



**Digital Technology, New Peasants and
The Future of GIAHS Cultural Conservation
in China and Japan**

The 8th East Asia Agricultural Cultural Heritage Conference
8 August 2024
Dr. Veronica Mak, Sau-Wa

RESEARCH
QUESTIONS

How the young peasants use digital technology and platform to promote GIAHS culture in Qingyuan, Zhejiang and Kunisaki Peninsula, Oita?



Background

- President Xi Jinping pointed out that China must grasp the direction of digitalization, networking, and artificial intelligence to promote the digitalization of agriculture.
- Young tech-savvy people are being drawn back to their rural homes in from cities, like Hangzhou and Tokyo, by the techno-entrepreneurial prospects of live e-commerce being used as part of the “new farmers” branding.

Five main values of GIAHS

- (i) food and livelihood security,
- (ii) agro-biodiversity,
- (iii) local and traditional knowledge systems,
- (iv) cultures, value systems, and social organizations, and
- (v) landscape and seascape features

Current Studies

- Current studies on digitalization of agricultural heritage tend to focus on smart environment (using real-time control of the territory's environmental conditions) and digitalized agricultural production process, while the cultural elements are not fully incorporated, such as landscape, architecture, the environment, religion and food, each of which plays an important role in the GIAHS.
- On the discussion of new peasants, current studies also focus on their new creative class social status, post-productivist agricultural regime and the impact on rural-urban divide, while their contribution to the agricultural heritage cultural conservation, especially their everyday archiving of GIAHS agricultural traditional practices and associated culture, is almost ignored.

Methodology

- This study uses in-depth interview to explore the digitalization of GIAHS in Qingyuan and Kunisaki Peninsula and how the new peasants, by interacting with non-human actors, especially the mobile phone and photographic technology, e-commerce platform and social media, are important in conserving the cultural heritage of GIAHS for our next generation in China, Japan and the world.

TWO CASES

- a) The Shiitake-forest Co-cultivation system in Qingyuan, Zhejiang, China (GIAHS 2023).
- b) The log-wood Shiitake cultivation system in the “Kunisaki Peninsula Usa Integrated Forestry, Agriculture and Fisheries System” (GIAHS 2013)





- The COMMON CULTRE-traditional Bark-hacking method (砍花法)
- or Natame-shiki

Cutting the bark => mushroom grows
Hitting the wood log => mushrooms are "scared" => grow faster (惊蕈)

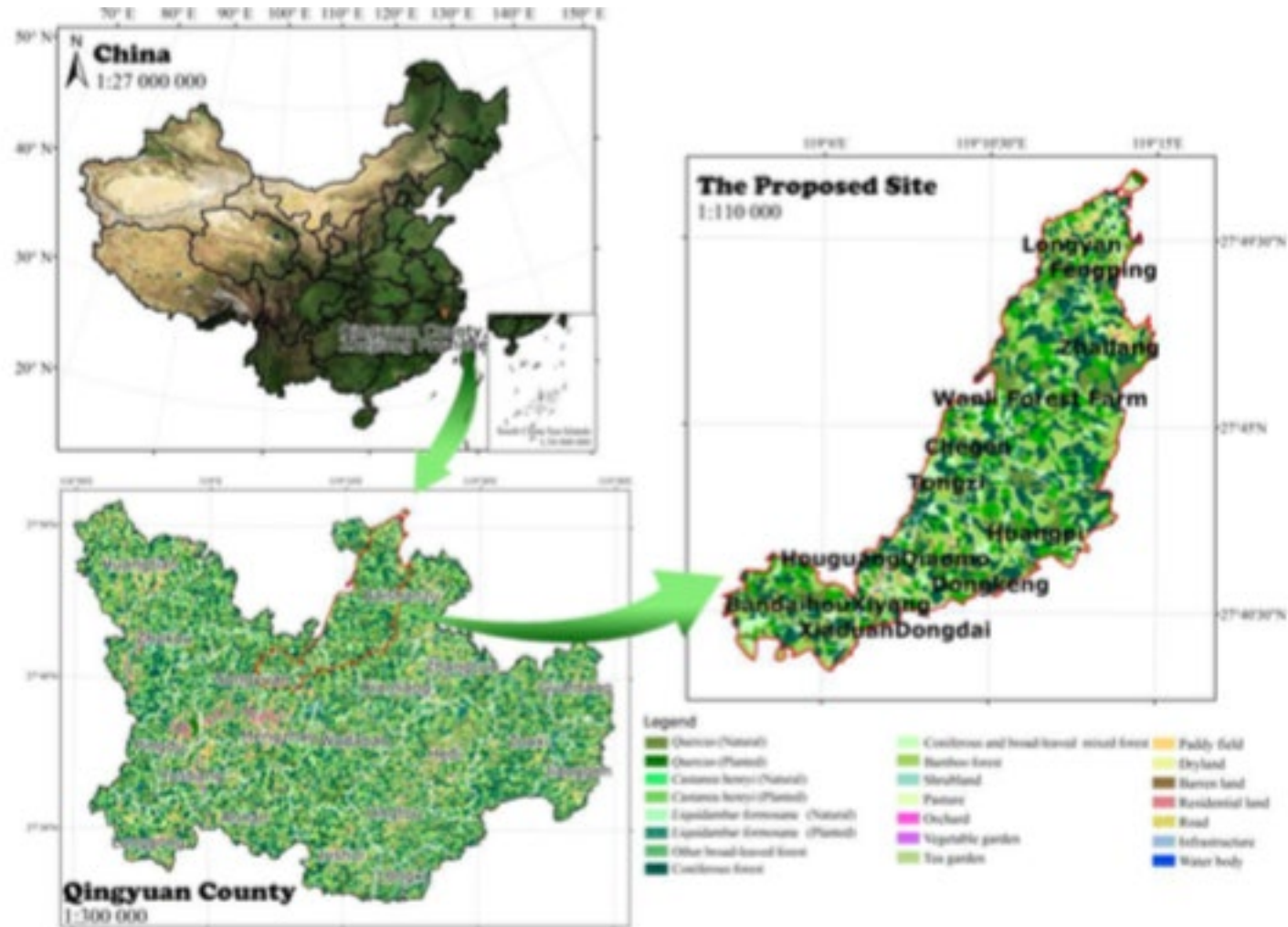
Scientist and Non-Human Actor and Agricultural sustainability



A) Case Studies: China
The Shiitake-forest Co-cultivation system in
Qingyuan, Zhejiang, China (GIAHS 2023).



Case study: Qingyuan Forest-Mushroom Co-culture System in Zhejiang Province





BUSINESS MODEL

WU LI-FANG

MU MU FAMILY FARM

Brand Development,
Marketing, Retailing
for the local farmers

吴丽芳 睦睦家庭农场.



Wu Xuetong Huigu

From Alibaba Digital-farmer from Hangzhou back to Qingyuan as farmer

- Digitalized and Mechanized Farming

吴学通: 慧果(浙江)农业科技有限公司.

- New culture and digital network









- Liu Lifei
- (Taobao e-entrepreneur)

- Ningbo Yuyao CNC programming

11:38 无干燥剂 净重

小**说：第一次在淘宝...
164人评价：口味味道好

直播讲解

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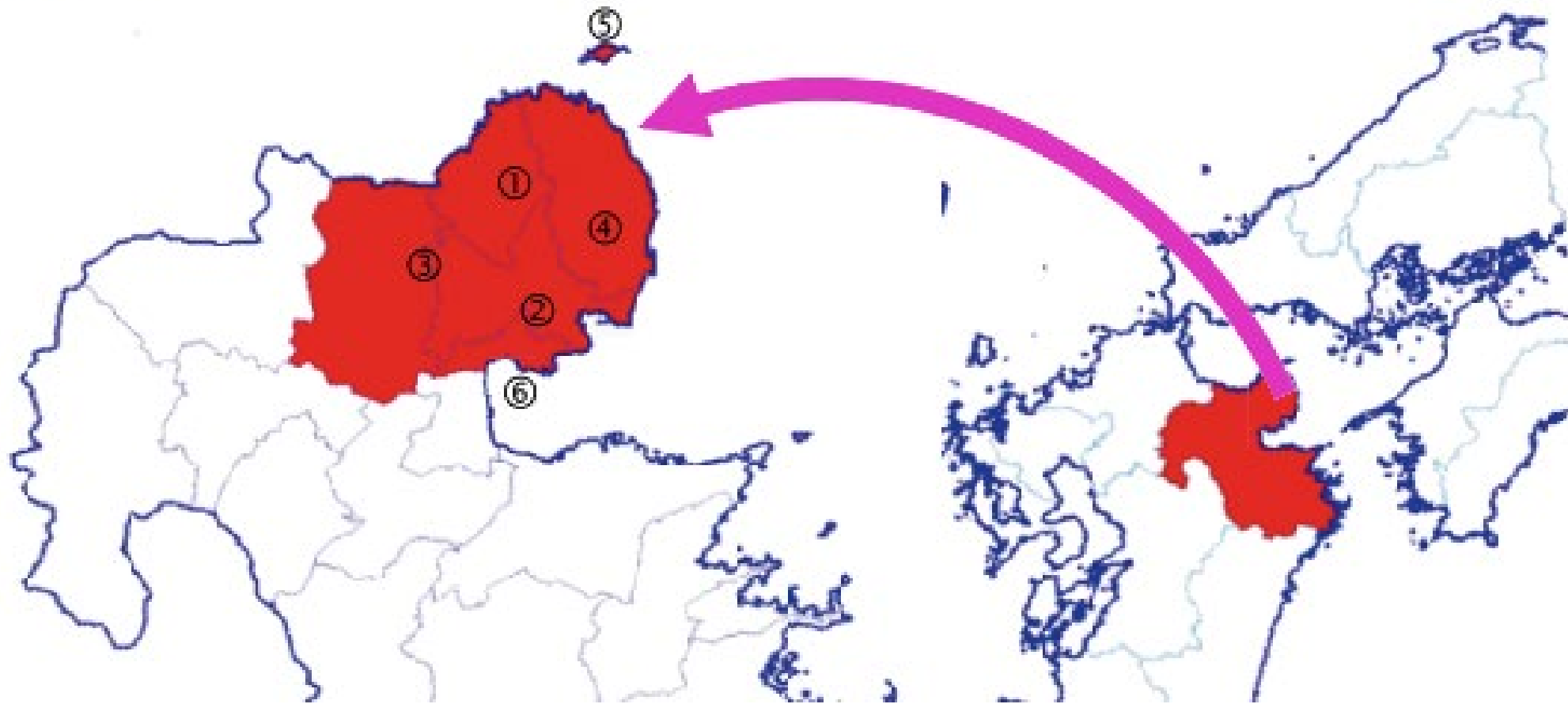


B) Case Study: Japan
The log-wood Shiitake cultivation system in the
“Kunisaki Peninsula Usa Integrated Forestry,
Agriculture and Fisheries System” (GIAHS 2013)



Case study: Kunisaki Peninsula Usa Integrated Forestry, Agriculture and Fisheries System

10/11/2017





Fusako Kamihira

735 friends • 2 mutual



fusako.kamihira



fusako.kamihira 今、原木椎茸沢山ありまーす💕買ってくださいな。👉170円。2キロ以上お買い上げの方は👉150円におまけします😊

宅配の出荷日は月水金。

次回の杵築、日出、別府エリア配達は21日。

あまり寒くなるともう椎茸でません。

きのこの美味しい秋、今楽しみましょう💕無くなり次第終了とさせていただきます。

野菜も好調に沢山ありますよー🍴🍴宜しくお願い致します😊🍴

190w See translation



Liked by chika_iwakiri and others

November 17, 2020

Messages



Fusako Kamihira and husband

- Farmers and Guest House Owners

- Mr. Kamihira used to work as graphic and magazine designer, while Fusako-san used to be a senior quality manager for Adidas in Tokyo.



農薬の青大豆
おいしい!

Toshifumi Tokumaru

-Trader-turned Shiitake Farmers

- Parents are shiitake traders, inspired by GIAHS and decided to be heritage transmitter





くにきき半島

椎茸専門 徳丸商店

T O K U M A R U

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商品検索

商品検索：キーワード

検索

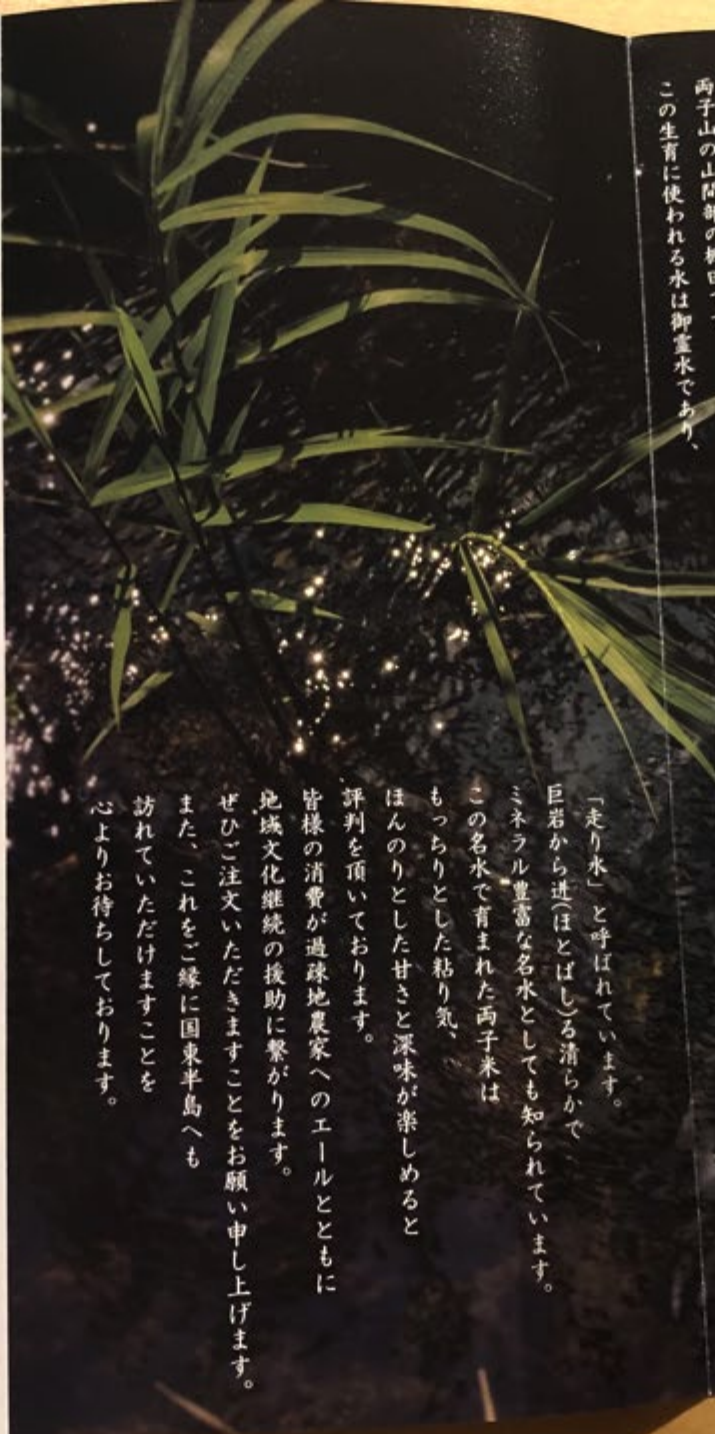
商品カテゴリ

[こだわり商品](#)

[普段使いにおすすめ
の商品](#)

Rev. Gojun Terda- Buddhist Monk,
Agricultural activist of Rokugo Manzan
Temple; returned after study in New York





九州の北東部に位置する国東くにさき半島は、古よりの自然信仰と神仏とが融合合った十三百年の歴史の深い土地で六郷(ろくごう)満山(まんざん)とも呼ばれています。瀬戸内海に突き出したこの丸い半島は奈良平安時代には大陸からの交易で栄え多くの神社や寺院が建立され、修正鬼会やケベス祭りのような独特の祭りも連綿と継承されています。この両子米は寺院と地元農家が協力して稲作を護ることに、六郷満山文化がこれからも続いていくことを目標としています。栽培されている地域は国東半島の中心にある両子山の山間部の棚田です。この生育に使われる水は御霊水であり、



「走り水」と呼ばれています。巨岩から迸(ほとばし)る清らかでミネラル豊富な名水としても知られています。この名水で育まれた両子米はもっちりとした粘り気、ほんのりとした甘さと深味が楽しめる。評判を頂いております。皆様の消費が過疎地農家へのエールとともに地域文化継続の援助に繋がります。ぜひご注文いただきますようお願い申し上げます。また、これをご縁に国東半島へも訪れていただけますことを心よりお待ちしております。

Identity Change: From Farmers, Scientists, and Entrepreneur to Environmentalists



椎茸と
みんなを繋ぐ
『山や』です。

原木も、しいたけも、
大分県国東半島育ち。
豊かな自然が育む大地で、
昔ながらのクヌギ原木栽培法に
こだわり、真心込めて
生産しています。



くにさき半島 山や

869 likes • 889 followers

Message Liked Search

IDENTITY CHANGE: NETWORKS OF SCIENTIST-ENTREPRENEUR AND ENVIRONMENTALISTS

NETWORK OF NETWORKS:

National Assemblage of Shiitake Cultivation Heritage and Circulation of Environmentism and the Meanings of Taste



Agricultural Heritage, Taste Education and Income Streams

Shinobu Yamaguchi

Tomomi Sato
20 Jul 2018 · 0

【🍎生産者野菜ソムリエ コラボ料理教室🍎】
2年前の建学祭打ち上げで
約束していたコラボ教室・実現しました〜\(^o^)/
/ 22
暑いなか
ご参加下さいました皆様ありがとうございました
🌟...see more
See translation



Shinobu Yamaguchi

Hashimoto Kotaro is with 末廣秀人 and 13 others.
17 Jun 2018 · 0

📺にケーブルでも出て来ましたね！
XINING OUT KUNISAKI with LEXUS！
E📺自分は協力隊だし、端っこに映ってるくらいかなーと思っていたら・・・...see more
See translation
👍41



Shinobu Yamaguchi

Shinobu Yamaguchi
27 Jun 2018 · 0

医し暑い日が続いていますね・
日中は、外仕事から直庫での仕事に...
直庫の中は、扇風機・換気扇がフル回転で働いて
くれています
！ありがとう🙏・
第3戦...see more
See translation
👍113

Shinobu Yamaguchi

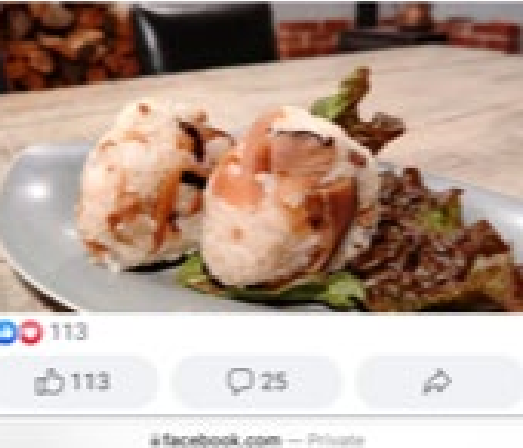
Shinobu Yamaguchi
23 Jun 2018 · 0

今日・明日とホルトホール大分で
第13回「食育推進全国大会大分県大会」が
行われています・
👍113

Shinobu Yamaguchi

Shinobu Yamaguchi
8 May 2020 · 0

#おにぎりバトン
を いつも元気なパワフルお母さん👏👏・坪井
あつ子さんからバトンを受取りました👏・
権真屋のおむすびは！
既しいたけとタケノコおむすび🍣
...see more
See translation
👍113



D) Digitalization of GIAHS Culture, E-Marketing and Branding in Japan

- Scientist-Farmer, Prefectural Mayor, Small farmers and guest house owners, trader-farmer, Buddhist-Activist.



Identity Change: Scientist-Entrepreneur and Environmentalists



The image shows a Facebook post by Hiroaki Hayashi. The main image is a photograph of a field with rows of pink flowers, likely a rice paddy field. The field is surrounded by green trees and a concrete wall. The post includes a caption in Japanese, engagement metrics (118 likes, 2 comments), and a comment input field.

Hiroaki Hayashi
May 3 at 2:27 PM · 🧑

田んぼのレンゲ、緑肥としてすき込みました!もう窒素肥料は、必要なし。3割程、列状に残っています。種が実った後にすき込みます!すき込まれた種は、水田の中で休眠。コメの収穫後、ワラをすき込む(10月中頃)と発芽します。

このやり方を繰り返し、種をまかずに20年間、田んぼは、レンゲでピンク色。

👍❤️ 118 2 💬

👍 Like 💬 Comment

👤 大市雄也

Write a comment...

🗨️ 😊 📷 🎬 🎭 ➡

Result Summary

Qingyuan, China	Digital Platform	GIAHS culture
吳麗芬	Weibo	Digital Record on Shiitake cultivation technqie
吳學通	Weibo, Alibaba e-commerce	Digital Record on Shiitake and vegetable cultivation technqie
劉慶福.	Weibo, Douyin	Digital Record on Shiitake cultivation technqie
刘李飞	Taobao	Digital Record on Shiitake cultivation technqie
吴荣	Weibo	Digital Record on Shiitake cultivation technqie and associated culture

Kuninsaki Peninsula, Japan	Digital Platform	GIAHS culture
Dr. Hayashi	Facebook, email	Digital Record on Shiitake cultivation technqie
Fusako and husband	Facebook, Instagram, email	Digital Record on Shiitake cultivation technqie
Rev. Gojun Terda	Facebook, email	Digital Record on rice cultivation technqie
Toshifumi Tokumaru	Trader and Shiitake Farmers	Digital Record on Shiitake cultivation technqie
Yamaguchi couple	Farmers, Processor and Brand D	Digital Record on Shiitake cultivation technqie
Chika Iwakiri	Craftsman, Shichitoui farmer	Digital Record on Shichitoui cultivation and crafting technqie

Discussion and Conclusion

Different State Digital Policies, Different State Agenda, and Different Platformization led to

- Different Business Models of the New Peasants farmers
- Emergence of a New Eco-Agricultural Heritage and Environmental Assemblage and expansion of income streams which can help the sustainability of GIAHS.
- and different culture conservation results.

