



Rice at Risk

~Low Income and Fewer Future Farmers~

Current Situation

~Aging of farmers~

Recently, the decreasing number of farming successors along with an aging population are becoming serious problems for rice production.

The proportion aged over 60

Rice farmers

All farmers

Whole Japan
38%

89%

VS

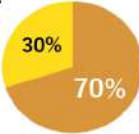
78%

MAFF (米の消費及び生産の近年の動向について 2024,2025)

Do you have a plan for a successor?^{n=1,075,705}

70% of farmers have no clear plan for a successor.

30% of them have a plan for a successor.



(MAFF 農林業センサス2020)

-Securing Successors-

The profits of rice farmers



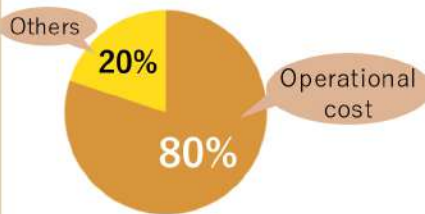
- Average annual income of rice farmers is only **¥97,000**.
- Difference of **¥2 million** between rice and other crops.

One of the reasons is **-Low Income-**

(MAFF 農業経営統計調査農業経営体の経営収支2024)

Main Cause of Low Income

1.Detail of income

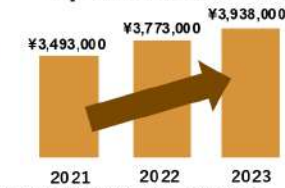


(MAFF 農業経営統計調査農業経営体の経営収支 2022,2023)

1. **80%** of income is paid as operational costs.
2. Operational costs are gradually increasing.

➡ **High Operational Cost**

2.Amounts of operational costs



(MAFF 農業経営統計調査農業経営体の経営収支 2021,2022,2023)

The major components of operating expenses are paying for **workers, machinery, fertilizer and middleman costs**. We researched some existing cases that have taken place to reduce the last three costs.

Case 1 : Machinery

1. An initiative to jointly purchase combines through NFAC.

➡ A price reduction of **15% to 18%**

2. A smart agriculture project to share new technology Machinery by JA.

➡ The discount achieved was **26%**

3. An attempt to lower the price of tractors by JA.

➡ A price reduction of **20% to 30%**



Case 2 : Fertilizers

1. To decrease the amount of brands for mass production.

➡ A price decrease of **10% to 30%**

2. To analyze the soil and adjust phosphate fertilizers.

➡ A price reduction achieved **22%**

All cases were successful.

It has become clear that there is a lot of room to improve and lower the expenditure of machinery and fertilizer.

Case 3 : Middleman costs

In sales on JA, there is a tendency for profits to decrease instead of stabilizing because there are up to 5 layers of intermediaries until retail.

Where money goes:

Producer
64%

Distribution & Retail
36%

Farmers selling rice through JA earn **40%** less compared to direct sales.

(ABEMA Prime 2025)

Ex. There is a difference of 7000 yen per 60kg

High Middleman Cost!

New online platform "COMTECT"



1.Direct sales online

Farmers can get income without middleman costs.

➡ Farmer's profit will **increase** more than selling through JA.

2.Selling rice with added value

COMTECT will introduce the **background** and **appeal** that rice has.

3.Make a contract between customers and farmers

Customers will not have to worry about losing rice and farmers will not have to worry about demand.

➡ It can deliver **income** and **stability**.

4.Connect farmers with successors

COMTECT will detail the farmers who are having a trouble with successors and will **connect** them to young people who want to be rice farmers.

➡ It can solve the main problem of **securing a successor**.

About JA

JA is an organization that supports farmers work safely by

Sales : doing collection and sales of agricultural on behalf of farmers

Expenses : reducing costs by group purchase for fertilizer or machinery

Finance : financial services like savings and loan through JA Bank

Insurance : providing some services about life or disaster

Guidance : supporting agricultural guidance



(農協 農協協会JAの米実態調査 2023年)

References

"Recent Trends in Rice Consumption and Production (2024)" Ministry of Agriculture, Forestry and Fisheries, Bureau of Agriculture 2024

"Agricultural and Forestry Census (2020)" Ministry of Agriculture, Forestry and Fisheries 2020

"Agricultural Management Statistics Survey: Operating Income and Expenditure of Agricultural Management Entities (2023,2024)" Ministry of Agriculture, Forestry and Fisheries 2024

2025年度 課題研究成果発表会 発表要旨提出フォーム（校内）

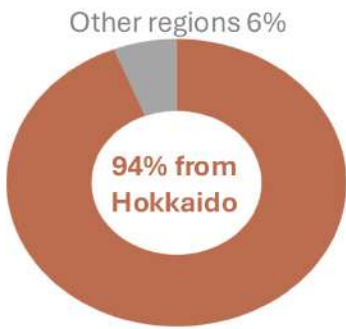
コース：国際		
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		年
発表テーマ：Rice at Risk ~Low Income and fewer future farmers~		
発表要旨（日本語 400 字程度）：		
<p>本研究は、日本の伝統的な食文化を支える米生産において深刻化する「後継者不足」と「高齢化」の問題に着目し、その根本原因の解決策を提示することを目的とする。</p> <p>現在、米農家の約 9 割が 60 歳以上であり、7 割に後継者がいない。この背景には、他作物と比較して著しく低い農業所得がある。調査の結果、米農家の低所得の最大の要因は、粗収入の約 8 割を占める高い「経営費」であることが判明した。機械代や肥料代については共同購入等の既存の取り組みで削減が可能だが、JA 等を経由する際の「中間コスト」が農家の利益を大きく損なっている。</p> <p>そこで本研究では、中間コストを排除し、農家の収益性を向上させる新たなオンラインプラットフォーム「COMMECT」を提案する。本サービスは、中間コスト削減による利益率の向上に加え、米がもつ付加価値の紹介、予約販売契約による収入の安定化を図る。さらに、後継者を探す農家と農家を目指す若者をマッチングする機能も備えることで、低収入と担い手不足の両側面から米農業の持続可能性を支えていく。</p>		
発表要旨（英語 200 words 程度）：		
<p>Rice is a key part of Japanese culture, but rice farming faces a serious problem of decreasing successors. Most rice farmers are over 60 years old, and many do not have anyone to take over their farms. Through our research, we found that the main reason for this is low income caused by high operational costs.</p> <p>Operational costs, such as machinery, fertilizer, and middleman fees, take up about 80% of a farmer's total income. While there are already efforts to reduce the costs of machinery and fertilizer, middleman fees remain a big problem. When farmers sell rice through organizations like JA, their profits are about 40% lower than through direct sales.</p> <p>To solve this, we propose a new online platform called "COMMECT." This platform focuses on direct sales to remove middleman costs and increase farmers' profits. It has three main features. First, it shares the story behind the rice to increase its value. Second, it uses sales contracts to provide a stable income for farmers and a steady supply for customers. Third, it connects older farmers looking for successors with young people who want to start farming. By using COMMECT, we can improve farmers' lives and protect Japan's traditional rice culture for the future.</p>		
発表におけるキーワード 10（英語）		
1. rice production	6. middleman	

2. successors	7. profit
3. aging	8. income
4. operating	9. stabilizing
5. fertilizers	10. contract

Introduction

Azuki is one of the most **traditional** and **familiar** ingredients in Japan. Azuki has been loved in Japan for a very long time. It is eaten in foods such as **sekihan** and many **Japanese sweets**, and It is used in **celebrations** and **special events**.

Details of Research



In **2023**, the total harvest of azuki in Japan was **30,900 tons**, and Hokkaido alone produced **29,100 tons**. We realized that azuki production is **concentrated** in Hokkaido. If this situation continues, Japan's azuki production will remain at **high risk of damage to external shocks**.

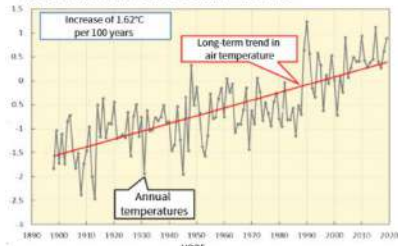
2023 Azuki Harvest(Japan)

https://www.maff.go.jp/j/tokei/kekka_gaiyou/tokutei_sakumotu/rs/syukaku_mame/index.html

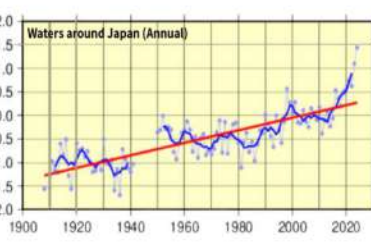
Problem

These graphs show that global warming is progressing. As global warming advances, natural disasters such as typhoons occur, **hindering azuki production**.

Ex: Azuki shock 2023



Difference (The average value over the 30-year period from 1981 to 2010) from the standard value
<https://www.data.jma.go.jp/spporo/bosai/bosai/syokuryoku/08.html>



https://www.data.jma.go.jp/keijou/shiryo/nij/2025/01/niji_sst_202503.html

If these issues continue there are three big risks
Supply Chain Risk :

A poor harvest in Hokkaido could cause price spikes, and Wagashi could vanish from our tables.

Biodiversity Risk :

Relying on specific varieties makes our crops vulnerable to new diseases and climate change

Cultural Heritage Risk :

Our proud Wagashi culture is in danger of becoming a castle built on sand.

Main Risk

The Anko Shock refers to the risk that reduced harvests in Hokkaido due to climate change could trigger a nationwide shortage of azuki and a surge in prices. This is causing serious concern throughout the entire **supply chain** and for **Japan's traditional Wagashi confectionery culture**.

Suggestion

Tohoku can become a secondary production area



Farming area by prefecture



If Yamagata, Aomori and Iwate produce azuki, This makes it possible to cover **10%** of Hokkaido's production.

Yamagata Aomori Iwate

In order to persuade...

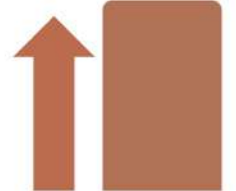
"Azuki can sell for a higher price than rice, and you don't need to buy expensive machines, so you can make more profit from small farms"

Success Case: Kyushu Wheat Production

"Minaminokaori"

- **Problem:** Only made in Hokkaido and too many imports.
- **Action:** Started growing wheat in Kyushu.
- **Result:** Kyushu is now the second producer in Japan.
- **Goal:** Moving to new areas makes our food supply safe.

Wheat Production Growth
[2004] [2023]
152,400tons



Almost 0tons

<https://www.maff.go.jp/d/tokei/kouhyou/sakumotu/sakusei/>

https://data-graph-list.com/%E6%97%A5%E6%9C%AC%E3%81%AF%E5%B0%8F%E8%B1%86%E7%94%9F%E7%94%A3%E3%81%AF%E7%8F%BF%E7%8A%B6%E3%81%A8%E8%A0%B2%E9%A1%8C/#google_vignette
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<https://www.data.jma.go.jp/spporo/bosai/bosai/syokuryoku/kikou/k08.html>
https://www.data.jma.go.jp/kaiyou/shindan/ninji/2025/01/ninji_sst_202503.html


2025年度 課題研究成果発表会 発表要旨提出フォーム（校内）

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発表テーマ：小豆の生産量を増やすためには		
発表要旨（日本語 400 字程度）：		
<p>日本の伝統的な食文化を支える小豆の生産について、現状と課題について研究を行った。現在、国産小豆の約 94%が北海道で作られており、この偏った状態は供給面で非常に不安定である。近年の温暖化による異常気象は、多くの年に深刻な不作と価格高騰を引き起こし、「あんこショック」と呼ばれた。これは、「サプライチェーン」「生物多様性」「文化継承」の3つの点で大きな危険をもたらしている。これらのリスクを避けるため、東北地方（青森・岩手・山形）を新たな生産拠点とする、生産地の分散化を提案する。以前は北海道に頼っていたパン用小麦が、九州独自の品種「ミナミノカオリ」の開発により分散化に成功した例を参考にすべきである。東北の気候に合った品種を選び、国内生産量の 10%を担うセーフティーネットを作ること、もしもの事態があっても和菓子文化を守れる、持続可能な供給体制の確率を目指す。</p>		
発表要旨（英語 200 words 程度）：		
<p>About the production of azuki, we research issues and current situations. Today, about 94% of azuki production is in Hokkaido. This situation is unstable for supply. Recently many years saw severe crop failures and price hikes, which were dubbed the anko shock by global warming. This anko shock possibility to cause 3 big risks, which are the supply chain risk, biodiversity risk and cultural heritage risk. To avoid these problems, we suggest expanding the production area in the Tohoku region such as Aomori, Iwate and Yamagata. Japan used to depend on Hokkaido for wheat for bread. Later, Kyushu made its own wheat variety called Minaminokaori, and this helped spread production to other regions. We should do the same by choosing azuki that grows well in Tohoku. If Tohoku produces 10% of Japan's azuki, we can protect our wagashi culture even in emergencies and keep a stable and sustainable supply.</p>		
発表におけるキーワード10（英語）		
1. Hokkaido produce Azuki 94% of the total	6. anko shock	
2. production	7. supply chain risk	
3. climate change	8. biodiversity risk	
4. secondary production area	9. cultural heritage risk	
5. harvest	10. Tohoku region	

TEAM Sato 

Shikitowaz

Project Purpose

- **Target:** Health-conscious people
- **Reason:** We want connect environmental issues with health-conscious
- **Goal:** Increase awareness of hydroponic vegetables 



Benefits of Hydroponic Veggies

- ✓ **No pesticides, stable pricing, consistent quality.**
 - Grown without pesticides.
 - Grown unaffected by seasons.
 - Factory conditions ensure year-round production.
- ♥ **Eco-friendly, safe and healthy.**
 - Grown using less water, no soil, reduce of environmental impact, fewer insects, no
-  **Can be grown in urban areas, reducing food mileage.**
 - Factories can be set up in a cities , supply fresh vegetables locally, reducing reliance on long-distance transport and cutting emissions in a major way

Findings

- Create a recognizable brand name **"Shikitowaz" **
- Easy to remember and distinguish our veggies from others.
- Gives existing factory-grown veggies a fresh, new image.



Current Situation

- Healthy, high-quality products exist, but they are selling well.
- Consumers are unaware; are recognized as being eco-friendly.
- Plastic packaging: Factory-like product appearance, and unfamiliar.

Solution

- Create a recognizable brand name **"Shikitowaz" **
- Easy to remember and distinguish our veggies from others.
- Gives existing factory-grown veggies a fresh, new image.



Findings

- Learned the importance of improving awareness to increase sales.
- Think about how to convince customers to choose our products.
- Try various media loops to reach environmentally and health-conscious consumers.

2025年度 課題研究成果発表会 発表要旨提出フォーム（校内）

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発表テーマ：『四季トワズ』		
発表要旨（日本語 400 字程度）：		
<p>本研究では、工場野菜に対する「味への不安」に着目し、その特徴や課題について調査を行った。工場野菜の利点として、天候に左右されず価格や供給が安定していること、農薬の使用が少なく衛生的であること、高品質で日持ちが良いことが挙げられる。また、都市部で生産できるため流通が早く、フードマイレージの削減にもつながる。しかし現状では、工場野菜は十分に購入されていない。その原因として、「工場」という名称が自然な野菜のイメージと合わず、魅力が伝わりにくい点があると考えた。そこで私たちは、工場野菜という名称を改め、「四季トワズ」という新たなブランドを提案した。本研究を通して、商品の魅力を伝える難しさや、環境配慮と消費行動を結びつける重要性を学んだ。</p>		
発表要旨（英語 200 words 程度）：		
<p>In this study, we focused on worries about the taste of factory-grown vegetables and researched their advantages and problems. Factory-grown vegetables have several benefits. They are not affected by the weather, so their price and supply are stable. They also use fewer pesticides and are grown in clean indoor environments, which makes them safe to eat. In addition, they are high quality and last longer. Because they can be produced in urban areas, transportation time is shorter, which helps reduce food mileage and is better for the environment. However, factory-grown vegetables are not widely purchased. One major reason is that the word “factory” gives a negative image and does not match the natural image of vegetables. To solve this problem, we proposed a new brand name, “Shiki Towaz.” Through this study, we learned how important it is to clearly communicate product value and connect environmental care with consumer behavior.</p>		
発表におけるキーワード10（英語）		
1. factory-grown vegetables	6. high quality	
2. taste concerns	7. food mileage	
3. stable supply	8. environmental care	
4. food safety	9. brand image	
5. pesticide reduction	10. consumer behavior	

We Tried Being Eco Together!

1-10 Yoshioka, Okuda, Tani, Nishimura, Yamamoto

Issues

- People feel that environmental problems do not affect their daily lives very much.
- Eco-friendly actions are often seen as “troublesome” or “costly.”
- It is hard to continue because the effects are not seen immediately.



Purpose

- To encourage people to consciously choose eco-friendly products.
- To help people think of environmental problems as their own issues.
- To reduce environmental damage and prevent serious problems in the future.



Specific Actions (1)

- Use short videos on TikTok and YouTube to explain the issues clearly in a short time.
- Show videos of a future where environmental problems have become worse, to show how serious they are.



Specific Actions (2)

- Create advertisements for eco-friendly products sold at Seven-Eleven.
- Make ads that encourage people to buy eco-friendly products.
- Share them not only on social media, but also on TV and stores.



Expected Results

- Watch short videos and learn the importance of environmental issues.

Expected Results

- Watch advertisements and learn about Seven-Eleven's products
- Watch short videos and learn the importance of environmental issues

Buy the products

Posts with #WeTriedBeingEco increase and spread to many people



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発表テーマ：みんなでエコってみた！		
発表要旨（日本語 400 字程度）：		
<p>私たちは、地球温暖化や海洋ごみなどの環境問題について、多くの人が「深刻だとは分かっているが、自分の生活とはあまり関係がない」と感じ、行動に結びついていない点に課題を感じた。また、環境に配慮した行動は「面倒」「時間やお金がかかる」といったイメージを持たれやすく、さらに行動の成果がすぐに見えにくいことも、継続しにくい要因になっていると考えた。そこで、環境問題を自分ごととして捉え、行動のきっかけを作ることを目的とした取り組みを提案する。具体的には、TikTok や YouTube のショート動画を活用し、環境問題の将来像と「今できる行動」を短く分かりやすく伝える。また、セブンイレブンで販売されている環境配慮型商品の広告を制作し、環境に良いという点だけでなく、思わず選びたくなる魅力を伝える工夫を行う。これらの取り組みを通して、日常の買い物や SNS といった身近な場面から、無理なく環境に配慮した行動が広がっていくことを目指す。</p>		
発表要旨（英語 200 words 程度）：		
<p>We focused on the problem that many people know environmental issues such as global warming and ocean waste are serious, but do not take action. Many people feel that these problems are not closely connected to their daily lives. In addition, eco-friendly actions are often seen as troublesome, expensive, or time-consuming. Another reason is that the results of these actions are hard to see in a short time. In this presentation, we propose a project to help people think about environmental problems as their own issue and to encourage action. First, we use short videos on TikTok and YouTube to explain future environmental problems and simple actions people can take now in an easy way. Second, we create advertisements for eco-friendly products sold at Seven-Eleven. These ads show not only that the products are good for the environment, but also that they are attractive and easy to choose. Through these activities, we aim to spread eco-friendly actions in daily life.</p>		
発表におけるキーワード 10（英語）		
1. Environment	6. Behavior	
2. Globalwarming	7. Ecofriendly	
3. Pollution	8. Shopping	
4. Awareness	9. Socialmedia	
5. Action	10. Future	

Let's Share! Our Eco Project

Project Purpose

- Help people learn about eco-friendly products in an easy way.
- Let more people know that small actions can help the environment.

We believe that even small choices can make a big difference.

By sharing information, we want to encourage everyone to care about the Earth together.



Target Audience

Everyone who visits Seven-Eleven — from children to adults.

We want many people to notice eco-friendly products and feel happy choosing them.

Project Details

- ★ Make the eco mark bigger
- ★ Add simple explanations in Japanese
- ★ Place the mark where it is easy to see
- ★ Use larger and clearer letters.

Project Duration

From now on.

- ★ You can start anytime.
- ★ Even today, we can choose eco-friendly products little by little.

New Design Idea



Expected Outcomes

- ★ More people become interested in environmental issues
- ★ Eco-friendly products are chosen more often
- ★ People start thinking, "What can I do for the Earth?"

In Conclusion

Right now, many eco-friendly products are not noticed.

We think the problem is the design of the mark.

By changing the design, more people will notice it, choose eco-friendly products, and think about the environment in their daily lives.



2025年度 課題研究成果発表会 発表要旨提出フォーム (校内)

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発表テーマ：伝えよう環境プロジェクト！		
発表要旨（日本語 400 字程度）：		
<p>私たちエコガーディアンズは、環境配慮商品が十分に知られておらず、継続的な購入につながっていない現状に課題意識を持ちました。環境問題は身近なテーマである一方、行動に結びつきにくいという問題があります。そこで私たちは、環境配慮商品を「知る」だけでなく、「自然に選び、習慣的に購入する」行動へとつなげることを目的に本プロジェクトを立案しました。本研究では、セブンイレブンを利用する子どもから高齢者までの全ての客層を対象とし、環境配慮商品のマークに着目しました。マークを大きくする、日本語表記を加える、視認性の高い場所に配置するなどデザインを一新することで、視覚的に分かりやすくし、環境への意識を高めることを狙いとしています。これにより、日常の購買行動の中で環境配慮商品が選ばれ、持続可能な消費行動が広がることを期待しています。</p>		
発表要旨（英語 200 words 程度）：		
<p>We are the Eco Guardians, and we focused on the problem that eco-friendly products are not well known and are not bought continuously.</p> <p>Although environmental issues are important and close to our daily lives, many people do not take action. So, we planned this project to help people not only know about eco-friendly products, but also choose and buy them naturally as a habit. Our target is all Seven-Eleven customers, from children to elderly people. In this project, we focused on the mark of eco-friendly products. We propose making the mark bigger, adding Japanese words, and placing it where it is easy to see. By renewing the design, we aim to make eco-friendly products more noticeable and easier to understand. As a result, we expect people's environmental awareness to increase and eco-friendly products to be chosen more often in everyday shopping.</p>		
発表におけるキーワード 10（英語）		
1. Eco-friendly products	6. Product mark / label	
2. Environmental awareness	7. Visibility	
3. Daily shopping	8. Design renewal	
4. Habitual buying	9. Sustainable consumption	
5. Customers of all ages	10. Behavior change	

A disordered environment leads to disordered friendships.

Members: Kojima, Sakoda, Suzuki, Seino, Takei



Target

Students, or people who used to be a close-knit group of four but ended up falling out

Period

After school

「Four Come on! Campaign!!」



Achievement

- Eating together with a large group of friends can further strengthen your bonds.
- Having four or more people makes it easier for the product to be recognized as environmentally friendly.
- Since it targets students, sharing the store's best features on social media boosts its popularity.

Purpose

Many people learn about environmentally friendly products.

When four or more friends come to the store, environmentally friendly products are half price.



Let's cherish both the environment and our friendly relationships.



2025年度 課題研究成果発表会 発表要旨提出フォーム（校内）

コース：進学コース		
発表者氏名	ヨミガナ	学年
小嶋 翔太	コジマ ショウタ	1年
迫田 蓮功	サコダ リク	1年
鈴木 僚太	スズキ リョウタ	1年
清野 賢	セイノ ケン	1年
竹井 淳斗	タケイ シュント	1年
発表テーマ：環境の乱れは心の乱れ		
発表要旨（日本語 400 字程度）：		
<p>1年進学コースでは、コンビニで環境にやさしい商品を買ってもらうにはどうすればいいか、をテーマに探究活動をおこなった。我々のグループは、半額なら会話が生まれ、環境にいい商品について話すうちに、友情が深まるかもしれない、という観点から、「学生や、仲良しだったが、不仲になってしまった人たち」をターゲットとし、4人以上で来店すれば、環境に配慮した商品が半額になる、という案を打ち出した。大人数で食べることで、さらに仲の良さを深めることができる点や、1人や2人よりも4人以上にすることで、環境に良い商品という認識が広がりやすい点、学生をターゲットにしているため、SNSでコンビニの環境配慮商品の良い部分を発信できる点が、期待される成果として挙げられる。</p>		
発表要旨（英語 200 words 程度）：		
<p>We conducted an inquiry activity on the theme of how to encourage people to buy environmentally friendly products at convenience stores.</p> <p>Our group thought that if it were half price, conversation might start, and while talking about environmentally friendly products, friendships might deepen. So, We proposed a plan targeting “people who used to be close but have fallen out,” offering half-price environmentally conscious products when four or more people visit together. Eating together in large groups can further strengthen bonds among participants. Having four or more people instead of just one or two makes it easier to spread awareness that the product is environmentally friendly. Since students are the target audience, they can share the positive aspects of the convenience store’s eco-friendly products on social media. These are the expected outcomes.</p>		
発表におけるキーワード10（英語）		
1. Environmentally friendly	6. Group (four or more people)	
2. Convenience store	7. Awareness	
3. Half price	8. Students	
4. Conversation	9. Social media	
5. Friendships	10. Sustainable consumption	

Adding a Touch of Magic to the Shelves Project



★ Why We Planned This Project

The products displayed in the store are not catching enough attention.

🧸 Objective

To catch the eye of convenience store customers with products that entice them to pick them up impulsively, differentiating them from other items and boosting their sales.

Our aim is to make the products on the shelves stand out more in the store, making them appealing as quick personal treats or easy gifts based on the packaging, price, or other appealing factors.

💖 Target

A wide range of ages who want quick and easy treats.

📅 Scheduling

1. Create unique POP displays

Add lights and animation, change the shape of the POPs

2. Easy-to-grab shelf displays

Show available stock clearly and update numbers easily

3. Create a simple trick experience

Add fun, magical tricks that catch attention and entice people to interact.



Expected Outcomes

• Visual, clear results

- Showcasing a more appealing presentation of the products

• Increased sales

- More customers picking up products

2025年度 課題研究成果発表会 発表要旨提出フォーム (校内)

コース：進学コース		
発表者氏名	ヨミガナ	学年
橋本悠大	ハシモトユウト	1年
濱本康誠	ハマモトコウセイ	1年
平島京佳	ヒラシマキョウカ	1年
藤原彩芭	フジワライロハ	1年
美馬健	ミマタケル	1年
発表テーマ：棚にちょっとだけ魔法をかける計画		
発表要旨（日本語 400 字程度）：		
<p>本発表では、「棚にちょっとだけ魔法をかける計画」について説明した。この計画の目的は、コンビニを利用するお客さんの目を引き、思わず商品を手に取りたくなるような工夫を行うことで、購買意欲を高めることである。コンビニでは多くの人々が短い時間で商品を選ぶため、第一印象や分かりやすさが重要になる。そこで私たちは、個性的なポップの作成、売れた数の表示、手書きポップの活用という三つの取り組みを考えた。特定の年代に絞らず、忙しい人や仕事の合間に軽食を買う人など、幅広い世代をターゲットとしている。これらの工夫により、売り上げや利益の向上だけでなく、新規客の獲得や再購入につながり、店舗全体のイメージアップも期待できると考えた。</p>		
発表要旨（英語 200 words 程度）：		
<p>This presentation introduces a project called “Putting a Little Magic on the Shelf.” The purpose of this project is to attract convenience store customers and make them want to pick up products. At convenience stores, customers choose items in a very short time, so first impressions and easy-to-understand features are important. For this reason, we focused on three ideas: creating unique POP displays, showing how many items were sold, and using handwritten POP signs. These methods help products stand out and feel more friendly and trustworthy. We did not limit our target to a specific age group, but focused on a wide range of customers, especially busy people who want quick and light meals. Through this project, we expect increased sales, more repeat customers, and an improved image of the store.</p>		
発表におけるキーワード 10（英語）		
1. consumers	6. promotion	
2. attraction	7. display	
3. motivation	8. popularity	
4. impression	9. reliability	
5. packaging	10. profit	