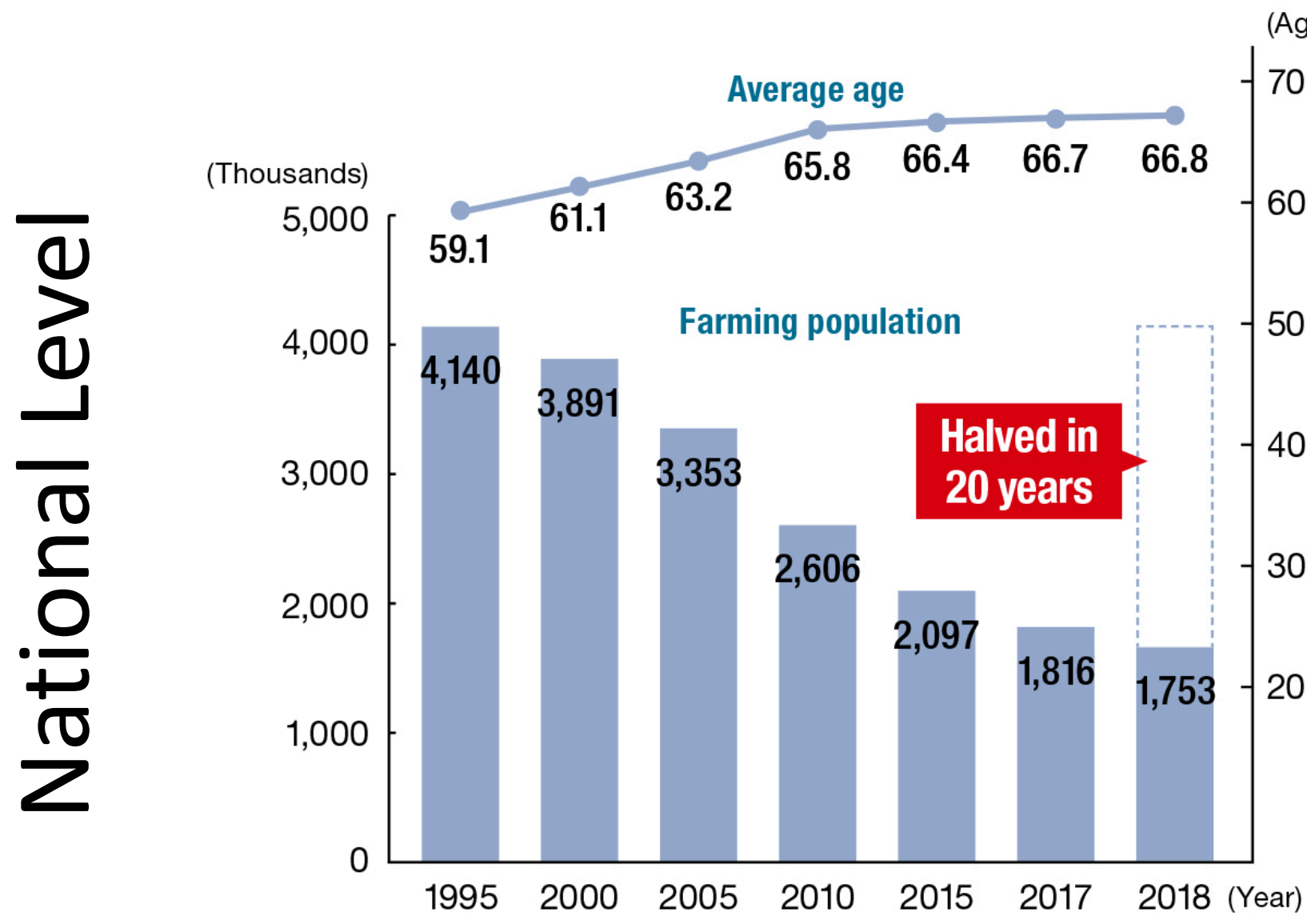


Understanding Succession in Kawasaki Agriculture through Community-Based Farmers Market: Ceresamosu

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Urban Agriculture in Japan and Kawasaki



Farming population is rapidly shrinking across Japan

- Population is declining and aging
- Younger populations prefer stable-income, less physically-demanding work over farming
- Sustainable succession of farming is crucial for national food security

What drives succession of farming in urban regions?

Example: My home city Kawasaki

City Level



Map Source: Atmosphere

"Small scale, many types"



In-Person Vending Day and Interviews Alongside Young Farmers



Top Image: **Kasahara Family (30s)** answering questions from customers about Amaranth, new vegetables they recently started growing. Mr. Kasahara succeeded farming from his father. He finds joy in testing new vegetables and meeting customers.



Conversations with 21 Farmers

"I decided to become a farmer myself because growing up in a farming household, I got to see how the farmers here work so hard to invigorate our industry and protect our scenery. I wanted to become a part of that effort.."

Farmer (40s)

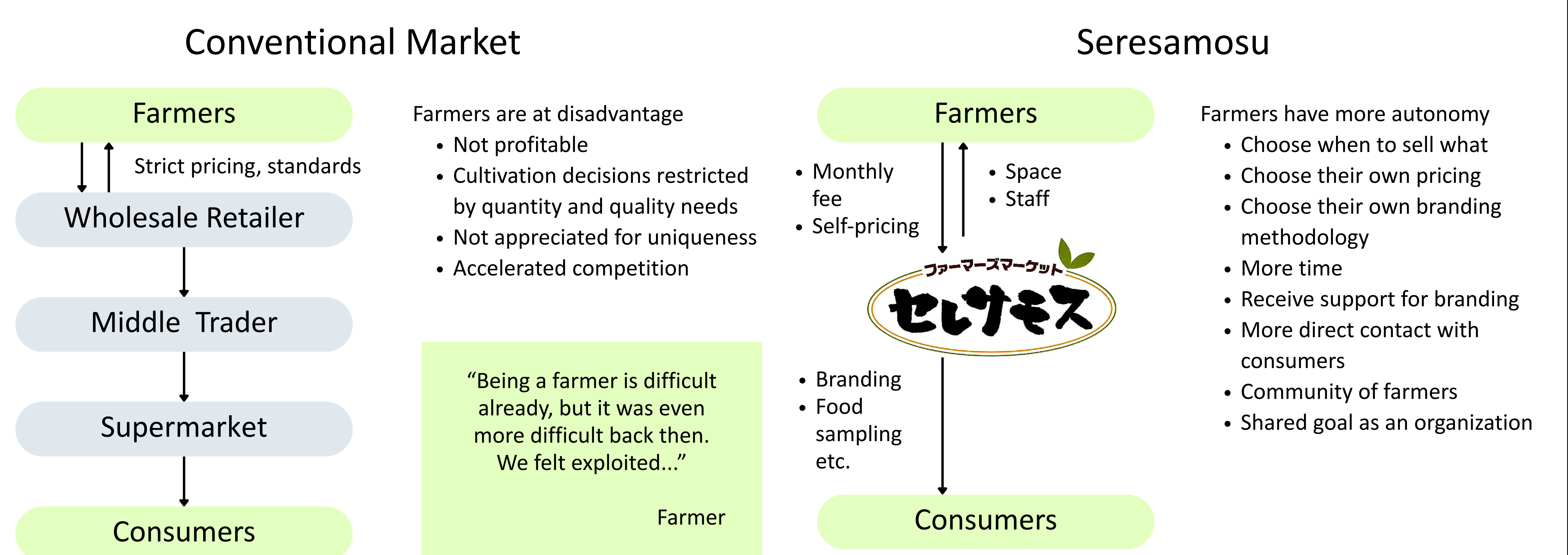
"Seresamosu has made farming so much more enjoyable. Receiving positive feedback from customers boost my confidence and motivates me to continue working everyday.."

Farmer (60s)

"I host communal weeding event for my region and we go drinking together afterwards. Farmers 20-80 year olds all join and we have a lot of fun. My son recently started showing interest in succeeding..."

Farmer (60s)

Ceresamosu is a Community-Based Farmers Market in Kawasaki



Meaning and Community are Integral to Farmer Succession

