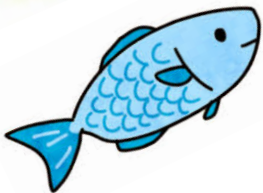




# The Discrepancy in Fukushima ~The Problems We Are Facing~

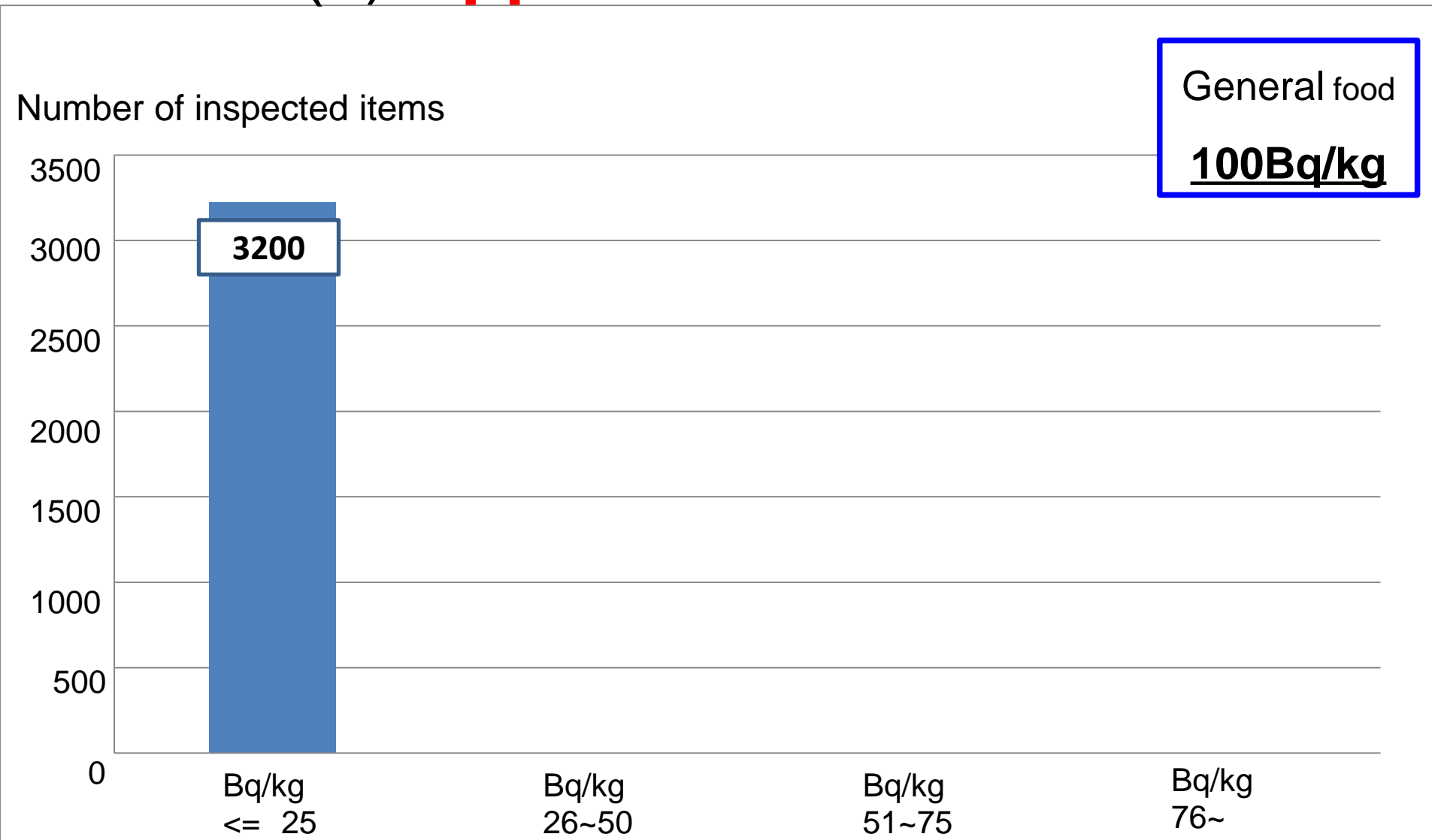


# 1. The radiation limit

Food	Reference Value (Bq/kg)
General food	< 100
Baby food	< 50
Water	< 10

These values are  
10 times lower than Europe's

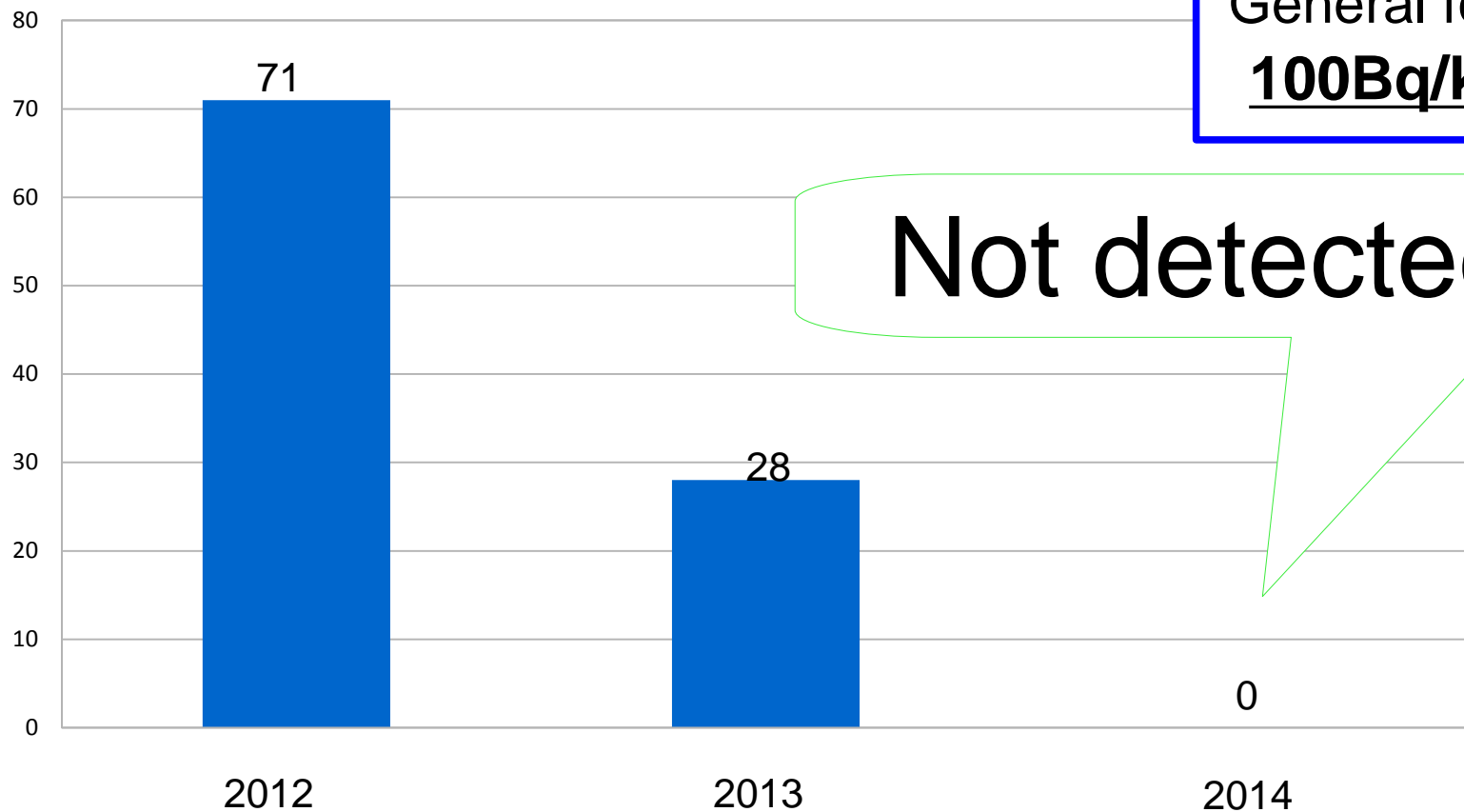
## 2.(1) Apples from Fukushima



Reference: Fukumegu HP

## 2. (2) Rice from Fukushima

Number of rice bags over the limit



## 2.(2) **Rice** from Fukushima

General food  
**100Bq/kg**

	Total number of bags	Number of bags over the limit	Percentage
2012	10,346,081	71	0.0007%
2013	11,006,534	28	0.0003%
2014	10,959,136	0	0.0000%

Reference:

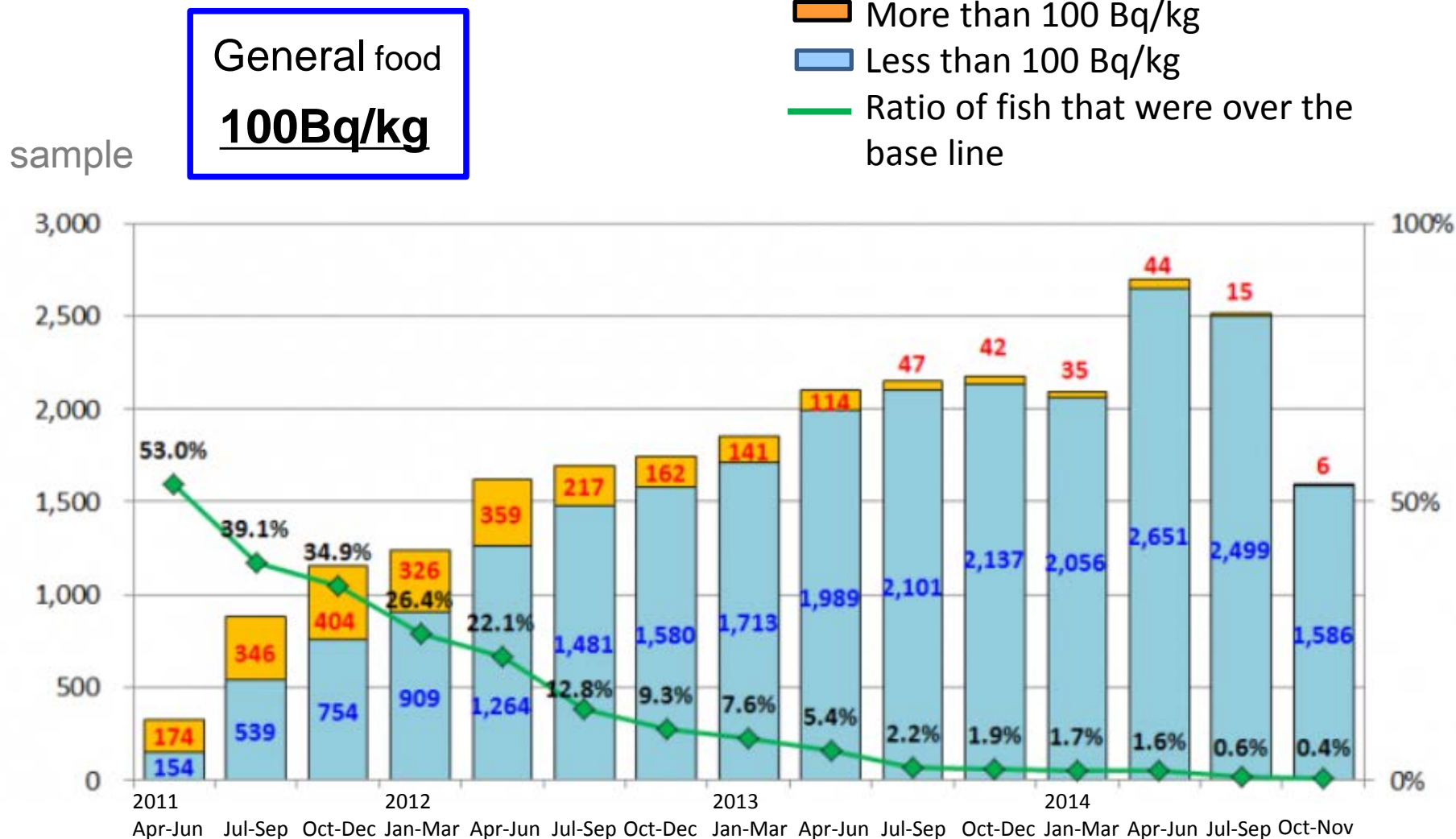
## 2.(3) **Vegetables** from Fukushima

General food  
**100Bq/kg**

	Production City Name	Detected Nuclide-Concentration Level			Sample harvest date
		Iodine-131	Caesium- 134	Caesium- 137	
Cabbage	Fukushima City	---	Not detected	Not detected	01/13/15
Pumpkin	Miharu Town	---	Not detected	Not detected	01/14/15
Carrot	Fukushima City	---	Not detected	Not detected	01/19/15
Red beet	Fukushima City	---	Not detected	Not detected	01/21/15
Turnip	Iwaki City	---	Not detected	Not detected	01/26/15
Strawberry	Fukushima City	---	Not detected	Not detected	02/06/15
Green	Fukushima	---	Not detected	Not detected	02/17/15

**Not detected!**

## 2. (4) Fish in Fukushima



Reference: The Ministry of Agriculture, Forestry and Fisheries HP

## 2.(5) Tap water in Fukushima

Radiation was...

water  
10Bq/kg

Fukushima City

**Not Detected**

**Not Detected**

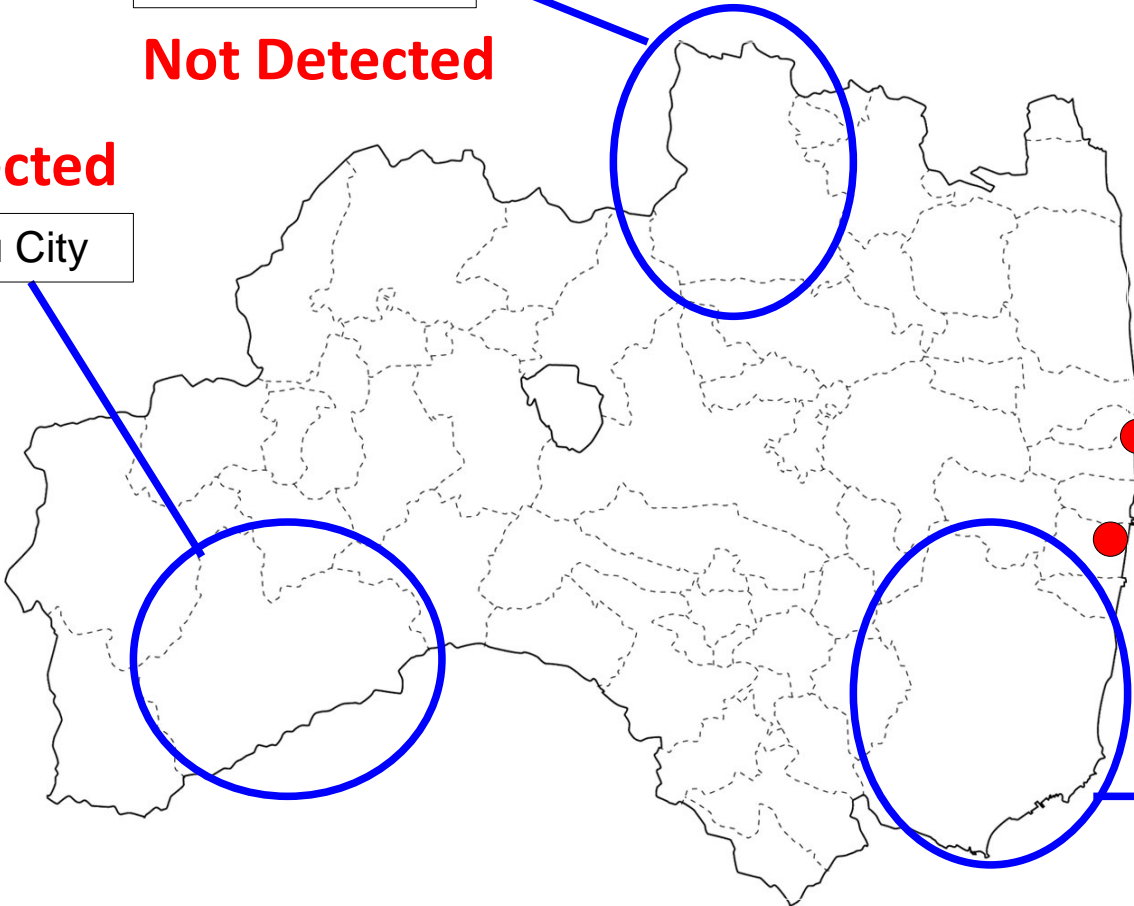
Minami Aizu City

Fukushima  
Nuclear power plant 1

Fukushima  
Nuclear power plant 2

Iwaki City

**Not Detected**





Fukushima's food in the  
market place is **safe!**

BUT...

### 3. (1) The opinions from people in Japan

**Even in Japan  
there are many kinds of  
concerns**

Should  
foc  
Fuk

Is it safe to  
play  
outside?

radiation is  
leaking  
so...

I don't  
care that  
much

Is Fukushima  
safe?

I've heard  
that...

# The reality and the Impression

The Reality

**GAP**

The Impression

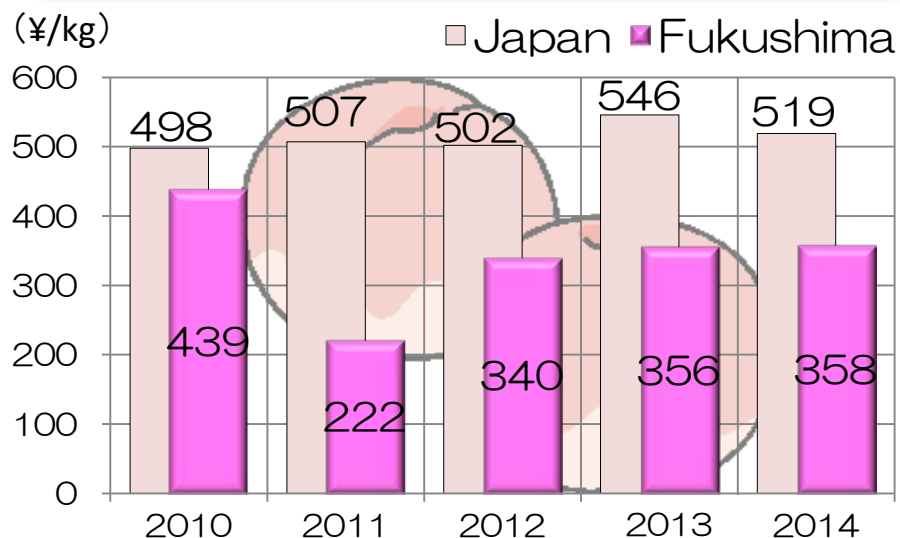
Scientifically it is  
**SAFE**

“Fukushima is  
**NOT SAFE**”

“We **hesitate to buy** food  
produced in Fukushima”

# The current price of food from Fukushima

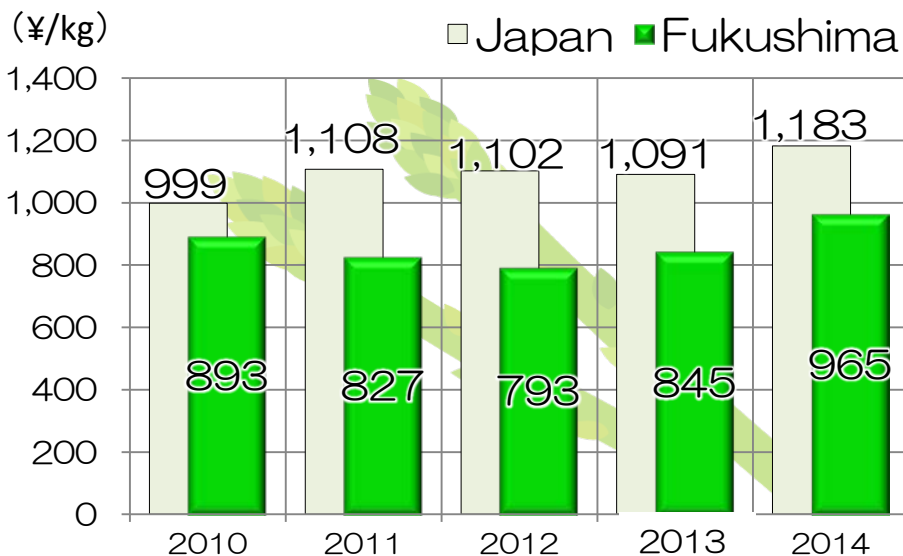
## Peach



The price is still low

The price is recovering

## Asparagus



Reference: Fukushima Prefecture HP

## Problem 1

Farmer's income decreases



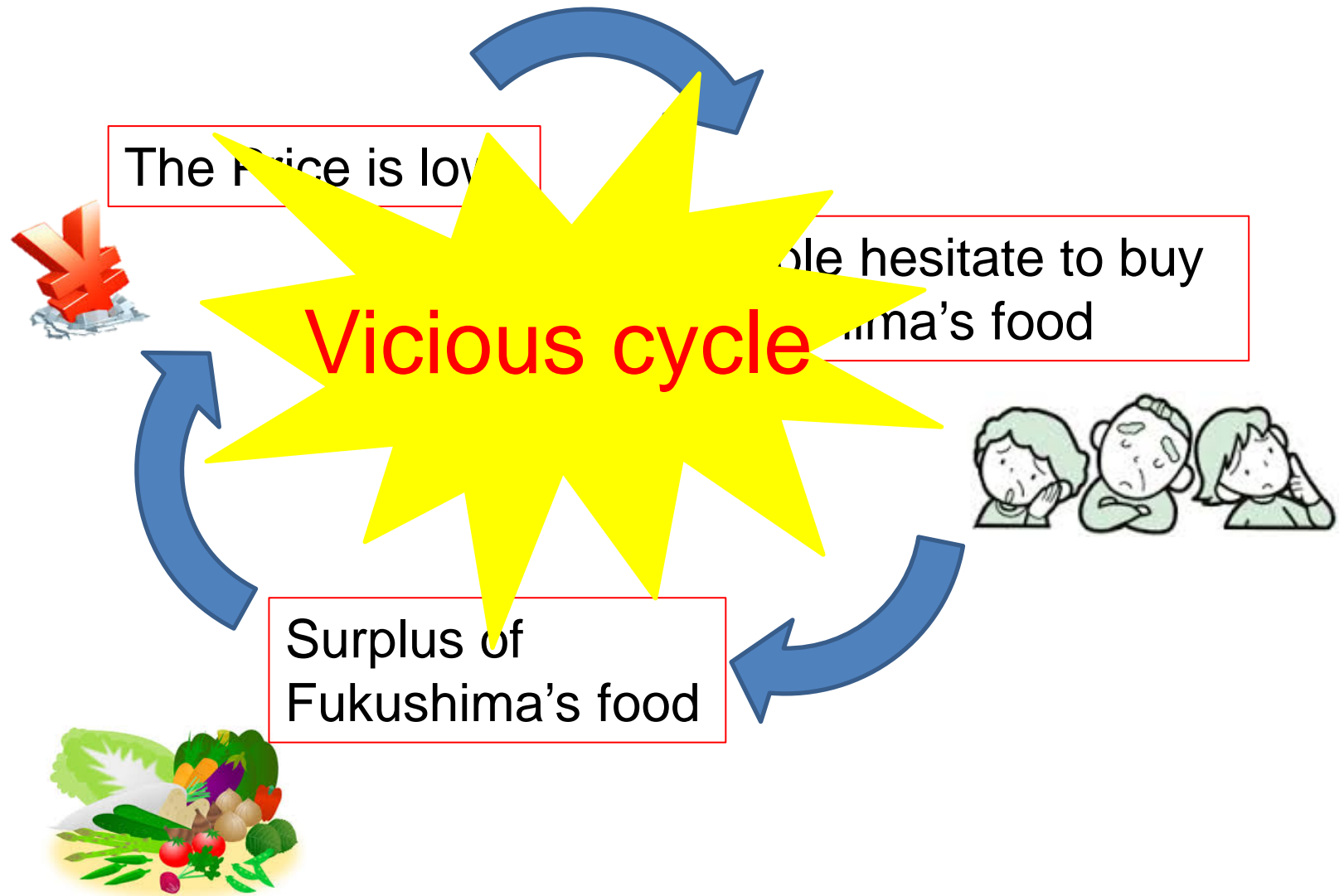
**Farmer cannot make a living**

## Problem 2

People will hesitate to buy  
Fukushima's food



# Current Situation





# Solutions

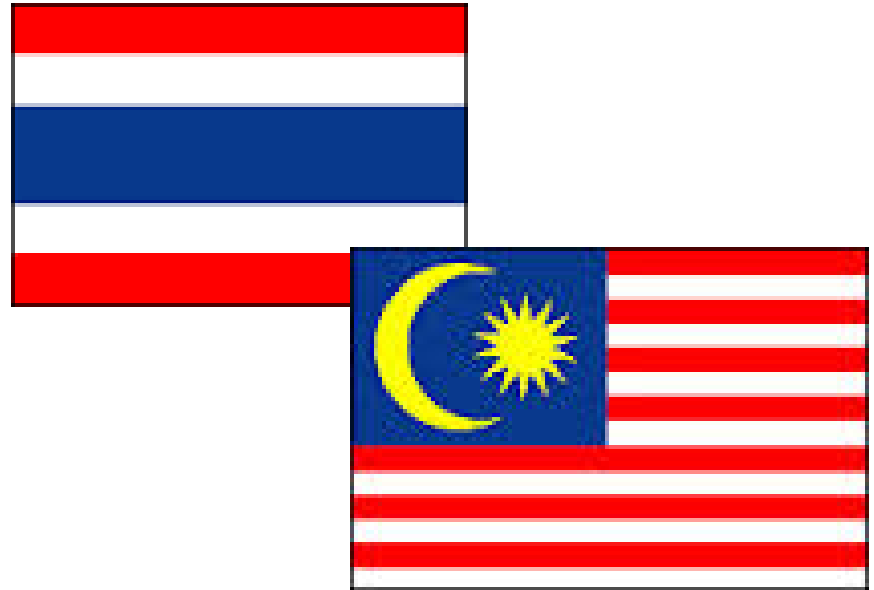
**Campaign** for promoting to buy Fukushima's food



Reference: Fukushima city HP

# Solutions

**Advertising** Fukushima's food  
to other countries



Sold Peaches in Thailand in 2014 August

# Solutions

## Branding the products

Products which were branded  
haven't lowed it's price



The branding will add  
another value to the product



Come into our poster session!

Let's talk together!  
We're welcome of your visit!





Thank you very much

