

## **What should be done after 9 years? —The current situation of Fukushima food products from a market point of view—**

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After the Fukushima Daiichi Nuclear Powerplant Accident, it is said that there remains reduction of demand and price slump in some farm and marine products of Fukushima prefecture, caused by consumers’ “unscientific” recognition or *fuhyohigai*. Though most of the scientists have emphasized that to publish data of radioactive measurements and to present correct knowledges about radiation to public are important to resolve this reputational damage, some data from panel researches for consumers’ attitudes have cast questions on this widespread assumption.

Several years after the nuclear accident, the circumstances around Fukushima products became complicated. One of the non-negligible factors is forgetting among public. Under this circumstance, to focus on market and societal aspects of this issue are getting more important. By examining the market situations of two major crops of Fukushima, cucumber and rice, which have different market characteristics each other and have shown different market performances after the nuclear accident, this presentation will point out the decisive factor that provokes prolonged consumers’ avoidance of Fukushima food products. Finally, this presentation tries to discuss the strategy for demand expansion for Fukushima food products and the way to recover the devastated primary sector of industry.

**Keywords:** *consumers’ attitudes, market characteristics, recovery of the primary industry*

### **REFERENCES**

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