



**AKITA
PREFECTURAL
UNIVERSITY**

Faculty of Bioresource Sciences



Department of Agribusiness

For the sustainable development of Japanese agriculture and rural areas



LAT. 40°N

Studies in the Department of Agribusiness

Agribusiness is a general term for the various businesses involved in food production. These include farming, farm-machinery, processing, marketing, and retail sales.

The goal of our department is to utilize both theoretical and applied research for the sustainable development of agribusiness at national, regional, and local levels. Our department is comprised of three study groups: Agriculture Production and Techniques, Agriculture and Rural Environment Engineering, and Agriculture and Rural Management.

The number of academic staff in each study group and their specialized fields are shown in the table below (Table 1).

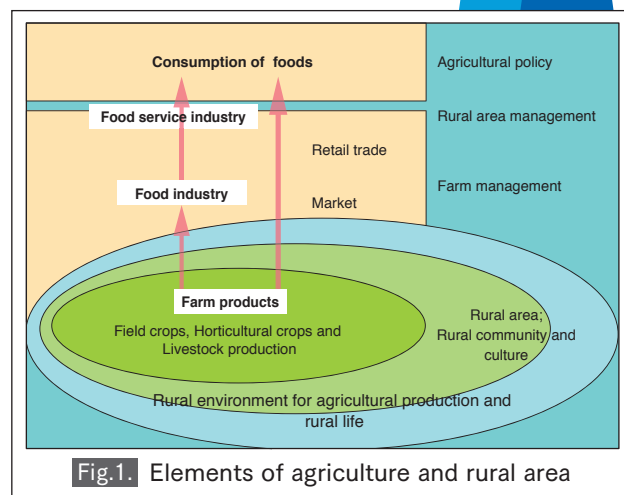


Fig.1. Elements of agriculture and rural area

Table1. Research fields in the Department of Agribusiness.

Core Research Areas	Number of researchers	Specializations
Agriculture production and techniques	9	
Field crop science	(2)	Rice genetics and rice production science / Upland field crop ecology and weed control
Horticultural crop science	(4)	Physiology and ecology of vegetables / Cultivation techniques and breeding of strawberries / Dwarf apple tree cultivation / Cultivation techniques of ornamental flowers
Domestic animal science	(3)	Animal nutrition and metabolism / Animal reproduction / Cyclical utilization of animal resources
Agricultural and rural environmental engineering	4	
Irrigation, drainage and reclamation engineering	(3)	Soil physics and farm land reclamation / Irrigation, drainage and rural water conservation / Farm land conservation and disaster prevention
Agricultural mechanics	(1)	Agricultural machines and agricultural information system engineering
Agriculture and Rural management	9	
Farm management	(3)	Farm management and technical organization / Agricultural management and agricultural structures and policies / Rural life study and revitalization of rural communities
Agricultural marketing	(3)	Industrialization of agriculture / Strategy and management in agricultural marketing / Distribution of agricultural products
Agricultural policy	(3)	Community-based group farming / Agricultural structure policy and local resource management / Sustainable agriculture and food safety

Education in the Department of Agribusiness

The Department of Agribusiness trains students to become knowledgeable citizens who have a comprehensive perspective and the ability to put plans into practice for the development of agriculture and related industries. To meet this goal, six education groups were formed by department researchers specializing in various fields. We call these education groups “projects”.

Each student joins one of six projects in his/her third year. During the year, students receive practical training in agricultural production, livestock production, environmental conservation techniques, and rural life and local agriculture. In addition, students develop the ability to observe situations, collect data, and apply knowledge.

In the 4th year, each student writes his/her graduation thesis based on the information from the 3rd year training program. Students acquire the ability to think critically and to explain clearly. Their research contributes to agriculture and the associated industries.

Introduction to the projects

Project for Land Use Crop Production Management

Students in this project gain knowledge and techniques for the cultivation of crops such as rice, wheat, barley and soybeans. They also learn about the operation of machinery, production sales and business management.



Project for Horticultural Crop Production Management

This project focuses on horticultural crops such as field vegetables, flowers and fruit trees. Students learn about the physiological and ecological characteristics of these crops. They also obtain the knowledge and techniques for cultivation, production sales and business management.



Project for Domestic Animal Production

Students in this project acquire knowledge and technical skill of domestic animal production through the management of beef cattle farming, including forage crop farming and the practical use of untapped resources to animal feed.

Project for Agriculture and Rural Environmental Engineering

Students learn technology not only for agriculture and rural infrastructure improvement but also for rural environmental conservation technology. These technologies will contribute to improvement of multiple functions of agriculture and rural areas.



Project for Agribusiness Management

Students gain knowledge and techniques for rural development using natural resources in rural areas. In addition, they obtain techniques needed to plan agribusiness.

Project for Agricultural and Rural Policy

Students develop an understanding of agriculture and life in rural areas in Akita Prefecture. Moreover, they understand the impact of agricultural policy on economics, farming business and marketing. The goal of this project is to give students a deep understanding of how policy affects agriculture in Akita.



Introduction to the projects

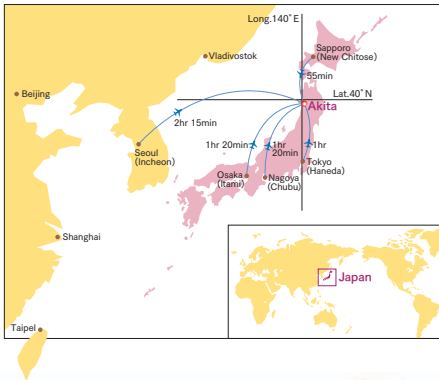
Job Placement

Graduates from the Department of Agribusiness have played an active role in developing agriculture and the allied industries. The next table shows the job placement of graduates over the last three academic years (2009-2011).

Table2. Job Placement of graduates from the Department of Agribusiness.*

Job Placement Rates	Ratio(%)	Job Placement Rates	Ratio(%)
Farming		Private enterprise (non-agriculture-related)	
Self-management	4	Hospital, drugstore	3
Agricultural corporation	1	Transportation industry	3
Private enterprise (agriculture-related)		Finance business	3
Agricultural cooperative	18	Publishing business, etc.	8
Retail trade	12	Public employee	
Food manufacturing industry, Food industry	10	Government office and others	3
Agricultural machinery production, Agricultural machinery sales	8	Entrance into a school of higher education	
Wholesale trade	4	Graduate school and others	8
Construction-related company	3	Temporary worker	1
Seed company	3	Undecided	4
Ranch, Stock-raising industry	2		
Food service industry	2		
Manure manufacturing industry, etc.	3		

* Percentages represent job placement for a total of 119 graduates from the last three years (2009-2011).



Organization of Akita Prefectural University

◆ Institute of Wood Technology

◆ Ogata Campus

Faculty of Bioresource Sciences
 Department of Agribusiness (3rd and 4th years)
 Center of field education and research

◆ Akita Campus

Faculty of Bioresource Sciences
 Department of Biotechnology / Department of Biological Production /
 Department of Biological Environment /
 Department of Agribusiness (1st and 2nd years)
 Graduate School of Bioresource Sciences

◆ Honjo Campus

Faculty of Systems Science and Technology
 Department of Machine Intelligence and Systems Engineering /
 Department of Electronics and Information Systems / Department of
 Architecture and Environment Systems / Department of Management
 Science and Engineering
 Graduate School of Systems Science and Technology



Fig.2. Location of Akita Prefectural University



Akita Prefecture and Ogata Village

Akita is one of the prefectures in Japan where agriculture is profitable. In fact, the area of cultivated land ranks sixth in the country. Rice and soybean production in Akita prefecture is top class. However, due to the aging population in rural areas, the promotion of horticultural production and stock raising is necessary. In addition, technical improvement in agricultural production, improved skills in farm management and marketing, and an improvement in rural life are needed in order to attract young people to agribusiness.

Ogata village was established on reclaimed land where there used to be a large lake, Lake Hachirogata. Rice is the main crop in this village.

Address of the Department of Agribusiness

Department of Agribusiness, Faculty of Bioresource Sciences
 2-2 Minami, Ogata village, Minamiakitagun, Akita prefecture, 010-0444 Japan
 TEL. 0185-45-2026 FAX. 0185-45-2377
 URL. <http://www.akita-pu.ac.jp/gakubu/gakubu0204.htm> (Japanese)