

Situation of Grape Production by Responsibilities

Table Grape/Wine Grape

**Grapes which can be used both as table grape and/or wine grape (Koshu, Niagara etc.)*



Wine Grape (Merlot, Chardonnay etc.)



Table Grape Producers

- Some table grapes to be used as wine grapes
- Decrease in production due to aging farmers
- Yamanashi Prefecture promoting Koshu's contract-farming



Wine Grape Producers

- Wine Grape Producer Groups are active in some areas
- Those specialised in wine grape producing are a minority



Small-Scale Winery

- Works on a variety of wine grapes
- Purchasing from other farmers to secure wine production quantity



Mid-Range Winery

- Increase of directly-owned farms to adapt to the aging of farmers



Large-Scale Wine Producers

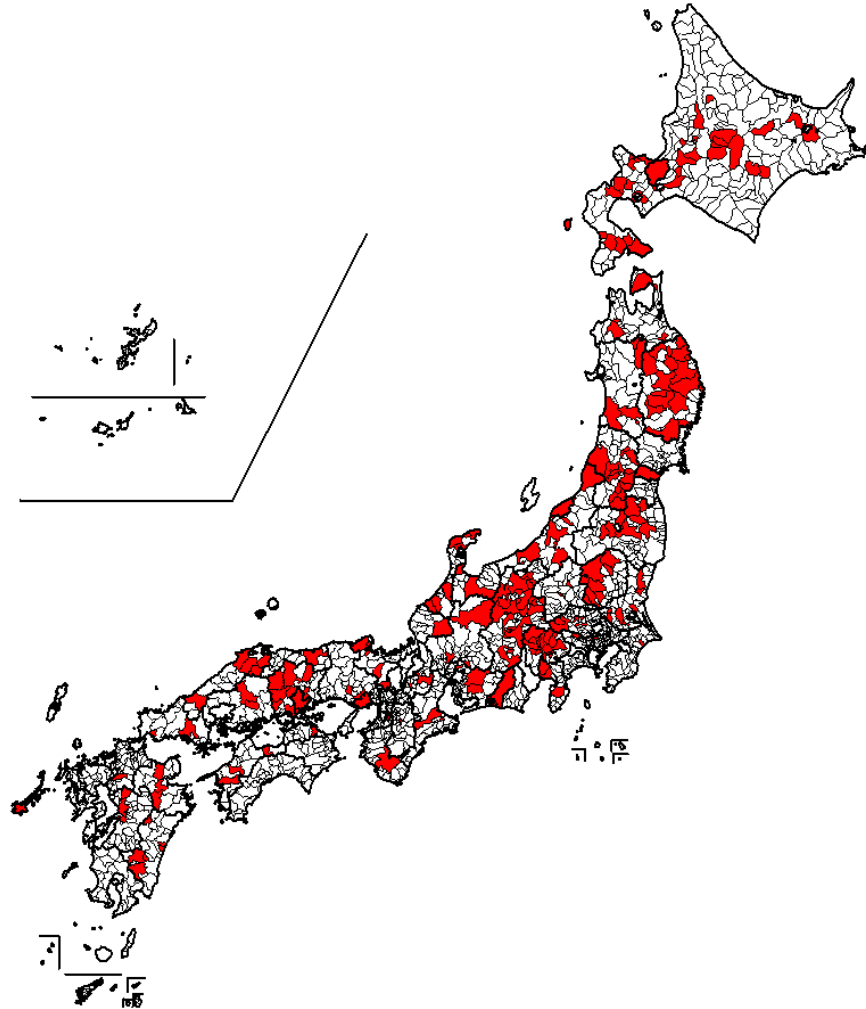
- Renting farmland to install large directly-managed farms



**The above was created on the basis of Yamanashi and Nagano prefectures, and may not accurately depict other areas*

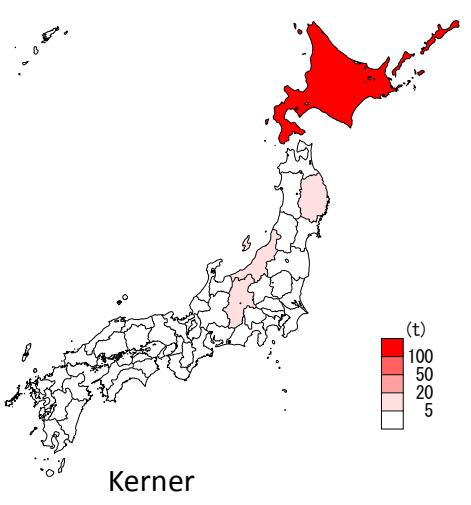
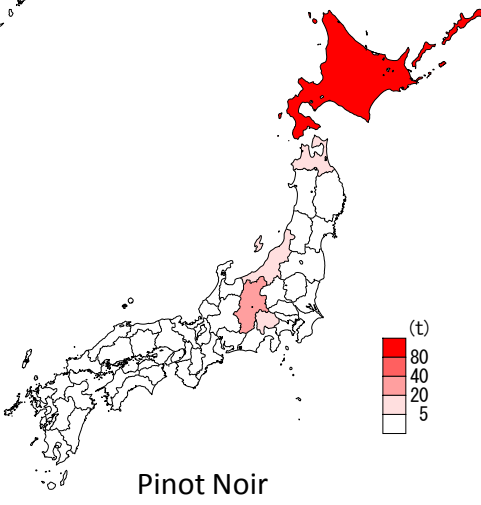
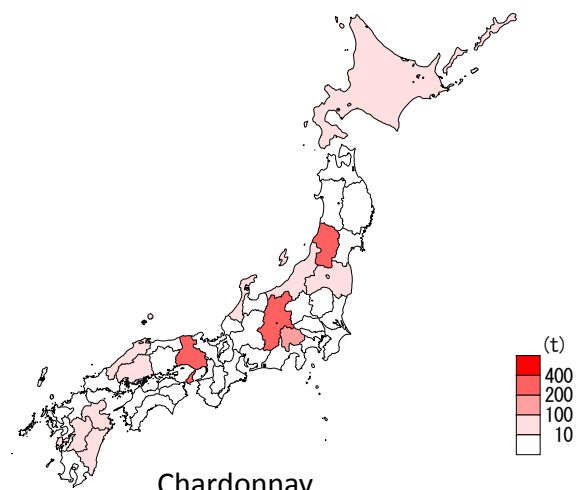
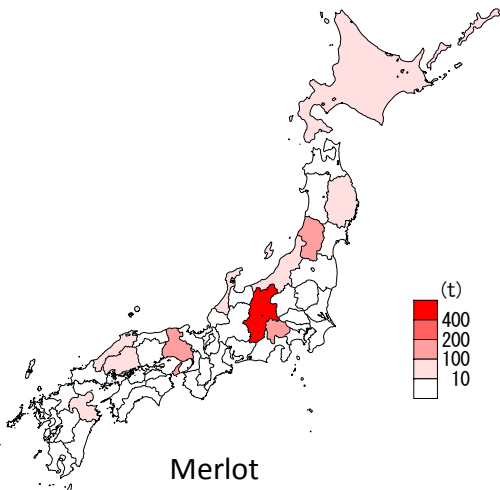
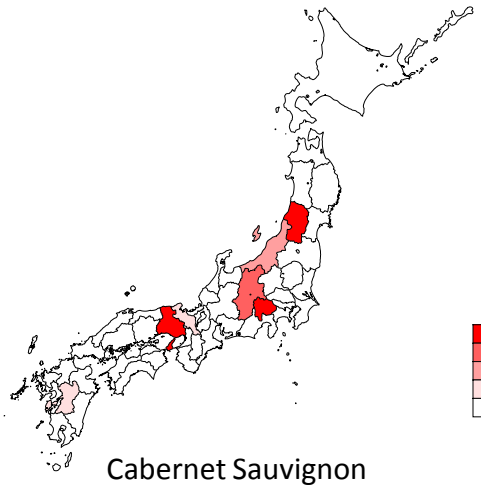
Municipalities Producing Wine Grapes

- Wine Grape Production was seen in 223 municipalities in 42 prefectures excluding Kanagawa, Tokushima, Kochi, Saga, and Okinawa.



Regional Characteristics of Grapes (Wine Grapes)

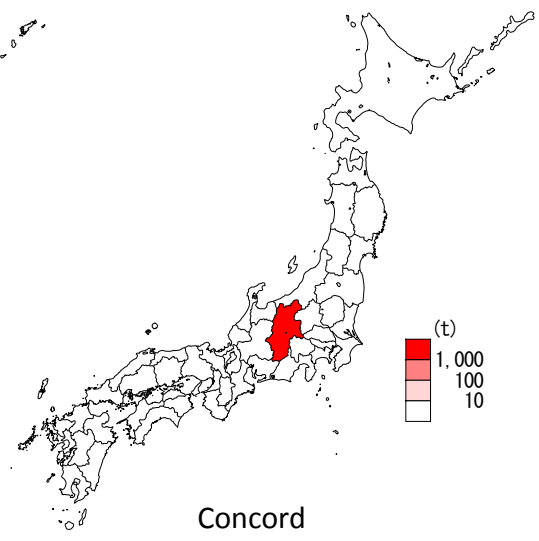
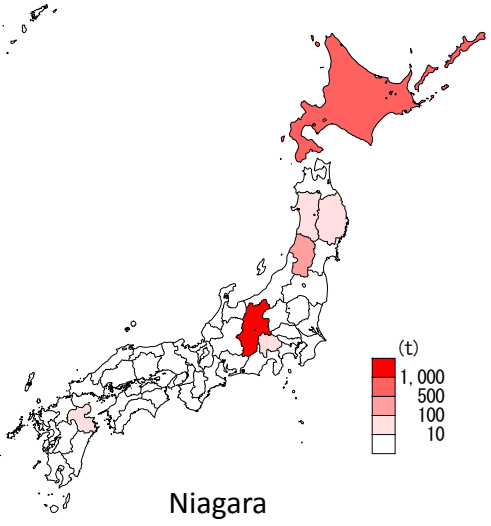
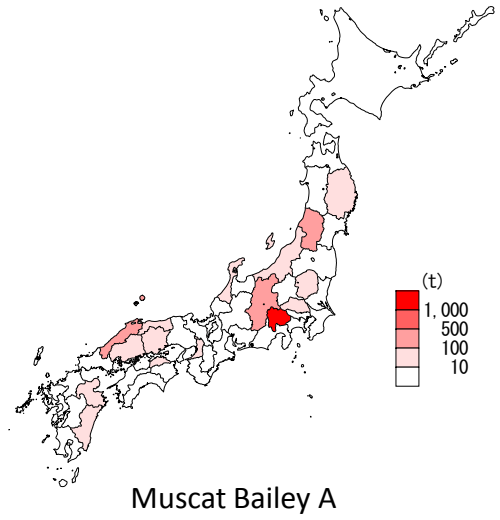
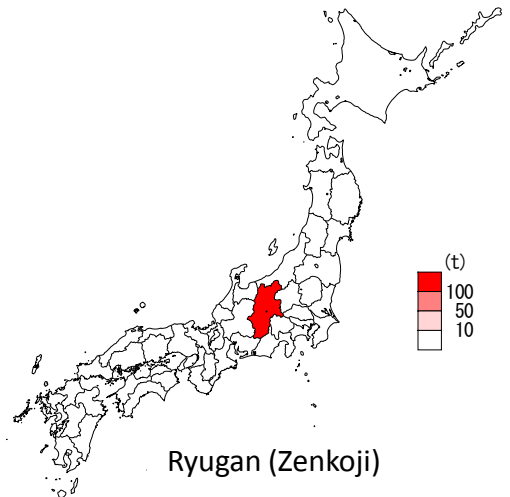
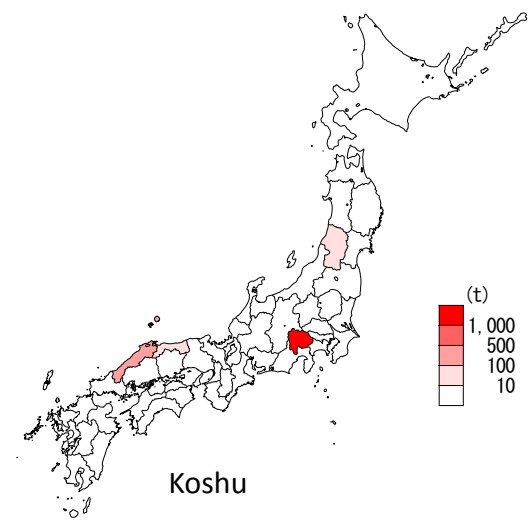
○ Wine grapes which are largely produced by the wineries have more variety across Japan.



Source: MAFF Kanto Regional Office

Regional Characteristics of Grapes (Table Grapes/Wine Grapes)

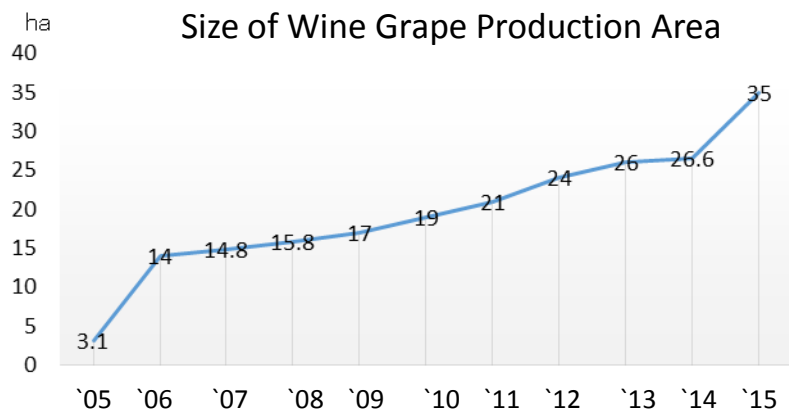
○ Tablegrapes/Winegrapes which are often produced by contracted-farmers, differ largely according to region.



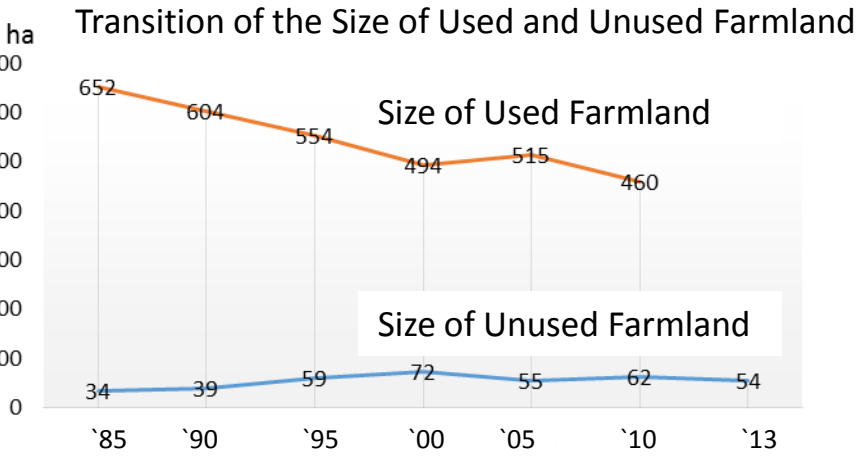
Source: MAFF Kanto Regional Office

Solving the Problem of “Unused Farmlands” (Takayama, Nagano)

- Takayama, well-known for its brand apple production, suffered with the increase of unused farmlands, and its damages from animal wildlife. The village focused on wine grapes which are relatively low-maintenance, and created the “Takayama Grape Study Group”, and increased production.
- Aiming at 2016 to establish a winery funded by grape producers



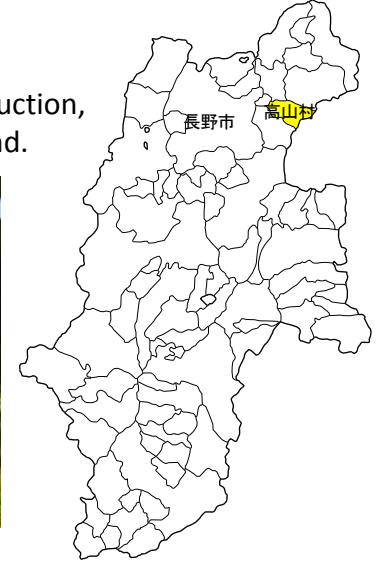
Source: Takayama Village



Source: Takayama Village

○ Vineyards

Increase in Chardonnay and Merlot production, inhibiting the increase of unused farmland.



○ Construction Company Entering the Wine Grape Production Market

In 2006, Kakuto Corporation, a major construction company in Nagano prefecture, entered the market as the first corporation in the business in the prefecture, focusing on wine grape production. Large-scale production began, utilising 8.5ha of unused corporate land.

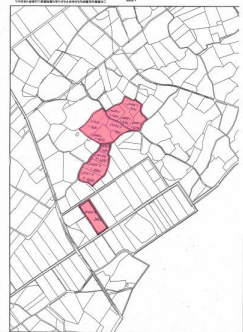


New Production Sites Emerging around Traditional Areas (Shiojiri, Nagano)

○ Shiojiri, the No.1 wine grape producing region of Nagano has decreased its scale of production due to the aging of producers. However, local producers and large-scale producers have begun extensive production of a specific variety of wine grapes in areas of high altitude.



Iwadareshara District



Local producers utilising the intermediary institution to consolidate 2.4ha of farmland



Kakizawa/
Higashiyama District

Unused land on a hill at a higher altitude than Kikyogahara has been utilised by social welfare corporations, large-scale producers, and local producers, for extensive production of specific wine grapes.



Local producers use transformed paddy fields for wine grape production

Kikyogahara District



Table grape farmers produced Merlot, Concord, Niagara etc. but due to aging and urbanisation, production decreased. Wine makers began renting unused farmland to increase directly managed vineyards.

Local Wine Producers' Production Size (Estimate)

	Directly-Managed Vineyards	Contracted-Vineyards
A社	20ha	110ha
B社	12ha	36ha
C社	11ha	44ha
D社	3ha	60ha

Challenges and Supporting Measures of Wine Grape Production

- In recent years, increases in market entry by new farmers and farmers who have formerly worked with other produce have been seen
- However, due to fruits taking a few years before it can be harvested, the profitability of wine grapes being low, and the difficulty of accumulating farmland for it compared to rice paddies, there are challenges in promoting wine grape production
- Therefore, it is necessary to utilise official support measures

Pros Low management cost of farmland

- 2-3 time more cultivable land size

Cons Lower revenues per square metre

- 200-300JPY/kg
- Substantial less revenues compared to table grapes

① Increase in scale, and consolidate farmland

② Mixed farming along with other produce

③ Managing wine production from grape growing

○ Support Measures Offered by MAFF

Area	Support Measures
Planting	Covering replanting costs to superior agrotypes
Farmland	Integrating farmlands which are cultivated separately, and promoting consolidation
	Supporting the re-cultivation of abandoned fields
	Maintaining fences to ward-off wild animals
Human Resource Development	Covering advanced agriculture training costs
Facility Improvement	Improvement of production and retail facilities to enter in to processing and marketing activities

An Intermediary institution manages the farmland to consolidate wine grape production sites (Shiojiri, Nagano).

