

## **APPENDIX 5**

### Visioning narratives

#### **Social and technological innovation**

*"Technological innovation by larger companies is being put to use to support social innovation. From a social perspective, people take pride in their produce, their recycling activities, cooking and other activities related to the food system. Traditional cooking methods are preserved and passed on to the next generation, but in addition to this people have the "food literacy" to make their own decisions and cook the food they feel like. In schools, the school lunches are safe and high quality. All food is safe to eat, especially food that is served to children. Food education is part of the school curriculum, and even university students and adults have opportunities for continued learning about food. Online tools enable people to organize easier into consumer collectives, sales platforms or educational communities. Furthermore, the food system has become less wasteful as a result of a combination of better social systems and technological innovation that succeeds in closing material and energy loops."*

#### **Urban and rural areas**

*"The system has found a balance between the trends of urbanization and the exodus of people from the countryside. Young people that are interested in becoming farmers feel motivated and supported -with tools and knowledge- to move (back) to the countryside. They are able to stay connected to the city by way of new technologies. New ways of economically successful food activities, like "beyond organic" techno-farming, directs sales on farmers markets and profitable re-use of waste have become standard practice. They make the production chain more transparent and connect consumers more directly to the food they buy and eat. Because of this newfound sustainable balance, both the natural resources and the natural landscape of Japan are protected and preserved. A steady market share for local food, produced within Japan or even closer to people's own home, makes food supply more secure, generates an income within Japan and connects people to the food they eat."*

#### **Small and large actors**

*"New, ambitious and innovative farming technologies and organic local farming methods co-exist. Their combined efforts together create a more environmentally sustainable situation. It also enables a preservation of traditions and local food heritage, like Kyo-yasai heirloom vegetables, while also fuelling innovation that discovers new ways to further improve Kyoto's food system. Larger and smaller companies co-exist as well, and in all cases their production chain is transparent to all actors involved. The government actively addresses sustainability issues and listens to the needs of inhabitants with regards to food. This leads to people trusting the government to support both them and their citizen initiatives. The coordinated efforts of these actors together, as well as an increased knowledge of food among a new generation of consumers, changes food demands. Private companies embrace concepts like clear labelling and certification, as well as local produce, to meet this new demand."*