

### Our Vision

#### UA towards Regional Economic Circulation

Local production for local consumption is one of the characteristics of urban agriculture. Prior to consumption in the process, distribution, food processing, restaurant and other businesses are involved, while job creation and a new added value lead to regional economic circulation. This cycle starts from the agricultural products produced in urban farmland. We aim to help create a circulation and a revitalization of the local economy by improving retention and expansion of agricultural production, and increasing the sustainability of urban agriculture.

#### UA towards Good Environment

Urban farmland has a valuable green space function that contributes to improving the quality of the living environment and the natural environment. In addition to the benefits of having urban green spaces through urban farmland conservation, we aim to balance environmentally friendly agricultural management and economic efficiency, and eventually contribute to good environment.

#### UA towards Addressing Issues of Social Justice

We have an ideal environment with the occasions of agricultural experience, where everyone has an access to fresh produce sold through the farm stands and enjoys the blessings of agriculture through harvesting events. Hereafter, we will address social issues caused by economic disparities and aging workforce while leveraging existing environment. We aim to contribute to the development of a "just" society and community, taking an approach through the potential capability of urban agriculture/agricultural land, including the supply of agricultural products and community development and reinforcement through agriculture.

#### UA towards Collaboration among various bodies

In order to address the social issues that urban agriculture/agricultural land are facing, we encourage collaboration among various bodies such as farmers, governments, agricultural cooperatives, citizens, NPOs, businesses/stores, and welfare facilities.



Circulation	Environment	Social Justice	Collaboration
<b>Challenges</b>			
<ul style="list-style-type: none"> <li>▶ Conservation and utilization of urban agricultural land</li> <li>▶ Aging workforce and agricultural labor shortages</li> <li>▶ Improvement in farmers' management capability</li> <li>▶ Harnessing consumer insights</li> </ul>	<ul style="list-style-type: none"> <li>▶ Better understanding of urban greenspace functions</li> <li>▶ Balancing environmentally friendly agriculture promotion and its economic performance</li> </ul>	<ul style="list-style-type: none"> <li>▶ Support of people in need of food security through urban agriculture/agricultural land</li> <li>▶ Embracing urban agriculture/agricultural land towards community development and reinforcement</li> </ul>	<ul style="list-style-type: none"> <li>▶ Collaboration towards sustainable urban farming</li> <li>▶ Cooperation among related government agencies and various bodies</li> </ul>
<b>Resolutions</b>			
<ul style="list-style-type: none"> <li>✓ Conservation and further use of agricultural land, using legal leverage including an urban farmland leasing act</li> <li>✓ Initiatives that contribute to improvement in farmers' management capability</li> <li>✓ Providing information and places to help people understand urban agriculture</li> </ul>	<ul style="list-style-type: none"> <li>✓ Providing information and opportunities in agriculture that promote people's understanding</li> <li>✓ Promotion of environmentally friendly farming practices and making efforts to win the understanding of the consumers</li> </ul>	<ul style="list-style-type: none"> <li>✓ Crop donation and other related support in order for food safety net to expand</li> <li>✓ Community development and reinforcement with a place for communication through agriculture</li> <li>✓ Disseminating information about the initiatives that embrace urban agriculture/agricultural land</li> </ul>	<ul style="list-style-type: none"> <li>✓ Providing information and indirect assistance to encourage collaboration</li> <li>✓ Promotion of collaborative efforts among various bodies towards a resolution</li> </ul>