

A Study of Regional Development and the One Village One Product Movement in Oita Prefecture, Japan

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Oita Prefecture, Kyushu was the birthplace in 1979 of the One Village One Product (OVOP²⁾) campaign. OVOP is a movement that encourages local industrial development by promoting local specialties. This article clarifies the current situation and problems with OVOP, based on research in which I conducted questionnaire surveys in 2005 regarding Oita Prefecture brands, and on field data that I gathered on actual conditions in twenty agricultural production corporations in my capacity as an outside management advisor for the Oita Prefecture Chamber of Agriculture when I was a professor at Oita University from 1996 to 2000.

Keywords: One Village One Product (OVOP), brand, internal development, external development, cluster

1. The essence of One Village One Product

1.1 Two Developments and the OVOP Movement

One objective of the One Village One Product movement has been to abolish the earning differential between urban areas and rural areas.

Among advanced nations, Japan is one that continues to concentrate its population in its metropolises³⁾. Over-concentration of business, government and education in Tokyo has been accompanied by a decrease in population and break-up of industry in other regions, causing differences between the urban areas and the rural areas as to income and culture. The idea that city life is prosperous while rural life is poor has caused many problems, so a policy for regional development was considered necessary. OVOP began in Oita Prefecture and has spread worldwide.

OVOP involves internal development arising from local resources and external development arising from locating industries in the regions. The former includes

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growing regional agricultural produce, fishing and tourist resources. The latter focuses on modernization by inviting manufacturing companies to set up automotive, electrical or machine, precision tooling, steel, and other manufacturing industries.

Nippon Steel Corporation, Daihatsu Motor Corporation Limited, Sapporo Beer Corporation Limited, Kyushu Sekiyu Company, Toshiba Corporation, Canon and other manufacturers are now located in Oita's coastal industrial zone.

As a result of OVOP, the 2004 prefectural income per head in Oita prefecture (2,647,000 yen) exceeded that of Fukuoka prefecture (2,629,000 yen), the heart of Kyushu.

1.2 OVOP Policy

Local branding has been legislated into the Trademark Act of Japan (revised 2005) to stimulate and promote regions. Local brands are regional products that combine producers in a specific region with local specialties. Applicants for these brands are agricultural associations or associations for a specific product. In 2006, there were 374 applications in process and 52 approved applications.

The Trademark Act pairs the producer or seller in a region with a product or service, and only a member of the association holding the patent for the regional brand can use this brand. This prevents imitation and increases regional income.

The following points should be communicated to local areas or developing nations regarding OVOP Movement:

First, the OVOP should promote itself.

Second, the nucleus (the governor or promoter) should hold workshops for residents.

Third, the nucleus must provide not only the methods for agricultural production but also the know-how to add value to these products and increase farmers' earnings. Therefore, the nucleus must usually create a research institution to inspect and control harmful pests and to improve seed stocks.

Fourth, the nucleus should encourage the district or village to inaugurate an event based on traditional festivals, manners and customs of the district, local folk tales, notable local personalities, etc.

Fifth, the government should not subsidize reclamation projects making use of local resources, because this will encourage dependence on a government agency, and as a result the farmers fail to maintain an independent spirit in promoting local development themselves. If local associations fall short financially, a government

agency can grant funds for investment in plant and equipment.

Sixth, we must choose a nucleus with strong leadership skills.

Seventh, OVOP needs to produce a distinctive product, by practicing suitable land and crop theory and by creating a recognized brand name, just as multinational companies try to create their own brands for products brought from different countries.⁴⁾

1.3 OVOP in Asia and Africa

There has been a major OVOP effort in Asia and Africa to help central or local governments end the income disparity between urban and rural areas. OVOP is one of the most important elements of Japan’s Development Initiative, which was announced by Prime Minister Koizumi on 1 December 2005 at the Sixth WTO Ministerial Conference in Hong Kong. One Village One Product in Africa has been extended to educate communities in Malawi on the fundamentals of economic activities in cooperation with the Japan International Cooperation Agency (JICA). Malawi produces rice, milk, orange juice, spices, banana wine, and soy milk.

JICA regards OVOP as important for empowering people in rural communities and for creating new rural income opportunities. JICA offers technical guidance and technology transfer to developing countries in Asia and Africa.

The Japanese Government promoted the movement in close cooperation with its partner countries in Africa as part of its initiatives for the Tokyo International Conference on African Development IV, which was held in Japan in May 2008.⁵⁾

2. Questionnaire Survey Results for Oita Prefecture Brands

Questionnaire survey outline (Source: author’s elaboration)

a. Object of research

Number of persons: total 969(men 631 (65%), women 338(35%))

	(1)Adult (Osaka)			(2)Adult (Oita)			(3)Student (Kansai University)			(4)Student (Oita University)		
	Men	women	sum	men	women	sum	men	women	sum	men	women	sum
Number	137	30	167	37	11	48	380	241	621	77	56	133
(%)	82	18	100	77	23	100	62	38	100	58	42	100

chi-square test	Adult(Osaka)	Adult(Oita)	Student (Kansai University)	Student (Oita University)	Sum
Men	7.3395	1.0552	1.4707	1.0658	10.9313
Women	13.7019	1.9699	2.7456	1.9898	20.4072
Sum	21.0415	3.0251	4.2163	3.0557	31.3385

confidence level 5percent: 7.81 1percent :11.34 d.f 3

Therefore, I used the total (men plus women) of every group for analysis.

- b. Reply: Respondent fills out a questionnaire.
- c. Term of survey: 5 times between June and November 2005⁶⁾
- d. Matters for investigation: the fields of industry, sightseeing, image of Oita
- e. Survey method: Questionnaire survey by mobile phone using CEAS (web-based Coordinated Education Activation System) or paper

3. Results for Sightseeing in Oita

Question: "What places do you enjoy visiting in Oita? Please rank items in descending order."

Table 1. Ranking of Total Scores for Sightseeing in Oita⁷⁾ with Differences between Adults and Students

	Adult(Osaka)		Adult(Oita)		Student (Kansai Uni)		Student (Oita Uni)	
	Order	score	Order	score	Order	score	Order	score
the spa of Beppu	1	1768	2	479	2	4628	2	1364
the spa of Yufuin	2	1762	1	451	1	5307	1	1382
the monkey park of Takasakiyama	3	1030	4	384	7	904	3	937
the horse mackerel & mackerel of Seki	4	874	3	419	4	1660	5	831
lichiko liquor	5	846	5	331	3	3763	6	761
the park of Yabakei	6	623	12	125	12	452	12	286
the Kujiyu plateau	7	577	8	224	8	626	8	481
the flatfish of Sirotsita	8	457	7	233	11	539	11	287
the Orange of Kabosu	9	341	6	324	6	1447	4	839
Oita fugu(globefish)	10	327	9	220	5	1489	10	368
the dumpling soup of Oita	11	171	10	163	9	580	7	488
African safari	12	110	11	129	10	578	9	424

Comment:

Beppu and Yufuin spas are the most popular hot springs in Japan. Since 1974, the Yufuin spa, in cooperation with OVOP, has been transformed into a new health resort widely enjoyed by young women.

There is no statistically significant difference between popularities of the Beppu spa and the Yufuin spa among groups.

chi-square test	Adult(Osaka)	Adult(Oita)	Student (Kansai University)	Student (Oita University)	sum
the spa of Beppu	0.0067	0.0005	0.0172	0.0029	0.0273
the spa of Yufuin	0.0064	0.0005	0.0163	0.0028	0.026
sum	0.0131	0.001	0.0335	0.0057	0.0533
confidence level 95.5percent	0.0787	99percent	0.115	d.f 3	

The price of a packaged set of Seki horse mackerel and mackerel (9000 yen) is higher than other mackerel packages. Nevertheless, horse mackerel and mackerel are popular among the Japanese, and Seki horse mackerel and mackerel have an image of

high quality; this brand value accrues from the fact that these fish are channel-fished, not surf-fished, and are famously served at first class Tokyo restaurants and hotels.

Iichiko is a brand of shochu, a distilled barley liquor. Iichiko has acquired a refined image through newspaper, poster, and television advertising. In fiscal 2003, sales amounted to 55.3 billion yen with corporate income tax of 8.35 billion yen. Its head office is located in Oita Prefecture, and the company slogan is "Thinking globally, acting locally"⁸⁾.

There is no statistically significant difference in the popularities of special products of Oita Prefecture on the whole among groups, but Iichiko liquor is particularly popular among the students of Kansai University.

chi-square test	Adult(Osaka)	Adult(Oita)	Student (Kansai University)	Student (Oita University)	sum
the horse mackerel & mackerel of Seki	0.1867	0.0097	0.2706	0.0105	0.4775
Iichiko liquor	0.0734	0.3867	1.3463	0.1409	1.9473
the flatfish of Sirotsita	0.2649	0.2211	0.4042	0.2314	2.4248
the Orange of Kabosu	0.4806	0.0157	0.0752	0.3988	0.9703
Oita fugu(globefish)	0.0297	0.0155	0.1483	0.0848	0.2783
the dumpling soup of Oita	0.2767	0.0015	0.1822	0.5025	1.2486
sum	1.312	0.6502	2.4268	1.3689	5.7579

confidence level 95.5percent 0.0787 99percent 0.115 d.f 3

There are more than 2000 wild Japanese monkeys on the forested mountain of Takasakiyama.

Yabakei Park is a beauty spot with a labyrinthine grotto, huge rocks and a great peak. The Kujiyu plateau is a scenic area which can be enjoyed from a train running along canyon and river. There are seventy species of wild animals in the African Safari Park, where we can observe lions, giraffes, tigers and elephants by jungle bus.

There is no statistically significant difference in popularities of these beauty spots of Oita Prefecture among groups.

chi-square test	Adult(Osaka)	Adult(Oita)	Student (Kansai University)	Student (Oita University)	Sum
the monkey park of Takasakiyama	0.0005	0.003	0.0384	0.0005	0.0424
the park of Yabakei	0.2191	0.1078	0.0016	0.1676	0.4961
the Kujiyu plateau	0.0042	0.0149	0.0021	0.0252	0.0464
African safari	0.865	0.0122	0.0587	0.4011	1.337
	1.0888	0.1379	0.1008	0.5944	1.9219

confidence level 95.5percent 1.735 99percent 2.09 d.f 9

4. Findings on Industry in Oita

4.1 Results of Survey on Industry in Oita

Question: "What industries are in Oita? Please rank them in descending order."

Table 2. Ranking of Total Scores for Industry in Oita⁹⁾ with Differences between Adults and Students

	Adult(Osaka)		Adult(Oita)		Student (Kansai Uni)		Student (Oita Uni)	
	Order	score	Order	score	Order	score	Order	score
Yukichi Hukuzawa	1	845	9	173	3	1892	5	540
Prime Minister Murayama	2	795	6	217	5	551	8	296
Prefectural governor Hiramatsu	3	578	8	183	8	292	9	272
the movement of OVOP	4	563	1	339	6	508	4	548
The technopolis	5	358	4	253	4	913	7	404
football team Oita Trinita	6	312	3	261	2	2800	1	1075
Oita University	7	307	5	251	1	2968	3	833
Newspaper of Oita Godo	8	131	7	195	9	235	2	877
Department store Tokiwa	9	93	2	333	7	367	6	500

Comment:

Among Adults (Osaka), the score for Dr. Hiramatsu Morihiko, the former governor of Oita prefecture (1979 to 2002), and OVOP Movement show an equally high score of 1,141.

There is no statistically significant difference between Tomiichi, Murayama, former Prime Minister of Japan (1994 to 1996) and Hiramatsu Morihiko among groups.

chi-square test	Adult(Osaka)	Adult(Oita)	Student (Kansai University)	Student (Oita University)	Sum
Murayama	0.00604	0.00391	0.02224	0.01093	0.04313
Hiramatsu	0.00765	0.00495	0.02817	0.01385	0.05462
Sum	0.01369	0.00886	0.05042	0.02478	0.09775
confidence level 95percent 0.325 99percent 0.115 d.f 3					

The OVOP depended on the leadership of prefectural governor Hiramatsu for twenty-five years. Currently, the OVOP is not well-known among young people, because Katusada Hirose, the present governor of Oita (since 2003) has been promoting an ordinary Oita brand similar to another prefectural brand instead of continuing OVOP. We should advocate the restoration of OVOP in Oita, with the Oita OVOP International Exchange Promotion Committee taking the lead.

The Technopolis project, including an industrial complex for cutting-edge technologies, was advocated by Hiramatsu Morihiko, governor of Oita prefecture at the

time.

There is no statistically significant difference in popularities between the OVOP and Technopolis among groups.

chi-square test	Adult(Osaka)	Adult(Oita)	Student (Kansai University)	Student (Oita University)	Sum
OVOP	0.0473	0.0195	0.5236	0.0136	0.604
The technopolis	0.0563	0.0232	0.6229	0.0162	0.7186
Sum	0.01036	0.0426	1.1466	0.0298	1.3226
confidence level 95percent 0.325 99percent 0.115 d.f 3					

For students of Kansai University, J. League's Oita Trinita, the Oita University football team and Yukichi Fukuzawa are the big three. Among students of Oita University, Oita Trinita, the Oita Godo newspaper, and Oita University are the big three.

Yukichi Fukuzawa (1835-1901) was a famous scholar, the founder of Keio University and author of the book "An Encouragement of Learning", which has sold 3.40 million copies.

Like Oita Trinita, every team in the Japan football league¹⁰⁾ is a support and driving force for stimulating regional cities in Japan.

Also, the Industrial Research Institute of Oita University is a center of science and technology. It has been building cooperation with Oita regional industries and winning a high evaluation from the alliance.

The gross sales of the Tokiwa department store group have consistently been one percent of the total retail market in Oita for a long time. Tokiwa functions as a trading company for OVOP products.

The Oita Godo Shinbun is a local newspaper more fully supported by Oita residents than any other daily newspaper, including the nationals.

It has been a source of public information about OVOP since 1994. There is no statistically significant difference in popularities among the groups for the main Oita institutions of sports, university, department stores and newspapers.

chi-square test	Adult(Osaka)	Adult(Oita)	Student (Kansai University)	Student (Oita University)	Sum
Oita University	0.0945	0.2036	1.0319	0.1371	1.4679
.football team Oita Trinita	0.0454	0.3474	0.4316	0.0013	0.8259
Newspaper of Oita Godo	0.0325	0.0021	1.3801	0.7287	2.0436
Department store Tokiwa	0.2167	1.8812	0.9607	0.197	3.2557
Sum	0.3897	2.4347	3.7044	1.0642	7.5393
confidence level 95percent 3.33 99percent 1.646 d.f 9					

4.2 Characteristics of Industry in Oita Prefecture

Because incomes in Oita Prefecture were very low twenty-five years ago, most young men moved to Tokyo. Therefore, Hiramatsu Morihiko, the governor at the time, proposed the concept of OVOP when he took office. Next, he invited international manufacturing companies and surrounding regional companies to Oita's technology complex (Technopolis).

As a result, there are many well-known companies such as Canon, Canon Material, Daihatsu Motor Corporation Limited, Toshiba Corporation, and Nippon Steel Corporation now located in Oita Prefecture, with a product value of 3.03 trillion yen (up 6.2%), the second highest in the Kyushu area. Many small to-medium-sized enterprises have also branched into Oita Prefecture to supply parts and assist in the manufacturing process.

4.3 Technopolis

Since 2001, the Ministry of Economy, Trade and Industry has been promoting a cluster policy that gathers the factories of big companies and R&D enterprises in a closed geographical area, together with small and medium businesses that produce machine parts, materials and software, and thus not only accomplishing cost savings but also creating beneficial external economic effects through specialization.

The LSI cluster now exists in Oita Prefecture, and we await the next industrial cluster policy.

First, a cluster of automobile-related industries must be formed by Nippon Steel Corporation, Toyota Motor Corporation, and Daihatsu Motor Corporation Limited, etc, through the cooperation of Oita and Fukuoka Prefectures.

Second, a cluster of communication and home appliance industries must be formed by Toshiba Corporation and Canon, etc.

Third, a cluster of environmental and R&D-type industries must be formed, from upstream to downstream industries.

Since a big company expanding into Oita Prefecture requires access to related industries, medium and small enterprises can subcontract as machine parts suppliers and take part in the manufacturing process, thus creating employment. The amount invested in plant and equipment in 2001 for four types of manufacturing (electrical equipment, transportation, precision machine tooling, and general machinery) in Oita Prefecture was 390 billion yen, and consequently 780 billion yen was created in induced production, 20,700 workers in induced employment, 13.2 billion yen in local taxes, to the equivalent of 18% of the 4.35 trillion yen of

Oita's gross national production¹¹⁾.

4.4 Research on the enterprise of manufacturing industry using the BMO method

The BMO method of research on the feasibility of inviting industry to Oita is as follows:

First, can the industry secure competent and plentiful labor?

Second, can the industry have access to sufficient related industries?

Third, can the industry enjoy convenient transportation?

Fourth, can the prefectural government invite a manufacturing company to set up a plant in its district?

(1) Need of BMO method

First, many big companies (Canon Inc, Toshiba Corporation, Nippon Steel Corporation, etc) have gone into Oita Prefecture. Therefore we need small and medium enterprises for related equipment, peripheral manufacturing processes and devices that support the main manufacturing industry.

Second, we must add value to agricultural, forestry and fishing products. Therefore we need to find small and medium enterprises that process raw materials into value-added merchandise.

Third, we must make use of the BMO method to locate these medium and small enterprises that will support the main manufacturing industry.

(2) BMO method in Pennsylvania¹²⁾-

There are two factors (business relevance and the power to change) in judging forecast valuation. Business relevance: company resources do not change with respect to fundraising, market ability, production capacity, planning, purveying supplies, information-gathering ability and external support. The power to change includes market-scale, growth rate, practical applications, reorganizing the industry, and trends.

The results of the analysis will be decided as A, B, C or D:

- | | |
|-------------------------|--|
| A: don't make a plan | B: re-examination of industrialization |
| C: carry out innovation | D: Make a plan |

4.5 Provisional Calculation of Abutted Capital Investment in Oita Prefecture.

When a production base has been established in the area, a positive effect on the economy is expanded directly or indirectly by capital investment, along with

increasing production and consumption caused by inter-industry relations.

For example, a piece of electrical equipment created a multiplier effect on capital investment of 390 billion yen in transportation, precision engineering, and general equipment, doubling to an economic ripple effect of 780 billion yen, employment of 20,700 new workers, and a local tax effect of 13.2 billion. The effects were equivalent to 18% of gross production in Oita Prefecture¹³⁾.

5. Image of Industry in Oita

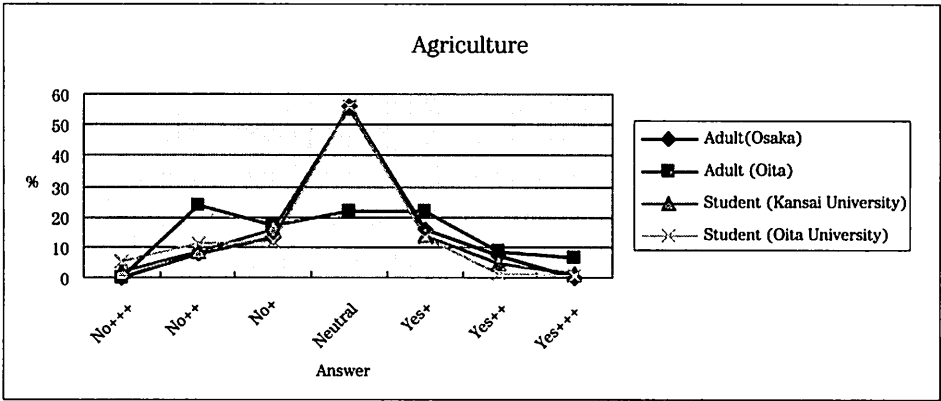
5.1 Agriculture

Question: “Do you think that Oita Prefecture is more prosperous in agriculture than Kumamoto Prefecture or Kagoshima Prefecture?”

Table 3^{14,15)}. The Proportions in Recognition of Agriculture in Oita with Differences between Adults and Students (1~7 percent, average score, chi-square test: χ^2 p)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	0	8.16	12.93	55.78	15.65	7.48	0	4.01	7.49
Adult (Oita)	0	23.91	17.39	21.74	21.74	8.7	6.52	3.93	36.108
Student (Kansai University)	1.65	8.25	15.51	55.45	13.7	4.46	0.99	3.89	2.183
Student (Oita University)	5.30	11.36	12.12	56.06	12.88	1.52	0.76	3.67	10.825

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



The roots of OVOP in agriculture were in Oyama Village, where residents have been able to live in plenty and travel to Hawaii every year from the profits of cultivating Japanese apricots and chestnuts. The object of OVOP in agriculture is simply to improve farmers' living conditions by cultivating a special village product

that has currency throughout the country.

The OVOP methods have been far superior not only in the improvement of cultivars but also in their cooperation in the work environment with shippers, and in employee education.

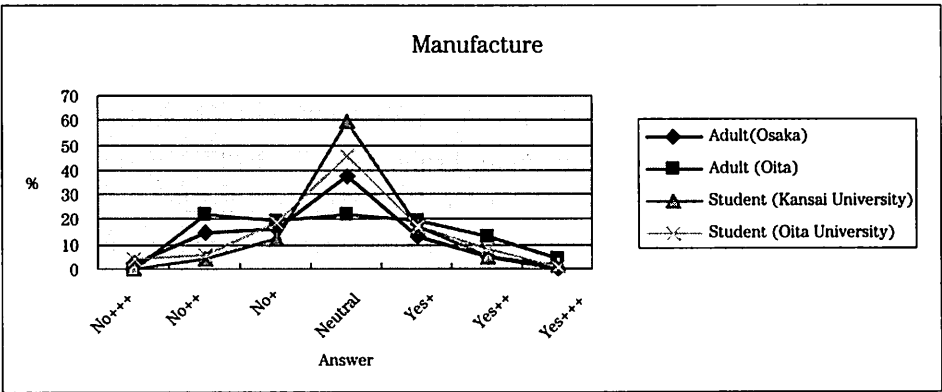
5.2 Manufacturing industry

Question: “Do you think that Oita Prefecture is less prosperous in the field of manufacturing than Kumamoto Prefecture or Kagoshima Prefecture?”

Table 4. The Proportions in Recognition of Manufacturing Industry in Oita with Differences between Adults and Students (1~7 percent, average score, chi-square test: χ^2 p)

	⑦	⑥	⑤	④	③	②	①		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	2.08	14.37	16.17	37.13	13.17	4.79	0	3.89	30.646
Adult (Oita)	0	21.74	19.57	21.74	19.57	13.04	4.35	4.04	30.576
Student (Kansai University)	0	3.75	12.4	59.05	17.29	4.89	1.96	3.84	21.703
Student (Oita University)	3.79	5.3	18.94	45.45	17.42	8.33	0.76	4.05	17.232

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



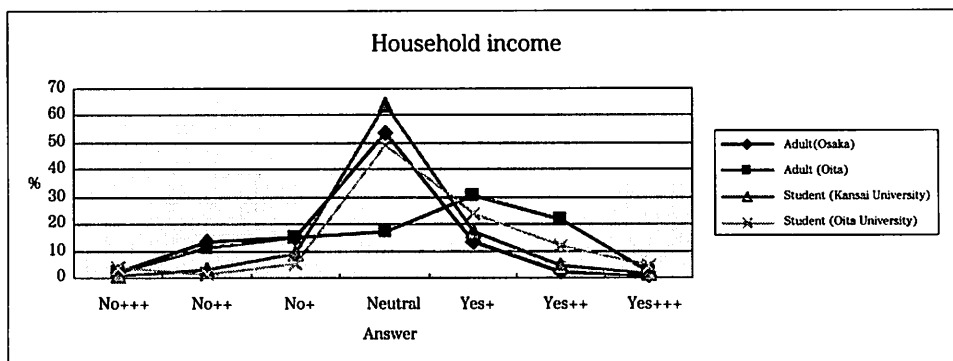
5.3 Household income

Question: “Do you think that Oita Prefecture is lower in household income than Kumamoto Prefecture or Kagoshima Prefecture ?”

Table 5. The Proportions in Recognition of Household Income in Oita with Differences between Adults and Students (1~7 percent, average score, chi-square test: χ^2 p)

	⑦	⑥	⑤	④	③	②	①		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	2.11	13.38	14.79	53.52	13.38	2.11	0.7	3.75	35.823
Adult (Oita)	2.17	10.87	15.22	17.39	30.43	21.74	2.17	3.63	40.661
Student (Kansai University)	0.66	2.63	9.21	63.98	17.43	4.61	1.48	3.85	12.664
Student (Oita University)	3.79	1.52	5.3	49.24	23.48	12.12	4.55	3.58	25.441

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



Comment:

Per head income of Oita Prefecture is the highest in Kyushu.

Per head income (in thousands of yen) Year 2003

Oita Prefecture 2,647; Kumamoto Prefecture 2,422

Kagoshima Prefecture 2,239; Fukuoka Prefecture 2,629

In Oita Prefecture, the nucleus has been prospering in dealing with all OVOP industries.

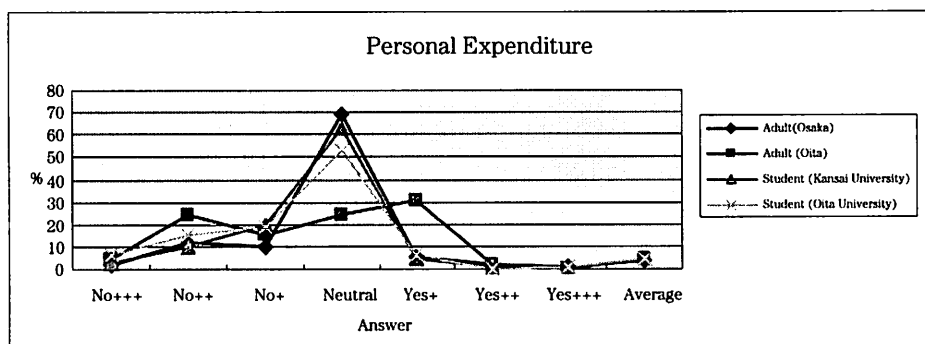
5.4 Personal expenditure

Question: "Do you think that Oita Prefecture is more expensive than Kumamoto Prefecture or Kagoshima Prefecture in the field of personal expenditure, so that Oita has a harder time than Kumamoto or Kagoshima in attracting manufacturing industries?"

Table 6. The Proportions in Recognition of personal expenditure in Oita with Differences in Adults and Students (1~7 percent, average score, chi-square test: χ^2 p)

	⑦	⑥	⑤	④	③	②	①		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	1.42	11.35	9.93	69.5	5.67	1.42	0.71	3.57	8.975
Adult (Oita)	4.35	23.91	15.22	23.91	30.43	2.17	0	4.41	65.103
Student (Kansai University)	2.62	9.67	19.84	62.62	4.1	0.66	0.49	4.4	33.580
Student (Oita University)	6.02	15.04	18.8	53.39	6.02	0	0.75	4.59	6.814

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



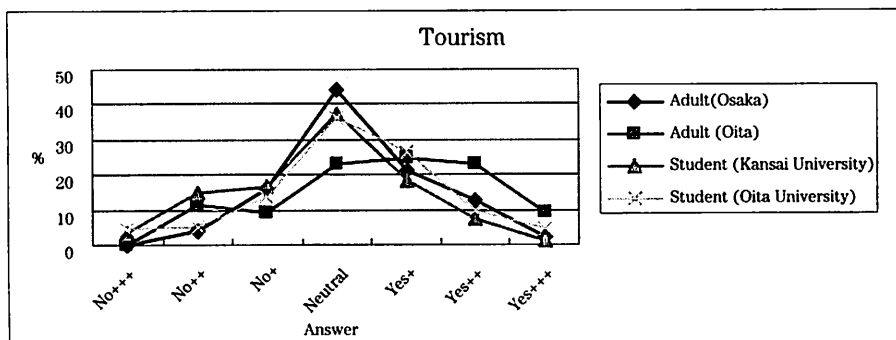
5.5 Tourism

Question: "Do you think that Oita Prefecture is more prosperous in tourism than Kumamoto Prefecture or Kagoshima Prefecture in tourism?"

Table 7. The Proportions in Recognition of Tourism in Oita with Differences between Adults and Students (1~7 percent, average score, chi-square test: χ^2 p)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	0	4.14	15.86	44.14	21.38	12.41	2.07	4.28	14.802
Adult (Oita)	0	11.36	9.09	22.73	25	22.73	9.09	4.66	23.592
Student (Kansai University)	3.61	14.75	16.89	37.21	18.52	7.21	1.31	3.78	12.140
Student (Oita University)	4.51	5.26	13.53	36.09	26.32	9.77	4.51	4.22	16.392

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



6. Total Image for Oita

I administered a survey on the characteristics of Oita residents. The decision to invite a manufacturing company depends on the residents, who should not advocate exclusionism against workers coming from other prefectures.

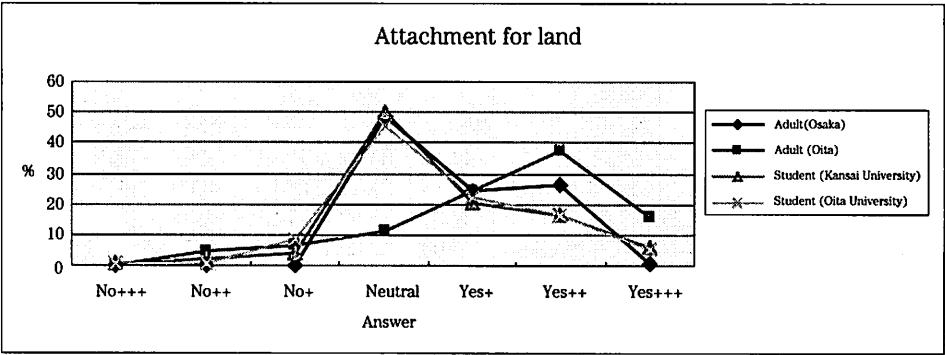
6.1 Attachment to the land

Question: “Do you think that the inhabitants of Oita Prefecture are attached to the land?”

Table 8. The Proportions in Recognition of Attachment to the land in Oita with Differences between Adults and Students (1~7 percent, average score, chi-square test: x^2 p)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	0	0	0	48.91	24.09	26.28	0.73	4.79	18.414
Adult (Oita)	0	4.44	6.67	11.11	24.44	37.78	15.56	5.31	31.747
Student (Kansai University)	0.49	1.97	3.95	50.33	20.39	16.78	6.09	4.63	2.325
Student (Oita University)	0.76	0.76	8.4	45.8	22.14	16.79	5.34	4.6	6.898

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



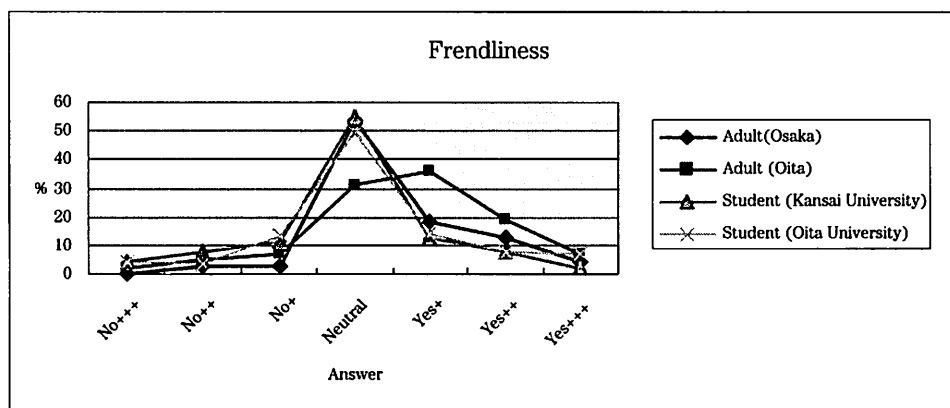
6.2 Friendliness

Question: “Do you think that the inhabitants of Oita Prefecture are friendlier than those of Osaka Prefecture?”

Table 9. The Proportions in Recognition of Friendliness in Oita with Differences in Adults and Students (1~7 percent, average score, chi-square test: x^2 p)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	0	2.74	2.74	53.42	18.49	13.01	4.11	4.27	20.677
Adult (Oita)	2.38	4.76	7.14	30.95	35.71	19.05	7.14	5	21.639
Student (Kansai University)	3.92	7.5	11.58	54.81	12.4	7.67	2.12	3.96	12.643
Student (Oita University)	4.55	3.79	13.64	49.24	14.39	7.58	6.82	4.52	8.282

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



The results of the survey made clear that residents of Oita Prefecture have plenty of heart. A question by the Japan Broadcasting Corporation, "Do you like the human touch in Oita Prefecture?," elicited "Yes, I like Oita" in 66.9 percent of responses.¹⁶⁾

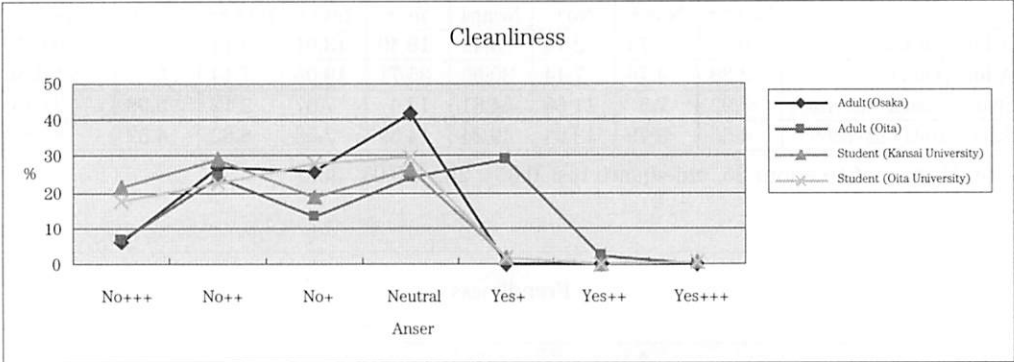
6.3 Cleanliness of the towns

Question: "Do you think that towns in Oita Prefecture are dirtier than towns in Osaka Prefecture?"

Table 10. The Proportions in Recognition of Cleanliness of towns in Oita with Differences between Adults and Students (1~7 percent, average score, chi-square test: χ^2 p)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	5.84	27.01	25.55	41.61	0	0	0	4.55	24.561
Adult (Oita)	6.67	24.44	13.33	24.44	28.89	2.22	0	4.24	126.894
Student (Kansai University)	21.22	29.26	18.49	26.37	1.61	0.16	0.8	5.28	43.445
Student (Oita University)	17.83	22.48	27.91	29.46	1.55	0	0.78	5.22	13.809

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



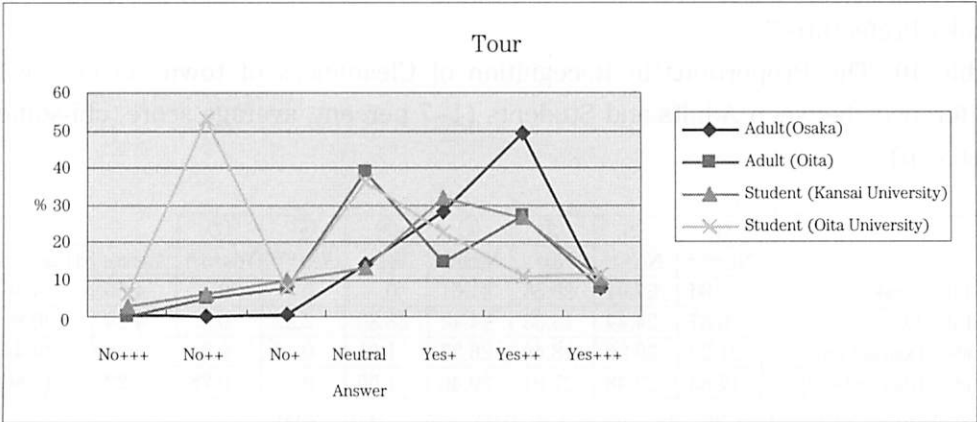
6.4 Touring

Question: “Do you wantWould you like to travel in Oita Prefecture?”

Table 11. The Proportions in Recognition of Touring in Oita with Differences between Adults and Students (1~7 percent, average score, chi-square test: $\chi^2 p$)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	0.64	0	0.64	14.01	28.03	49.04	7.46	5.46	45.039
Adult (Oita)	0	4.88	7.32	39.02	14.63	26.83	7.32	4.73	15.743
Student (Kansai University)	2.78	5.73	9.98	12.93	31.75	26.51	10.31	4.86	17.067
Student (Oita University)	6.06	53	7.53	36.36	22.73	10.61	11.36	4.42	33.412

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



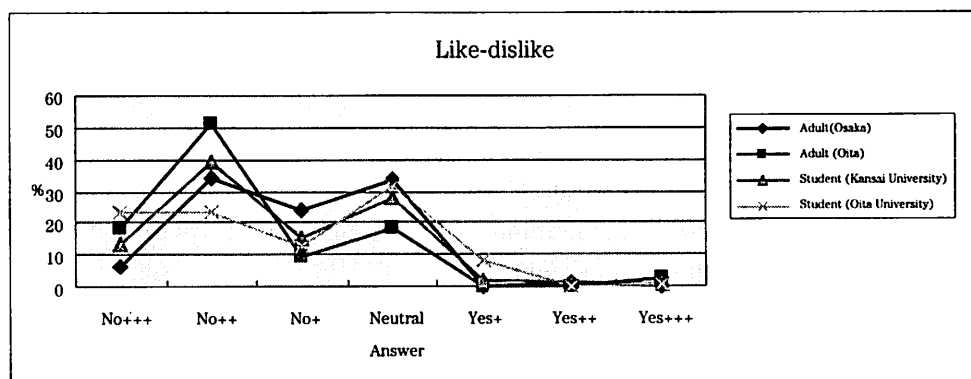
6.5 Attractiveness of image

Question: "Do you dislike Oita Prefecture?"

Table 12. The Proportions in Recognition of Attractiveness of Oita's image with Differences between Adults and Students (1~7 percent, average score, chi-square test: χ^2 p)

	⑦	⑥	⑤	④	③	②	①		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	6.49	34.42	24.03	33.77	0	1.3	0	5.1	18.469
Adult (Oita)	18.6	51.16	9.3	18.60	0	0	2.33	5.6	8.818
Student (Kansai University)	13.56	39.22	15.36	28.1	1.8	1.14	0.82	5.28	4.207
Student (Oita University)	23.31	23.31	12.78	31.58	8.27	0	0.75	5.19	85.035

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



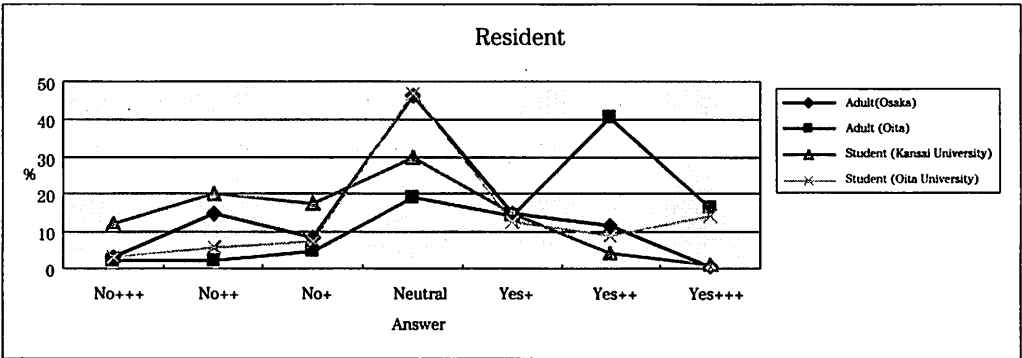
6.6 Residency

Question: "Would you like to live in Oita Prefecture?"

Table 13. The Proportions in Recognition of Residency in Oita Withwiifferences between Adults and Students (1~7 :percent, average :score, hi-square test: χ^2 p)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	3.23	14.84	8.39	46.45	14.84	11.61	0.65	3.92	23.126
Adult (Oita)	2.38	2.38	4.76	19.05	14.29	40.48	16.67	5.29	90.602
Student (Kansai University)	12.27	20.46	17.35	29.79	14.73	4.09	1.31	3.32	30.857
Student (Oita University)	3.03	6.06	7.58	46.97	12.88	9.09	14.39	4.45	65.074

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



Comment:

The survey below corroborates the high average for Adults (Oita).
Question in a survey of the inhabitants of Oita Prefecture¹⁷⁾: “Do you feel that the Oita residents have plenty of heart?” 66.9% of the Oita respondents answered in the affirmative, compared to 60.6% nationally.

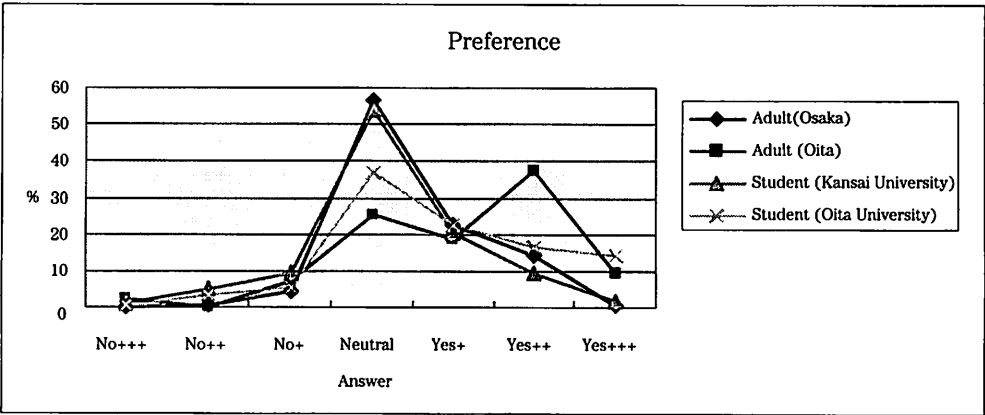
6.7 Preference

Question: “Do you like Oita Prefecture?”

Table 14. The Proportions in Recognition of Preference for Oita with Differences between Adults and Students (percent)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	0	0.66	4.64	56.95	22.52	14.57	0.66	4.48	12.426
Adult (Oita)	2.33	0	6.98	25.58	18.6	37.21	9.3	5.07	33.144
Student (Kansai University)	0.99	4.76	9.36	53.69	20.36	9.36	1.48	4.22	12.553
Student (Oita University)	0.76	3.03	5.3	37.12	22.73	16.67	14.39	4.86	50.688

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



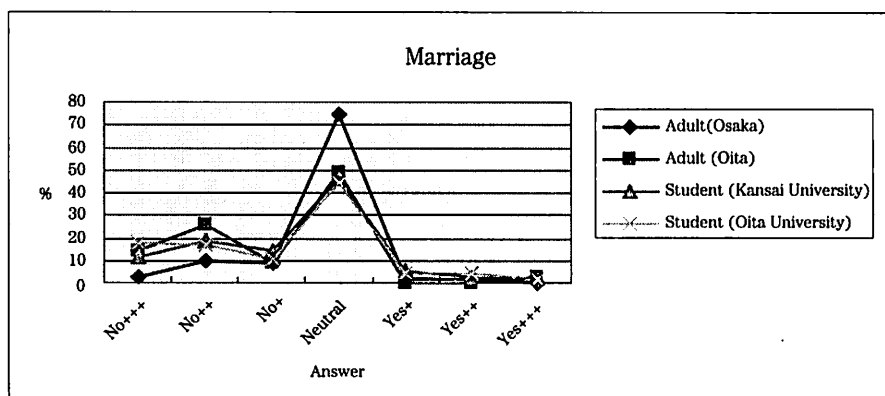
6.8 Marriage

Question: "Would you like to marry someone from Oita Prefecture?"

Table 15. The Proportions in Recognition of Marriage to an Oita resident with Differences between Adults and Students (1~7 percent, average score, chi-square test: χ^2 p)

	⑦	⑥	⑤	④	③	②	①		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	6.49	34.42	24.03	33.77	0	1.3	0	5.1	18.469
Adult (Oita)	18.6	51.16	9.3	18.60	0	0	2.33	5.6	8.818
Student (Kansai University)	13.56	39.22	15.36	28.1	1.8	1.14	0.82	5.28	4.207
Student (Oita University)	23.31	23.31	12.78	31.58	8.27	0	0.75	5.19	85.035

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



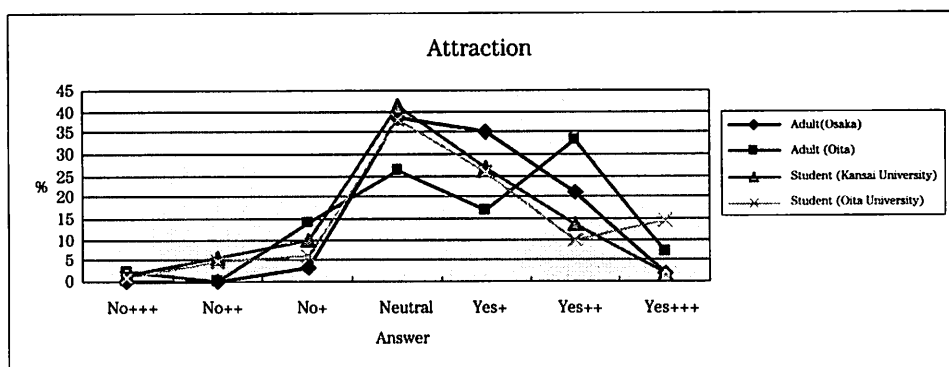
6.9 Attraction

Question: "Are you attracted to Oita Prefecture?"

Table 16. The Proportions in Recognition of Attraction to Oita with Differences between Adults and Students (percent)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	0	0	3.27	38.56	35.29	20.92	1.96	4.8	21.665
Adult (Oita)	2.38	0	14.29	26.19	16.67	33.33	7.14	4.83	17.929
Student (Kansai University)	1.64	5.41	9.84	41.15	26.56	13.44	1.97	4.34	11.222
Student (Oita University)	0.76	4.58	6.11	38.17	25.95	9.92	14.5	4.72	38.440

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



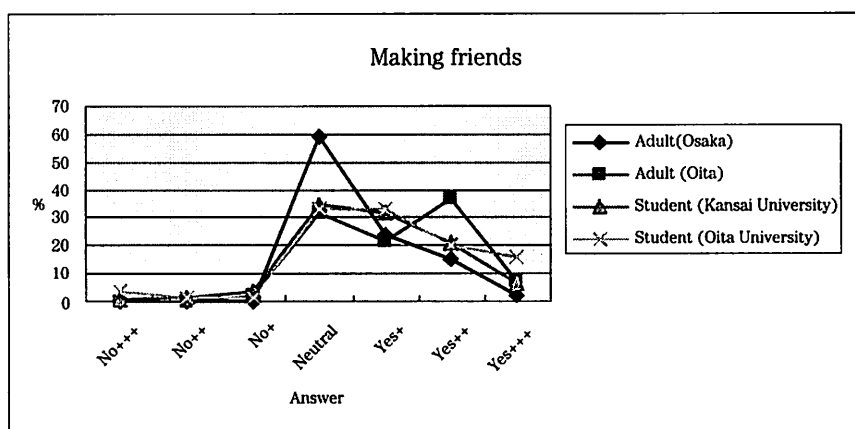
6.10 Acquaintanceships

Question: "Would you like to make friends with people in Oita Prefecture?"

Table 17. The Proportions in Recognition of Acquaintanceships in Oita With Differences in Adults and Students (1~7 :percent, average :score, chi-square test: χ^2 p)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	0	0	0	58.94	23.84	15.23	1.99	4.6	34.079
Adult (Oita)	0	0	2.44	31.71	21.95	36.59	7.32	5.15	7.255
Student (Kansai University)	0.98	1.48	3.77	34.43	31.97	20.82	6.56	4.84	9.707
Student (Oita University)	3.79	1.52	1.52	33.33	33.48	20.45	15.91	4.96	26.715

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



6.11 Making a Living

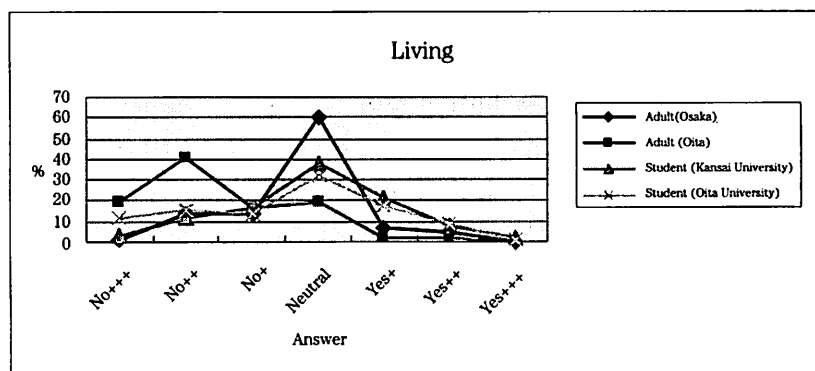
Question: "Do you think that making a living is difficult in Oita Prefecture?"

Table 18. The Proportions in Recognition of Living Expenses in Oita with

Differences between Adults and Students (1~7 percent, average score, chi-square test: χ^2 p)

	⑦	⑥	⑤	④	③	②	①		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	0.66	13.13	13.82	60.53	7.24	4.61	0	4.26	33.246
Adult (Oita)	19.05	40.48	16.67	19.05	2.38	2.38	0	5.48	54.248
Student (Kansai University)	2.62	12.11	16.53	38.3	20.95	7.53	1.96	3.93	23.229
Student (Oita University)	11.36	15.91	13.65	31.82	17.42	9.09	0.76	4.42	18.878

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



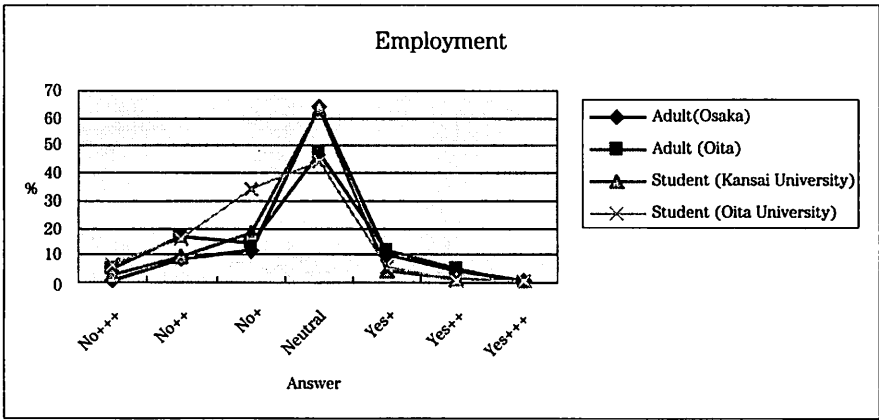
6.12 Employment

Question: "Do you think that Oita Prefecture offers more jobs than the other prefectures of Kyushu?"

Table 19. The Proportions in Recognition of Employment in Oita with Differences between Adults and Students (1~7 percent, average score, chi-square test: χ^2 p)

	①	②	③	④	⑤	⑥	⑦		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	0.68	8.78	11.49	64.19	10.14	4.05	0.68	3.89	17.485
Adult (Oita)	4.76	16.67	14.29	47.62	11.9	4.76	0	3.6	8.388
Student (Kansai University)	3.11	9.34	17.87	63.44	4.59	1.15	0.49	3.62	10.942
Student (Oita University)	6.77	15.79	34.06	44.36	6.02	0.75	0.75	3.33	26.789

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



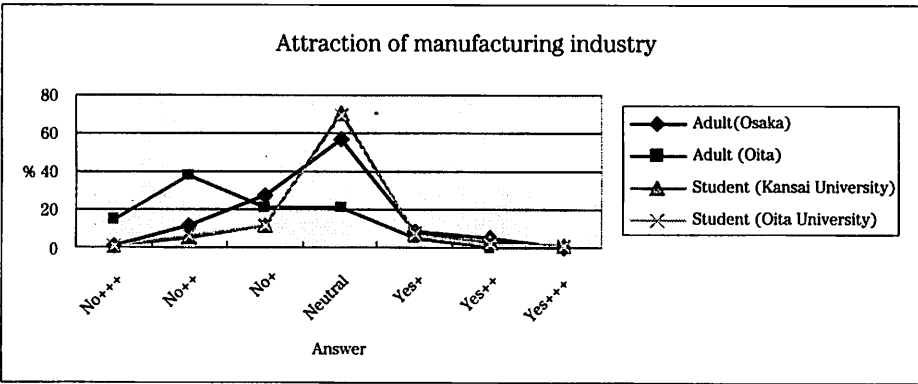
6.13 Attracting manufacturing industry

Question: "Do you think that Oita Prefecture is less active than the other prefectures of Kyushu in attracting manufacturing industries?"

Table 20. The Proportions in Recognition of Attracting manufacturing industry into ita With Differences between Adults and Students (1~7 :perent , aerge :scoe, chi-square test:x² p)

	⑦	⑥	⑤	④	③	②	①		
	No+++	No++	No+	Neutral	Yes+	Yes++	Yes+++	Average	chi-square test
Adult (Osaka)	1.37	11.64	27.12	56.85	8.22	4.79	0	4.27	10.183
Adult (Oita)	14.29	38.1	21.43	21.43	4.76	0	0	5.36	106.820
Student (Kansai University)	0.99	4.93	11.17	70.61	7.88	3.12	1.31	4.06	11.443
Student (Oita University)	1.5	6.02	11.28	69.17	7.52	2.26	0.75	3.86	0.97

Note: Degree of freedom 25, chi-square test 0.05 25, 0.01 30.6



7. Conclusions

The factors for success in OVOP Movement are the following:

First, the One Village One Product movement must have both the continuation of policy and voluntary work for its survival.

Second, the OVOP movement must locate itself in areas of natural industry like agriculture, fishing, sightseeing and sports, and it must attract manufacturing industries that depend on a group of technology enterprises.

Third, we must develop the brand policy for self-reliance of area residents, so governmental agencies should not necessarily offer subsidies for promotion of the OVOP movement.

Fourth, we must choose effective prefectural governors like Morihiko Hiramatsu who have leadership ability and great power.

The actual results of OVOP in the year 2000 were the following:¹⁸⁾

• Sales: 14 billion yen (four times that of 1980) • Number of products: 333

*This paper is a portion of the results of the Study Group on Corporate Value (2007~2008) at The Institute of Economic and Political Studies, Kansai University.

Notes

- 1) Yujiro OKURA: Dr. Commerce, CPA(Certified Public Accountant) in Japan, 2-6-58 HONMATI, TOYONAKA City OSAKA prefecture 〒560-0021, TEL/FAX +81(06)6846-3250 e-mail: cpayuokura@cosmos.ocn.ne.jp
- 2) The "A product from Every Village" campaign; a campaign to revitalize the countryside by emphasizing the special products of each local area.
- 3) Population of New York was 7.7 million in 1950, 7.565 million in 2000.
- 4) Hyun-You Chang, Myeong - Chae Jeon "*Studies on the local Cluster by One Village One Product and suitable land and crops*", International One Village One Product Policy Association 1st Annual Conference, 22 November 2007, P41.
- 5) Takeshi Takano" JICA's policies, strategies and tasks ahead to help partner countries to introduce the One Village One Product movement" International One Village One Product Policy Association 1st Annual Conference, 22 November 2007, P35.
- 6) Adult (Kansai): the participants in a management lecture for adult citizens in Suita City(October 14, 2005) and the participants in a management lecture for businessmen of the Senba Economic Club in Osaka City(October 27, 2005)
Adult (Oita): the participants in a management lecture for businessmen of the Human Resources Training Center of Oita Prefecture (July 14, 2005) and businessmen of the Hatano Accounting Office (July 25, 2005).

Students (Kansai University): undergraduate students of second, third and fourth years) in the faculty of commerce(June 22, 2005)

(Oita University): undergraduate students of second, third and fourth years) in the faculty of economics.(October 11, 2005)

- 7) Total score is the calculated sum of the following : specifically, this means 12 points to the first choice, 11 points to the second choice and 10 points to the third choice.....
- 8) Tiharu Hirabayashi" Iichiko of Miracle Brand"Daiyamond Publishing, 2005, Pp 97-135
Interview with chairman Nishi Taichiro by Yujiro Okura(May 14, 2006)
- 9) Total score is the calculated sum of the following : specifically, this means 10 points to the first choice, 9 points to the second choice and 8 points to the third choice.....
- 10) J. League is the professional football league in Japan.
- 11) The Development Bank of Japan (Oita branch), *A study of provisional calculation about spillover effect on investment of plant and equipment major* January 30, 2006.
- 12) A Study group of in-house "Business Success & Failure Business" 'Japan Efficiency Society Management Center,,1991.
- 13) Oita branch of Bank of Japan policy investment, *A study of positive effect on the economy about major capital investment in Oita Prefecture* January 30 2006.
- 14) Table3~20 Answers codified through a 7-point Likert scale indicated above Table.
- 15) Table3~20 Average is calculated the result of following: $\sum \text{scale point}_{1,2,7} \times n \div n$ Table3~20
- 16) Institute of NHK(Japan Broadcast Association) Broadcast & Culture" *The contemporary temperament of a prefecture*, NHK Publishing Company, 1997, P.249.
- 17) Asahi newspaper, *Statistics about power in the people of a prefecture in the year 2006*, P197~199.
- 18) Reference the data about OVOP by Office of Oita Prefecture.