



Organizing consumers in Japan, the Radish Boya model

-Box Scheme Vegetable Delivery System-

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The Diversification of Marketing Channels for Organic Products



Figure 1: Diversification of Organic Marketing System in Japan

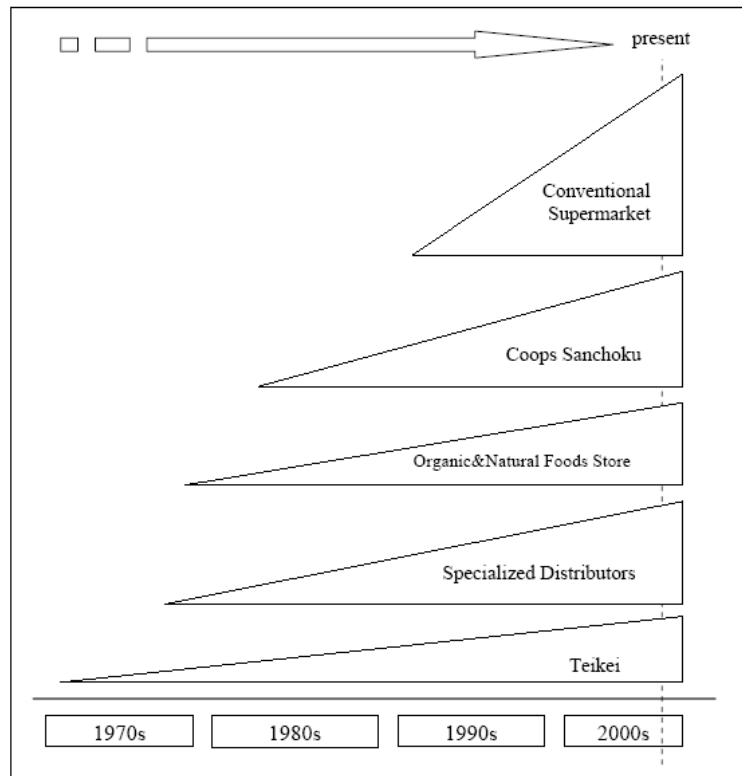
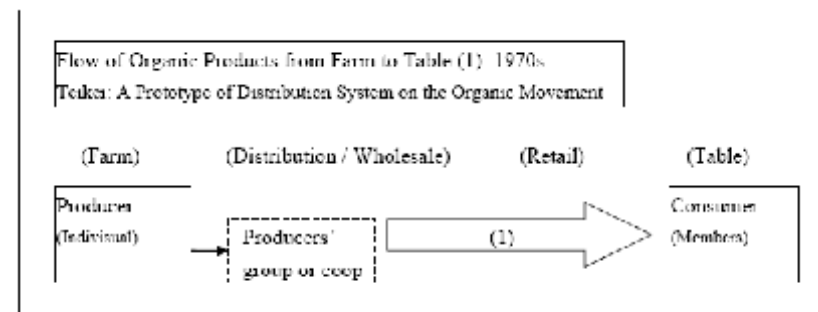


Figure 2: Flow of Organic Products (1) 1970s Teikei the Organic Movement



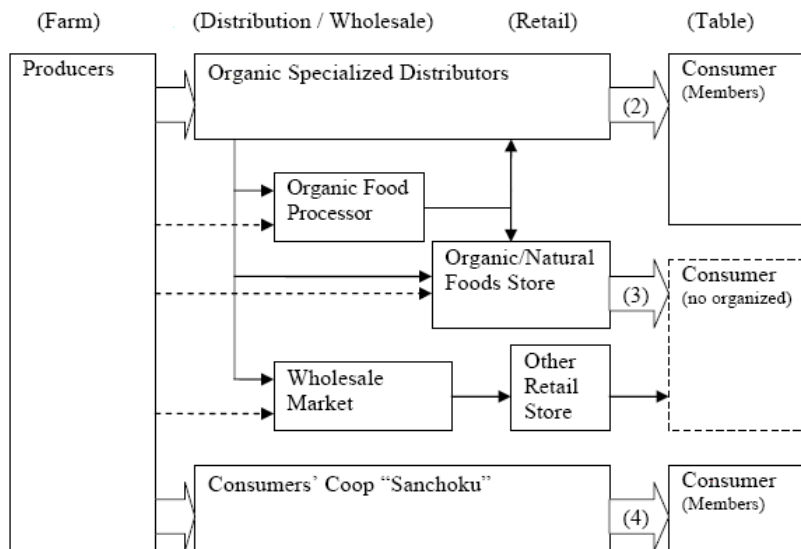
Toshio Oyama (2004). Paper presented at APO (Asian Productivity Organization) Seminar on Organic Farming for Sustainable Agriculture, 20-25 September 2004, Taichung Taiwan ROC, p.1-24

Flow of the Organic Products from Farm to Table



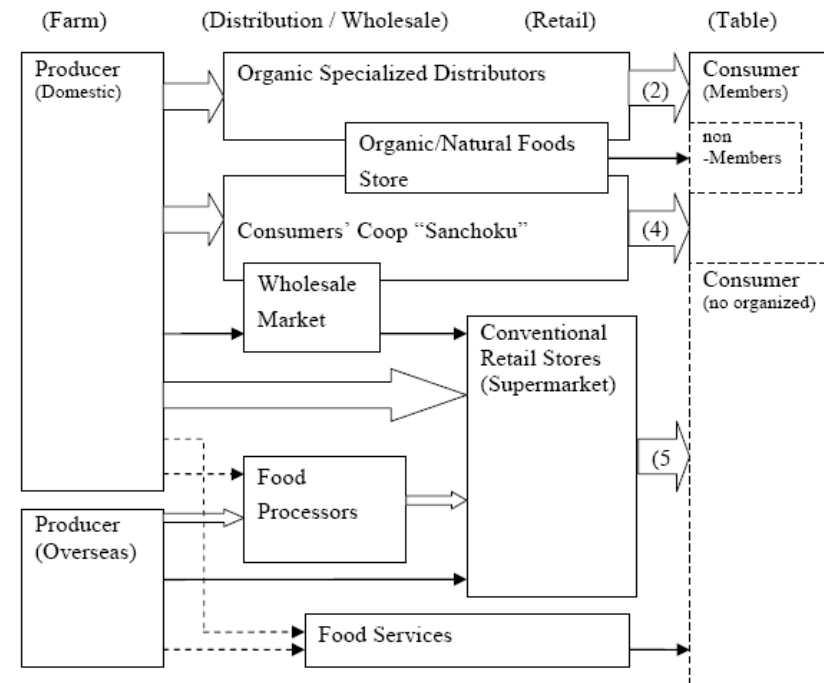
(2) 1980s-1990s

Emergence of Specialized Distributors
eg: Radish Boya, Daichi-no-kai



(3) 1990s- 2000

Supermarkets,
Growth of Imported Organic Products



※2000 JAS Organic Internet Site "Oisix"

About RadishBo-ya Co., Ltd.

- Year of establishment (as a recycle movement) 1988 (1977)
- Number of Employees 240
- Annual Sales \$220M
- Headquarters Tokyo
- Distribution Base 5
Sapporo, Tokyo, Kanagawa, Nagoya, Osaka
- Number of Members 94,000 households
- Number of Producers 2,600

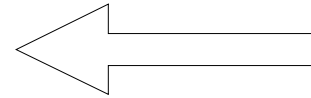


Box Scheme Home Delivery System



Radish Boya
Distribution Base

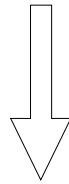
Day 1
8:00-12:00
a.m.



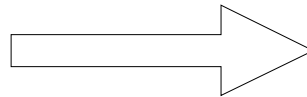
Farmers

Members'
Household

Day 1
3:00-10:00
p.m.



Home delivery
by cold-storage truck



Box Scheme Product



Basic Vegetable Box

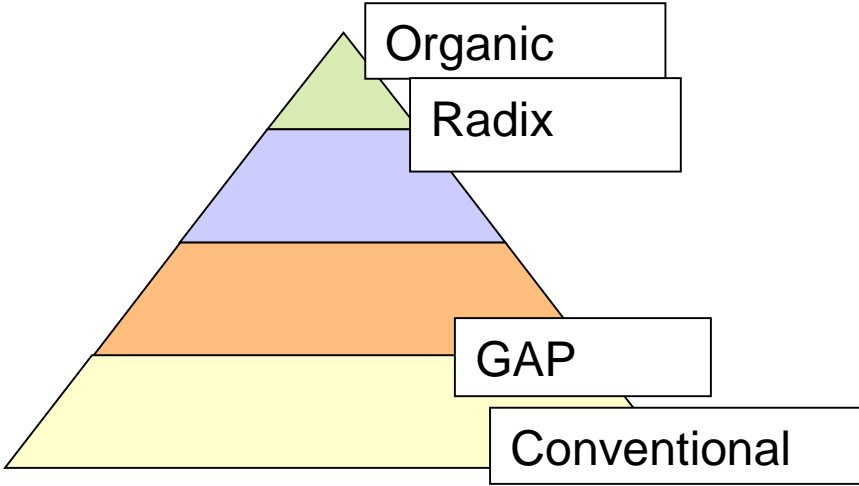
- Basic requirement to become a member
- 8-10 kinds of vegetables (and fruits)
- Delivered once a week (specific day)



• More than 7,000 items, including natural processed foods, dairy products, seafood, environmentally friendly products, etc. can be selected from the weekly catalogue.

**Additional
7,000 items**

Radix Standard



Organizing consumers “face to face” communication



- traceability, disclosure
- Inform farmer's situation
- Making a farmer-visiting
- Monthly Magazine



Profile of our customers



motive : having a family

- family structure :
 - single → 05%
 - 2 → 25%
 - 3 → 31.5%
 - 4 → 30%



• age-group : with small children

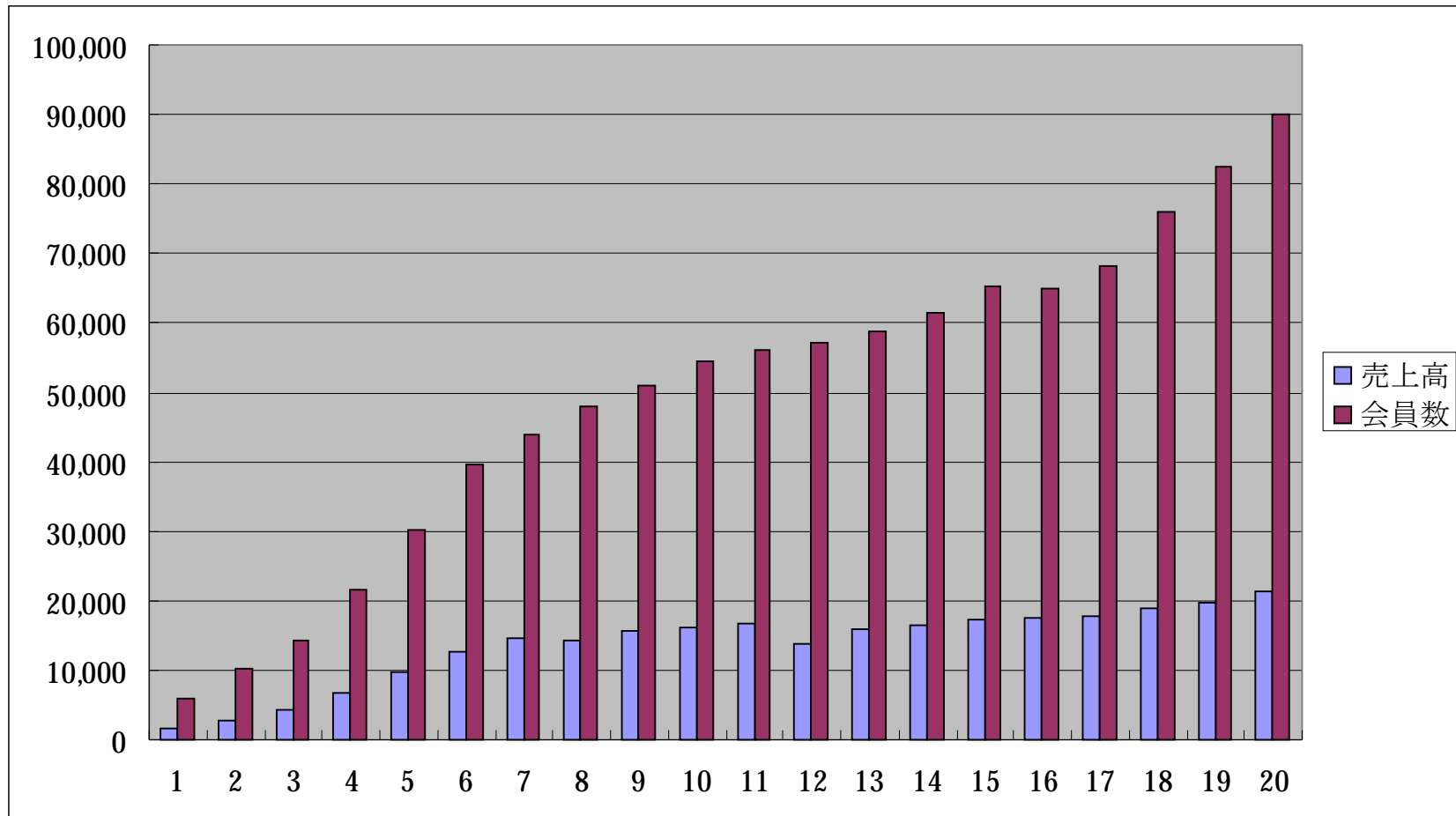


- 40 ~ 45 → 20.5%
- 36 ~
- 39 → 20.6%
- 30 ~





Membership Transition



5 Basic Standards for Agricultural products



Promotion of Organic Fertilizer

Prohibition of soil disinfection

Prohibition of Herbicides

Minimization of Agricultural chemicals

Same standards as Farmers domestic consumption

