

## **The Farmer's Earnest Attitude for His Consumers**

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There are 2 topics about visiting Mr. Kinezuka's farm.

First one is his organic tea field on 1<sup>st</sup> day. It was really great, and I was surprised when I knew he started organic farming 35 years ago. Surely, it is without chemical fertilizer and pesticide. What was the most impressive for me was his positive attitude for the cooperation with researchers. In general, almost Japanese farmer don't prefer to have relationship with them and don't trust. These farmers say "They don't know actual farming and our work in detail. They just do experiment in lab." My grandfather, a farmer in Toyama prefecture, said also. However, Mr. Kinezuka has offered the researcher his tea field and allowed them to carry out the experiments actively. "I know how to cultivate organic tea very well, but don't have detailed biological and chemical knowledge on pests or tea because I cannot afford to know it", he said. He seemed that have taken advantage of the results of their experiments usefully to tea plantation. He presented some results to us, which proved how organic tea plantation is wonderful. Thus, I was surprised his regarding for what he can or cannot.

In addition, I bought his England tea and tasted after this field trip. It was greatly plain without astringency as it flowed smoothly on throat. I was surprised that he went to Sri Lanka to study how to produce marvelously delicious England tea. After I knew his huge effort and passion for England tea, the taste got so deeper.

Second topic is about the effect of radioactivity. As I had presentation on final discussion, I admired his earnest attitude for his consumers about radioactivity. He told us that his association must have let them know the amount of detected radioactivity even if it was under the standard. "Originally, Cesium is harmful for our body." "We and our consumer such as living in Tokyo are victims of this radioactivity problem, but we need to cooperate each other and face up to it" he said. I guessed by such talking that he really has been thinking his consumer's minds and maintained to be earnest for them. I suppose that all of farmer has anxiety for opening the date to consumers, which causes the result some consumers leave. On the other hand, some commentators say on TV show "The date should be open and clear", without the understanding of farmer's mind. Although talking ideal is easy, Mr. Kinezuka is trying to come true, as he had achieved organic tea farming.

Thus, this field trip was so impressive. When he was asked what is important on organic farming, he answered "It's to follow natural ecosystem and extract natural power.", and he said also "We cannot absolutely control nature." He have come true real organic farming and tried to extend it to his colleagues, young generation, and even the farmers who came from other countries. He is one of the superior "Field Oriented Leader in Environmental Sectors." It was great experience to meet him and I wish to make use of what I studied from him effectively in future.