

Accelerating the realisation of the South Food Valley in Kumamoto Prefecture through the Food Valley Agribusiness Centre

Kumamoto Prefecture



Situation

Kumamoto Prefecture is pushing forward with the idea of a “Food Valley” in southern Kumamoto Prefecture, a vision that aims to maximise potential, including an abundance of agricultural and marine produce, to promote food-related industries, and to revitalise the whole southern part of the prefecture. In pursuing the realisation of this vision, the Food Valley Agribusiness Centre was established in April 2015.



Action

The centre is one of the most innovative facilities in the nation, and consistently provides tests related to agricultural production technologies and high value-added technologies, including produce functionality and technologies for maintaining freshness, as well as support ranging from product development and market exploration to business expansion.

- Analysis of functionality, and research and development of distribution and maintaining freshness
- Support for manufacturing or the development of prototypes by producers or businesses by offering facilities and manufacturing equipment without charge
- Coordination to bring together producers and businesses including food-related companies
- Support for effective marketing and market exploration tailored to products and production size
- Professional support for producers in their commercial transactions

Impact

After only two years since its establishment, the number of users of the Centre now exceeds 1,400 and 48 new products have been created through its support for product development and businesses matching.

Cases that can serve as models for developing new businesses and fostering production areas are identified as projects and are provided support with the cooperation of a wide range of organisations.

Ongoing research and development relating to the potential growth of new businesses, including analysis of the functionality of variety or cultivation techniques, and tests relating to maintaining produce freshness through new technologies, is being conducted.

