

## ARENA Special Seminar

Organized by Alliance for Research on the Mediterranean and North Africa (ARENA),  
University of Tsukuba

### ***Sustainable Strategy based on Valorization of Agro-food Products under Water Scarcity and Climate Change***

Date: 18 March, 2024

Venue: Collaborative Research Building A301 (3F), University of Tsukuba

13:00-13:05 **Opening remarks**

13:05-13:35 ***Sustainable Water Management in Olive Growing Farms: Strategies for Effective Resource Preservation and Adaptation under Water Scarcity***  
**Mohamed Kefi**, Water Research and Technologies Center (CERTE),  
Technopark Borj Cedria-Tunisia

13:35-14:05 ***The Effect of Label Certification on Sustainable Production and Business Strategy: An Analysis Based on Producers and Consumers Preferences for Argan Oil***  
**Yuki Maruyama**, Policy Research Institute, Ministry of Agriculture,  
Forestry and Fisheries -Japan  
**Mohamed Taha Lahrech**, Hassan II Institute of Agronomy and Veterinary  
Medicine-Morocco

14:05-14:35 ***Understanding the Japanese Consumers' Willingness to Pay for Argan Oil-based Cosmetic Products***  
**Mohamed Taha Lahrech**, Hassan II Institute of Agronomy and Veterinary  
Medicine-Morocco

14:35-14:45 Break

14:45-15:15 ***The Influence of Cultural and Religious Attributes of Olive Oil on Willingness to Pay: Results of a U.S. Survey***  
**Tamaki Kitagawa**, Alliance for Research on the Mediterranean and  
North Africa (ARENA), University of Tsukuba-Japan

15:15-15:45 ***Exploring the Relationship between Consumer Evaluation for Olive Oil and Food Obtained from Olive by-products : Evidence from a Survey in Japan***  
**Hiroyuki Soma**, Graduate School of Life and Environmental Sciences,  
University of Tsukuba-Japan

15:45-16:15 ***Innovative Olive Farmers under Water Scarcity in the Mediterranean Region***  
**Kenichi Kashiwagi**, Alliance for Research on the Mediterranean and  
North Africa (ARENA), University of Tsukuba-Japan

16:15-16:20 **Closing remarks**

Contact: Kenichi Kashiwagi  
Alliance for Research on the Mediterranean and North Africa (ARENA),  
University of Tsukuba.  
E-mail: [kashiwagi.kenichi.fn@u.tsukuba.ac.jp](mailto:kashiwagi.kenichi.fn@u.tsukuba.ac.jp)

