

Memorandum

To: Professor Noveck

From: Keita Nishimura

Date: December 17, 2013

Re: QR Code for Risk Communication Regarding Fukushima Disaster

The purpose of this memo is to present the reason for creating a system to convey the food radiation data to consumers shopping at retail stores by using **QR code**.

Problem

Marketing Difficulties: Many Japanese farmers have been experiencing difficulties in marketing their products after Fukushima Daiichi Nuclear Disaster in 2011.

- **Geographic spread:** Marketing difficulties are found in 20 out of 47 prefectures.
- **Monetary impact:** The money Tokyo Electric Power Company has compensated to farmers amounted to ¥355 billion and is increasing.
- **Serious Cases:** A tea supplier in Tokyo made a loss of ¥30 million by losing contracts. An organic rice grower in Tohoku had to sell a bag of 30kg for ¥5,500 instead of the usual price, ¥10,000.

Consumers: Need for risk communication on the standard limits and radionuclide tests.

- **Less than 30%** know the basic rationale of the standard limits.
- **Only 12%** get information on food radiation from governmental websites.

Solution

Approach: Risk communication at the place every consumer will go, **supermarkets**.

QR code will make it happen. Precedents are:

- **Toresaburo:** Consumers can see how the crop was produced by reading a QR code on the package.
- **Honjo Bunseki Center:** Consumers and merchandisers can see the report of radionuclide test result through QR code.

Scheme: A system using the website of the Ministry of Agriculture, Forestry and Fisheries (MAFF):

1. **MAFF** creates webpages that show the test results by municipalities and crops.
2. **MAFF** generates and posts a QR code for every page so anyone can print it.
3. **Farmers/co-ops** print the QR code of their area/crop and ship it with the crop.

4. **Retailers** post the QR code on the shelves at their selling area.
5. **Consumers** read the QR code, access to MAFF webpage, and see test results.

MAFF should also:

- Show basic information about the standard limits and tests on each webpage.
- Request retailers to cooperate in the system.

Stakeholders have incentives to use the system:

- **Farmers** can prove that their municipality has been passing the radionuclide tests regarding their products.
- **Retailers** can confirm consumers that they are selling the crops that passed governmental radionuclide tests.
- **Consumers** can have easier access to governmental data and make decisions based on it.

Implementation: Start with a pilot project with a few areas and retailers to see the needs and effects.

