

**【Grant-in-Aid for Scientific Research(S)】**  
**Biological Sciences (Agricultural sciences)**



**Title of Project : Risk Perception and Risk Communication,  
and the Establishment of Food and Agricultural  
Ethics/ Profession**

NIIYAMA, Yoko  
(Kyoto University, Graduate School of Agriculture, Professor)

Research Area : Agricultural Economics

Keyword : risk perception, risk communication, food communication, ethics of food business

**【Purpose and Background of the Research】**

The establishment of regulatory science for food safety, especially for support risk analysis, is the major subject in the world countries. This research takes a part of its.

This research focus risk communication is the most important element of risk analysis for food safety, and analysis the follows; [1]the analysis of risk perception of stakeholders by cross-cultural research for the improvement the gaps of risk communication, [2] the summary of the information of risk assessment/ risk management measures and the method/ examples of risk communication, and experiments of communication with our model, [3]the analysis of consumer recognition on food, agriculture, and environment by the method of behavioral economics, the summary of the texts of food communication in Japan, EU countries and north America, and the making food communication text, [4]the research on professional ethics of food business and agriculture and making a plan of the text, [5]the research on the systems of profession of food safety and making a plan of professional system for food safety in Japan.

**【Research Methods】**

In this research, the following research methods are used;

- [1]The cross-cultural survey research and psychological experiments on the perception of food related risks and public understanding risk information,
- [2]The experiments of communication on the information of risk assessment and risk management measures,
- [3] The analysis of consumer recognition on food, agriculture, and environment by the method of behavioral economics,
- [4] The cross-cultural survey research on the ethics of food business and agriculture,
- [5] The comparative survey research on the professional systems of food safety between Japan, EU countries and U.S...

**【Expected Research Achievements and Scientific Significance】**

In this research, expected achievements are following;

- [1] The probing heuristics in the public perception of food related risks and some parts of its reasons,
- [2] Cost-benefit analysis of a risk management measure and establishing a model of inter-active communication of food related risks,
- [3] The probing public recognition on food and agriculture and making risk communication text,
- [4] Making cross-cultural and institutional comparative models of a code of food business ethics for dealing with uncertainty and complexity on the problem in and the environments of food system, and making a plan of the text support for ethical decision making of food hygienic professionals,
- [5] Making a plan of professional system for food safety in Japan.

The contribution for establishing risk communication, food business ethics and professional system for food safety will be expected by these research achievements.

**【Publications Relevant to the Project】**

1. Niiyama, Y.: Regulatory science for supporting science based food safety public management, Orientation food safety ; *food safety and Science, the series of the Science Council of Japan* No.16, 2010.
2. Toshiyuki Tsutsui and Fumiko Kasuga: Assessment of impact of cattle testing strategies on human exposure to BSE agents in Japan, *International Journal of Food Microbiology*, 2006, 107
3. Niiyama, Y.: *Theories of Food-Safety-System Practices*. syo-wa-dou, 2004.3

**【Term of Project】** FY2010-2014

**【Budget Allocation】** 83,100 Thousand Yen

**【Homepage Address and Other Contact Information】**

<http://www.agribusiness.kais.kyoto-u.ac.jp>