## Workshop moderator

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Asato Mizuki is Assistant Professor in laboratory of farm management and agricultural economics, Graduate School of Agricultural Science, Tohoku University. He obtained his PhD degree in 2014 from Tohoku University for Economic analysis of sustainable rice farming. His current research is focused on consumer preferences for agricultural products produced in consideration of environmental and biodiversity friendly agriculture. He also investigates the management evaluation of new

technology in the agricultural field such as Farm Oriented Enhancing Aquatic System (FOEAS).