

The AJI International Workshop

Promotion of Organic Agriculture:

Consumption, Marketing Strategies, and Challenges

November 22nd, 2023,
9:00 – 12:30 (Japan Standard Time)



Venue: Online
Registration
<https://tinyurl.com/nhj9byte>



Introduction
9:00 – 9:05

Dr. Ho Thanh Tam
Senior Researcher, Asia-Japan Research Institute,
Ritsumeikan University, Japan



Opening Remarks
9:05 – 9:10

Prof. Yasushi Kosugi
Director of the Asia-Japan Research Institute,
Ritsumeikan University, Japan

Presentation 1

9:10 – 9:50



Decoding Public Perception of Scientific Information on Organic Foods: Navigating Misinformation and Key Considerations for Informed Choices

Dr. Taniya Jayani Koswatta
Director, Program Evaluation and Data Analytics, Sanford Center for Aging, University of Nevada, Reno, USA

Presentation 2

9:50 – 10:30



Factors Influencing the Organic Rice Purchase Intention in Hue City, Thua Thien Hue Province, Vietnam

Ms. Tran Huynh Bao Chau
PhD Candidate, Graduate School of Environmental and Life Science, Okayama University, Japan

Presentation 3

10:30 – 11:10



Japanese Consumers' Perceptions and Willingness to Pay for Sustainable Rice

Dr. Ho Thanh Tam
Senior Researcher, Asia-Japan Research Institute, Ritsumeikan University, Japan

Presentation 4

11:10 – 11:50



Organic Rice Cultivation in Africa – Considerations for Sustainable Food System Transformation

Dr. Melanie Connor
Senior Scientist Market Intelligence, International Rice Research Institute, Kenya

Organized by: Asia-Japan Research Institute (AJI), Ritsumeikan University

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Discussion and Closing Remarks

11:50 – 12:30

Prof. Koji Shimada

College of Economics, Ritsumeikan University, Japan

