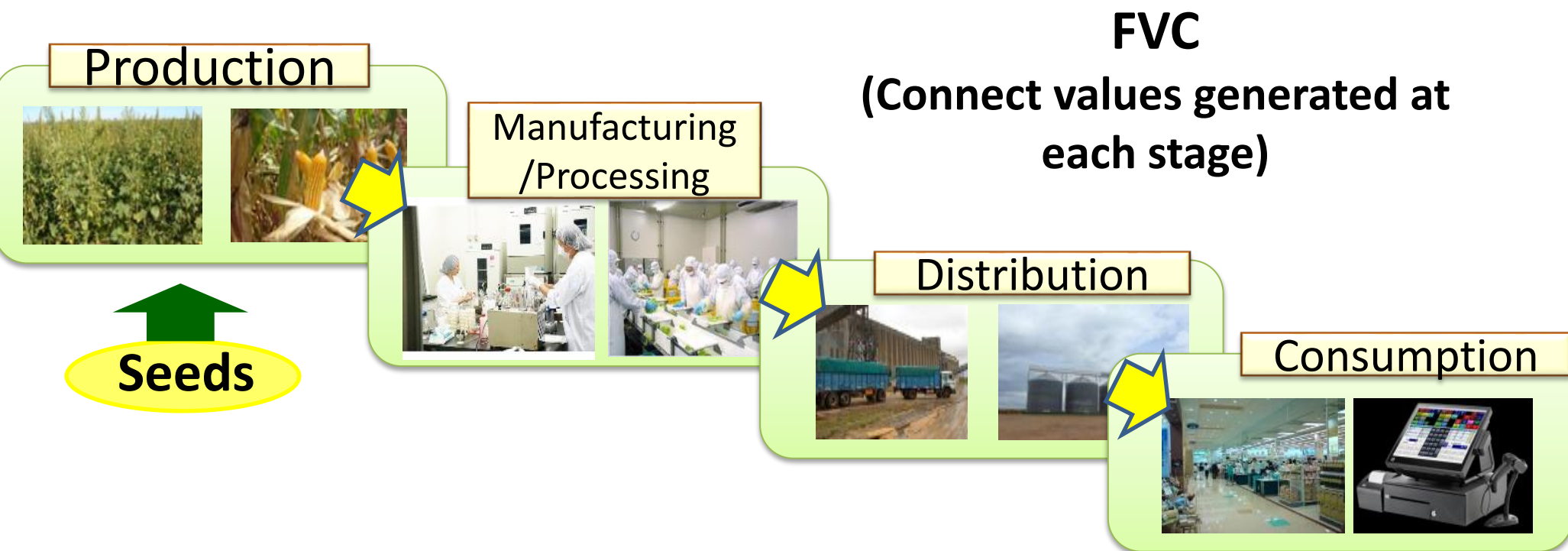


# 2. The Food Value Chain



# Establishing the Global Food Value Chain (FVC)

- MAFF is promoting various global partnership activities to establish the Food Value Chain (FVC) by taking advantage of unique “strengths” of Japanese food industry, by cooperation among industry, academia and government.
- Establishment of the FVC will provide Japanese food industry opportunities to capture the rapidly growing world food market, and at the same time contribute to the economic growth in developing countries.



# Establishing the Global Food Value Chain (FVC)

## *“Strengths” of Japanese Food Industries*

### 1. “Washoku”

Export of “Washoku” registered as an Intangible Cultural Heritage by UNESCO

### 2. Cold Chain

Appropriate quality control at every stage from production to consumption utilizing cutting-edge technologies

### 3. High-level Agricultural Production and Food Manufacturing Systems

High-level agricultural production and food manufacturing systems utilizing cutting-edge technologies such as IT and energy-saving technologies

### 4. Advanced and Convenient Japanese-style Food Distribution Systems

Japanese-style food distribution systems typified by POS systems, convenience stores, and malls

## *Challenges for establishing FVC (varied by region)*

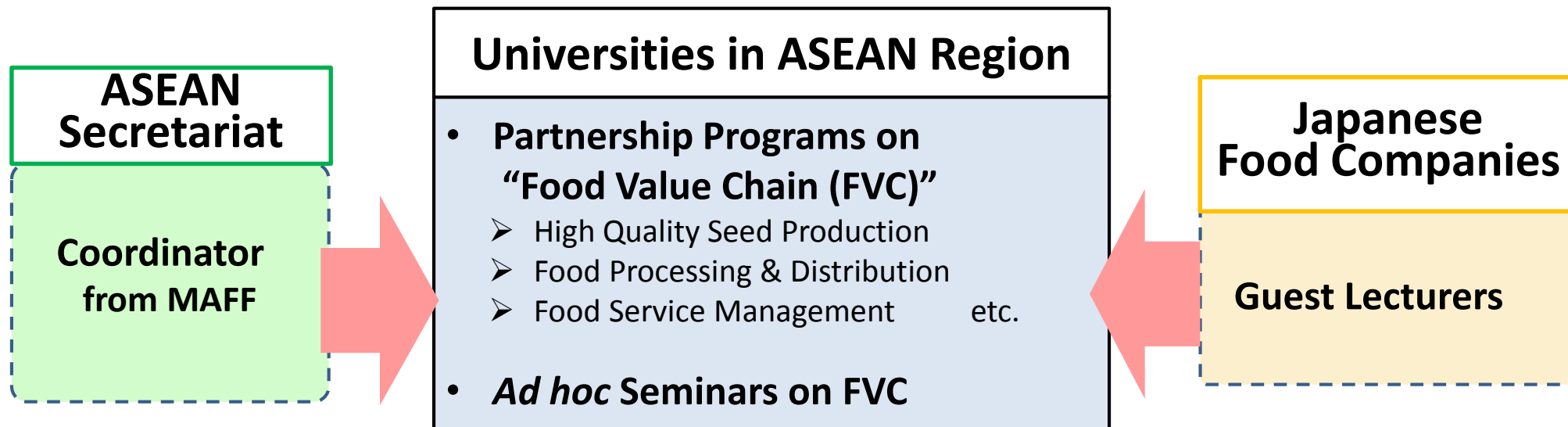
- Systems of production, distribution and consumption
- Regulations regarding foreign investment, food code and standards
- **Human resources**
- Infrastructures (including cold chain, roads, ports)
- Fund procurements, etc.



**MAFF formulates “The Strategy for the Global Food Value Chain” through Public-Private Cooperation**

# Introduction of a New Policy II. Human Resource Development in Food-related Areas through Partnership with ASEAN Universities

- Establish partnership programs on food-related areas at major ASEAN universities by contribution from MAFF to ASEAN Secretariat
- Educate students on Japanese knowledge/techniques in food-related areas by sending Japanese experts



## Expected outcomes

- **Human resource development** with practical knowledge/skills
- Strengthen linkage along food value chain and **reduce food losses**
- **Enhance food security** and **alleviate poverty** in rural area in ASEAN region

# 3. Globalization of Japanese Food





# ASEAN-Japan Commemorative Summit Meeting

December 2013



# Introduction of “Washoku” to the World!

## ■ January 12 Japanese Food Festival in Mozambique

Prime Minister Mr. Shinzo Abe served Japanese food such as Tempura in Mozambique.



## ■ January 17 Reception at the Agricultural Ministers' Summit at Berlin

Agricultural Minister Mr. Yoshimasa Hayashi served Japanese food at dinner time after the Agricultural Ministers' Summit at Berlin.

Summit at Berlin.



# Globalization of Japanese Food

**Japanese cuisine is acclaimed all over the world**

- Japanese food service companies are expanding into overseas markets.
- Number of Japanese restaurants overseas increased to 55,000 in 2013 from 24,000 in 2006, according to MAFF's research.

**Promote traditional Japanese food overseas as well as to pass it on to the next generation in Japan.**

## Participation in Expo Milano 2015

- ❑ Expo Milano 2015 will be held under the theme of "Feeding the Planet, Energy for Life" from May 1<sup>st</sup> to October 31<sup>st</sup> in 2015.



## WASHOKU; Traditional Dietary Cultures of the Japanese "Intangible Cultural Heritage of UNESCO"

- ❑ Promotion of Japanese traditional dietary culture in the world society.
- ❑ WASHOKU registered as an Intangible Cultural Heritage, December 2013.



*Thank you very much for your attention.*

***Kohb Chai!!***