Recent Situation and Future Perspective of Japanese Wine in Hokkaido

Kanae Musha  Sapporo University*
Takao Iida  Sapporo University

Abstract

In the Japanese agriculture industry, the lack of successor coming from low birthrate and aging population becomes a major problem. However, the accumulation of the winery rises in the area around Yoichi-town of Hokkaido from about 2011, and the emigration of new entrant farmers increase. The farmland price is relatively low in Hokkaido and is easy to secure large amount of vast area of land. In particular, Yoichi T. has produced eating apples and grapes and supplied wine grapes to other area since early times, therefore had comparative advantage as grape procurement area.

The farmhouse in Japan has been recognized to have only low productivity with low income and received a large amount of subsidy. But newcomer of Yoichi conduct wine-producing, retailing as well as grape production raise high productivity using subsidy for new farmer. Some of them adopt the new production method including organic agriculture and cultivation new grape kinds utilized the cold climate. They create the new additional employment in the local area and draw an immigrant from outside the area together. As a result, the increase of the productive population contributes to increase of the regional GDP and yield of taxes. It is found that winery industry can be sustainable regional activation policy in both micro and macro economy.

* musha@sapporo-u.ac.jp