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# For further growth: Greater empowerment for women

## ~The 60<sup>th</sup> Anniversary of the U.S.-Japan Soy Industry Partnership~

**さらなる成長へ 女性の一層の活躍を ~日米大豆産業界パートナーシップ60周年~**



**女性のリーダーシップに期待**

「今年、大豆産業界のパートナーシップが結ばれてから60周年の節目。米国では、大豆産業界をはじめとする農業への女性の進出が進んでおり、持続可能な農業経営にもその能力が発揮されている。60周年を機に、米国の女性大豆生産者が来日、日本の女性大豆加工業者と語り合う座談会がアメリカ大豆輸出委員会により開催された。その様子を紹介する。」

「大豆産業界の女性進出は、米国の生産者から行われ、新たな技術導入や農地を次世代に引き継ぐための意思決定を行っていく(クアータンソン氏)」「経営に加え、産地の地主との契約交渉など対外的な業務を担う(テイ)」「大豆産業界の高入を高めるための雇機」

「大豆産業界の女性進出は進んでいるが、育児・仕事の両立の問題がある(加藤氏)」「日本の農産物生産者の半数は女性だが、リーダーシップを必要とする分野は男性が中心だ(加藤氏)」

**サステナビリティに女性の力生かす**

「産業界で活躍する女性おける持続可能性(サステナビリティ)は、もともと重要であったが、近年は安全で生産性向上を目指す農業者の関心が高まっている(加藤氏)」

「日本側からは、産地の手直し、買収や手直し、世間としてのまわりの影響を受けてきた(立石氏)」「日本の消費者は、大豆製品の安全性を重視する(加藤氏)」

**ケネディ大使 メッセージ**

日本の関係者を訪れ、懇話会された記念レセプションにはケネディ大使が出席、祝辞を述べた。「60年に及び日米の大豆産業界の関係の強固さに感謝を述べ、また米国で女性が活躍していることに賞賛が寄せられた。米国の食料と衛生はと置かれた場合、食料は考えられない米国の農業が生産する農産物を誇りに思い、日本の消費者に感謝したい!」

キヤロライン・ケネディ 駐日米国大使

企画・制作：日本経済新聞社 クロスメディア営業局

USSEC (アメリカ大豆輸出協会) <http://ussec.org/> <http://ussoybean.jp/>

USSECは大豆生産者、農産物加工・販売業者とのパートナーシップを通じて、世界の市場以上の米日大豆産品の市場拡大や輸出プロモーションを行う国際マーケティング組織。日本事務局 (東京)は今年で設立60周年を迎え、情報発信や研修、セミナー開催など、日米大豆産業界の発展と、日米サステナビリティパートナーシップの発展に力を注いでいる。

This year marks the 60<sup>th</sup> anniversary of the partnership between the U.S. and Japanese soy industries. In the U.S., women are highly active in agriculture, including soybean production, and their skills and expertise are being put to full use in sustainable farm management as well. Taking the opportunity of this 60<sup>th</sup> anniversary, the U.S. Soybean Export Council (USSEC) held a round-table discussion in Japan for women leaders representing USSEC and female members of Japan's oilseeds and soybean industry to exchange views and information. Here is an excerpt of the session.

<Participants in the round-table discussion> Front row left to right, Danielle Clark (Wisconsin soybean grower), Pamela Snelson (Director of Oklahoma Soybean Association and Oklahoma soybean grower), Nancy Kavazanjian (United Soybean Board (USB) Director and Wisconsin soybean grower), Jane Ade Stevens (CEO of Indiana Soybean Alliance), Amy Sigg Davis (Ohio Soybean Council Board of Trustees Member, Ohio soybean grower), Elaine Gillis (Secretary and Director of Indiana Soybean Alliance). Back row left to right, Yoko Kaneko (Soybean & Sesame Seed Section, Food Materials Department, ITOCHU), Ayako Miyanohara (Director of Shikaya Natto and CEO of Sakura Bio), Masako Kato (Director, of Kato Oil), Rachel Nelson (Director of the U.S. Embassy's Agricultural Trade Office), Midori Iijima (Office of Agricultural Affairs

of the U.S. Embassy), Masako Tateishi (U.S. Soybean Export Council).

## High expectations for female leadership

The American participants described their active involvement in the management of their agricultural businesses. “My farm is family-owned and operated. I take care of the financial end of things and also make management decisions,” (Kavazanjian). “In addition to running the business, I also deal with third parties, such as advertising and negotiating contracts with landowners,” (Sigg Davis). “I am careful to choose highly sustainable agricultural methods, improving our family’s profitability while expanding the scale of our business,” (Snelson). “I want to invest properly and incorporate new technology so that we can hand over the farming business to the next generation,” (Gillis).

By contrast, the Japanese women in the soybean processing industry pointed out the issues that remain despite the expanding arena for female participation. “I am often asked for my opinion because women are the minority in this business, so I can offer proposals from a consumer’s point of view,” (Miyanohara). “More and more women are entering the food business, but there is still the problem of balancing parenting and work,” (Kato). “Half of agricultural workers in Japan are women, but there are very few women in leadership positions,” (Iijima).

## Making Use of the Strengths of Women for Sustainability

There was also an exchange of views in regard to how women could exert their unique strength in sustainable agricultural production. The American participants described their goals and efforts toward sustainability. “Sustainability is conserving the agricultural environment so that we can provide the next generation with safe, nutritious, reasonably priced products,” (Kavazanjian). “As producers, we are vigilant of soil and water quality. We set and observe protocol for maintaining sustainability,” (Stevens). The Japanese participants commented as follows. “Sustainability can be maintained only when it covers the interests of all parties: the seller, the buyer, and the general public,” (Kaneko). “In Japan, the significance of sustainability is highly regarded, but the word itself is not widely known by the general public, and education is required,” (Tateishi). “Japanese consumers are highly conscious about food safety, and there is a need to inform them more about American efforts toward sustainability,” (Kato).

The American producers expressed the excitement they felt as women working toward sustainable farm management. “We have operated our family-owned farm for 150 years. It’s very gratifying to hand it down to future generations,” (Clark). “I am proud to continue delivering high quality, safe products to consumers,” (Gillis). “Women protect and nurture their families. We are very worthy of being the torchbearers for sustainability,” (Kavazanjian).

The American Embassy expressed a message of hope: “It is greatly significant that the focus is on the role of women in this 60<sup>th</sup> anniversary year. We hope more women will take leadership roles in the days ahead,” (Nelson).

## **Message from Ambassador Kennedy**

The commemorative reception for relevant U.S. and Japanese parties was attended by the U.S. Ambassador to Japan Caroline Kennedy, who also gave a congratulatory address.

“The 60 years of strong ties between the U.S. and Japanese soybean industries is inspiring, and the active roles played by women in both countries were greatly encouraging. I can think of no better combination than American ingredients and Japanese cuisine. I am proud of the agricultural products grown by our American producers, and I am grateful to consumers in Japan.”

U.S. Ambassador to Japan Caroline Kennedy

### **U.S. SOYBEAN EXPORT COUNCIL**

<http://ussec.org/>    <http://ussoybean.jp/>

The U.S. Soybean Export Council (USSEC) is the international marketing arm of the U.S. Soy Family. Through a partnership of key stakeholders representing U.S. soybean producers, relevant organizations, and government agencies, USSEC works to expand the market for, and promote the export of, U.S. soybeans and soy products in more than 80 countries around the world. The Japanese office of USSEC celebrates its 60<sup>th</sup> anniversary this year. Through information provision, farm tours, seminars, and other projects, the office works for the penetration of U.S. soybeans. In recent years, the office has been putting its energies into communicating information relating to sustainability.