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**FROM INDUSTRIAL TO TERRITORIAL APPROACHES TO LIVESTOCK
FARMING: REBUILDING ONE HEALTH IN JAPAN**

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In recent decades, industrial livestock farming, which relies on imported feeds, genetically modified organisms (GMOs), agrochemicals, mechanization, energy, public funding, and low-wage immigrant workers, has been criticized for limited sustainability and declining legitimacy in markets and society. To rebuild linkages between livestock farming and territorial resources and to realize environmentally, socially, and economically sustainable livestock farming, increasing numbers of farmers and their groups are engaging in organic, agroecological, and pasturing approaches using local traditional breeds to advance One Health. In this context, several labels have been used to differentiate qualities and degrees of territorial embeddedness. However, the trajectories of these developments and their constellations differ across countries and regions and require critical study. Against this backdrop, a research question arises: What labels appeal to which qualities in markets, and how do they influence territorial development? To address this question, this

paper examines Japan, the world fourth economy with its rapid expansion of industrial livestock farming after the Second World War, using an interdisciplinary approach integrating the sociology of agriculture and food, political economy, and sustainability studies. The author analyzed public policies, statistics, literature, and interviews with livestock farmers and their organizations in Japan from 2018 to 2026. The findings suggest that (a) Geographical Indications (GIs) for beef from traditional cattle breeds do not always guarantee locally sourced feeds and often allow the use of imported GMOs; (b) organic, pasturing, and animal welfare certifications partly compensate for the limitations of GIs and strengthen linkages between livestock farming and territorial resources; and (c) Slow Food certifies two local traditional breeds (hog and cattle) in Japan as “Ark of Taste.” This paper concludes that, because emerging quality labels remain limited in market prevalence and cover sustainability dimensions only partially, concerted approaches integrating territorial development and One Health are needed.

Palavras-chave: livestock farming; territorial approaches; pasturing; one health; japan.