The Objectives of the FVC Seminar on “Marketing of Agricultural Products for Small Scale Farmers in ASEAN”

Project for Strengthening Capacity Building in Agriculture Sector in ASEAN Countries – Phase 2 (CB Project Phase2)

CB Project 2
Project Coordinator: Mr. Hiroaki Kinoshita
hiroaki.kinoshita@asean.org
27th April, 2017
1. Introduction of ASEC and CB Project 2
2. Overview of CB Project 2
3. Background of Seminar
   - AEC
   - GFVC Strategy of MAFF
4. The Objectives of this FVC Seminar
1. Introduction of ASEC and CB Project2

Project for Strengthening Capacity Building in Agricultural Sector in ASEAN Countries Phase 2 (CB Project Phase 2)

(Fund + Managing Staff)

MAFF
Ministry of Agriculture, Forestry and Fisheries

ASEAN Secretariat


✓ SSOM-12th AMAF Plus Three in 2013: Strong request of extension of CB Project or continuous support for similar activities with CB Project was noted

✓ Committee of Permanent Representatives to ASEAN (CPR) in July 2014: approved CB Project 2


✓ aiming for improving productivities and increasing income of farmers through enhancing capacity building of those who engaging in agriculture sector of ASEAN Member States
ASEAN事務局の概要

- 1976年2月に開催されたASEAN外相会議を受けて設立。ジャカルタ(インドネシア)に所在。
- 単年予算規模（2015年）は約1900万米ドル（約23億円）。10か国が均等割拠出（1か国当たり約190万米ドル）。
- 事務総長及び事務次長（4名）の下、職員数は298名（うちシニアスタッフの職員数は86名）（2015年9月現在）。

レイ・ルオン・ミン
第13代事務総長
任期：2013－2017年
ベトナム出身（元外務次官）

事務総長（閣僚級）
- 各国アルファベット順持ち回りにより輩出。ASEAN首脳会議で任命。
- 任期は2年次の5年間。
- 主な役割：
  - ASEANの合意・決定事項の進捗を促進・モニターし、ASEAN首脳会議に年次報告書を提出。
  - ASEAN首脳会議、分野別閣僚級会議等に出席。
  - ASEANの見解表明や域外国との会議に出席

ヒルバラン
政治安全保障共同体担当
任期：2015－2018年
シンガポール出身

リム・ホン・ヒン
経済共同体担当
任期：2015－2018年
ブンネイ出身（公募）

アルタカイフサンファティー
社会文化共同体担当
任期：2015－2018年
タイ出身

モクタン
共同体・官房担当
任期：2013－2016年
インドネシア出身（公募）

Sectoral Development Directorate

(出展：外務省HP)
2. Overview of CB Project 2

- **Objective:** Enhance capacity building of agriculture related practitioners/officials in ASEAN Member States through training courses, seminar, dispatch of Japanese expert

Activities:
1. Training course
   - (a) All-AMS Component
   - (b) Bilateral Component
   - (c) Follow-up Programme
2. Agricultural Policy Seminar
3. Dispatch of Japanese Short-term Experts
4. Monitoring and Evaluation Activities
5. Annual Coordination Meeting
Activities (a) Training course: All-AMS Component

(Example; PY2015(Oct. – Sept.2016)); Seven (7) training courses were conducted with the participation of 138 agriculture practitioners/officials in ASEAN Member States.

<table>
<thead>
<tr>
<th>Title</th>
<th>Host Country</th>
<th>Duration</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Diversification of Food Production and Zero Waste Processing System</td>
<td>Indonesia</td>
<td>3-16 April</td>
<td>20</td>
</tr>
<tr>
<td>2 Mechanization and Postharvest Technology for High Value Crops (HVC)</td>
<td>Philippines</td>
<td>17-30 May</td>
<td>20</td>
</tr>
<tr>
<td>3 Development of Safe Food Value Chain</td>
<td>Viet Nam</td>
<td>8-21 May</td>
<td>21</td>
</tr>
<tr>
<td>4 Advanced Fertigation Technology to Increase Crop Production</td>
<td>Malaysia</td>
<td>22 May-4 Jun.</td>
<td>20</td>
</tr>
<tr>
<td>5 Improving Capacity of Women Leaders in an Efficiency Management of Farmer Institutions</td>
<td>Thailand</td>
<td>17-30 July</td>
<td>17</td>
</tr>
<tr>
<td>6 Improvement of the Cooperative Supervision for Better Performance of Agricultural Cooperative</td>
<td>Indonesia/ACEDAC</td>
<td>31 July-13 Aug.</td>
<td>20</td>
</tr>
<tr>
<td>7 Management of Farmers' Market through Agricultural Cooperatives (JAPAN)</td>
<td>Japan</td>
<td>14-21 Aug.</td>
<td>20</td>
</tr>
</tbody>
</table>

Total 138
Indonesia conducted training course to share technology and know-how of diversification of food (coconuts, fruits, vegetable etc.) and reduce and utilize waste of processing.

Total twenty trainee from eight AMS participated and studied mainly at the National Agriculture Training Centre in Malang.
Activities (a) Training course: All-AMS Component

(Example 2) Training Course on “Mechanization and Postharvest Technology for High Value Crops”
17 – 30 April 2016, Philippines

- Philippines organized training course for crops, sugar, coconuts and fruits to improve productivities and reduce loss.
- All AMS sent trainee to this training course.
Viet Nam implemented training course to provide information of various aspects of food value chain including interrelationship between value chain actors, enhance vertical and horizontal linkage between different actors in whole value chain and tendencies of food value chain development in ASEAN region.

Total twenty-one participants also visited private sectors and studied mainly in Da Lat city.
Thailand conducted training course for the purpose of enhancing management of farmer institution by using female capability taking gender.

Total seventeen from eight AMS participated and learned.
Activities (a) Training course: Bilateral Component

Example: PY2015 (Oct. – Sept. 2016)

- Myanmar hosted the training course on “Rice Seed Production and Post Harvest” in cooperation with Thailand.
- Lao PDR hosted the training course “Water Management on Irrigation and Drainage System in Paddy Field Area” in cooperation with Malaysia.

<table>
<thead>
<tr>
<th>Title</th>
<th>Countries</th>
<th>Duration</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Rice Seed Production and Post Harvest</td>
<td>Host: Myanmar</td>
<td>10-22, Jan.</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Lead: Thailand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Water Management on Irrigation and Drainage System in Paddy Field Area</td>
<td>Host: Lao PDR</td>
<td>13-26, Mar.</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Lead: Malaysia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>45</td>
</tr>
</tbody>
</table>
Activities (a) Training course: Follow-up Program

- Follow-up programme is conducted in CLM countries for further dissemination of the outcomes of the past training courses under CB Project 2.

- Example: Cambodia organized “Promotion of Food Safety and Good Agricultural Practices Focusing on Vegetable among Cooperatives” following the Seminar on “Implementation of ASEAN Good Agricultural Practice(GAP)” in May in Malaysia.

- Participants: 2 Provinces
  - In 2 months
  - 190 extension officials/farmers

- Feedback: 2 officers

- The Seminar on “Implementation of ASEAN Good Agricultural Practice(GAP) In May 2015 Participated 2 officers

The image shows participants at a seminar and a meeting, indicating active engagement in the training and dissemination activities.
The seminar on “For Better Understanding of Concept of Food Value Chain (FVC) - What is Food Value Chain?" was held 2-4 March 2016, Tokyo, Japan.

Participants from nine AMS shared a better understanding on FVC concept and its development.

Summarized;

I. FVC Approach must be beneficial to Small Scale Farmer. For this purpose “Contract Farming” and “Group Farming” are important.

II. Small Scale Farmers can improve their income by adding values to their products. The following approaches can be considered.

- Providing safe and nutritious products of consistent quality
- Obtaining certification on organic and/or GAP etc.

III. Strengthening Cooperative Relations among ASEAN member countries and its partners. For this purpose, the followings need to be considered.

- Supporting the FVC related infrastructures such as cold chain system, financing and credit supply, human resources training, ICT networking, etc.
Activities(c) Dispatching Japanese Short-term Experts

(Example) PY2015(Oct. – Sept.2016): Nine (9) Japanese Short-term Experts were dispatched in 6 ASEAN Member States based on the requests of AMS.

<table>
<thead>
<tr>
<th>Countries</th>
<th>Period</th>
<th>Content of Lecture.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myanmar</td>
<td>9 -13 Jan. 2016</td>
<td>Rice Seed Production</td>
</tr>
<tr>
<td>Philippines</td>
<td>24 – 29 Apr. 2016</td>
<td>Postharvest Technology</td>
</tr>
<tr>
<td>Cambodia</td>
<td>19 – 23 Jul. 2016</td>
<td>Mechanisation in Agricultural Sector</td>
</tr>
<tr>
<td>Malaysia (2)</td>
<td>23 -28 Aug. 2016</td>
<td>Management of Agricultural Cooperatives</td>
</tr>
<tr>
<td>Singapore (2)</td>
<td>22 – 26 Aug. 2016</td>
<td>Packaging and Cold Chain Technology</td>
</tr>
</tbody>
</table>
ACM of the Project at the beginning of each Project Year, participated by National Focal Points (NFPs), representatives from ACEDAC Secretariat, MAFF Japan and JA-Zenchu.

Third ACM was held December 2016 in Cambodia.

ACM shares results of activities of the Project and determines Work Plan of next project year.
Activities(e) Monitoring and Evaluation Follow-up Survey (1)

- To attain an objective of the project; monitor and evaluate the project and reflect result to the project.

- Monitoring by Project Management Team
- Evaluation by Follow-up Survey
- Evaluation by trainee

- After a certain period from the completion of training course, each participant is required to confirm the progress of his/her Action Plan.
- **Interview Survey is conducted to confirm** achievement of Action Plan.
### Example of Action Plan

**Action Plan Format**

**Name:** Ms. R  
**Country:** E  
**Occupation:** Assistant Agriculture Officer, Department of Agriculture  
**Name of Training Course:** Development of Safe Food Value Chain  
**Training Period:** 8 – 21 May 2016 in Viet Nam

<table>
<thead>
<tr>
<th>No.</th>
<th>Present Situation and Problem</th>
<th>Necessary Activities</th>
<th>Expected Outcome</th>
<th>Time Frame</th>
<th>Implemented Activities &amp; Actual Outcome</th>
</tr>
</thead>
</table>
| 1.  | Farmers lack of knowledge of new planting techniques | - Conduct training courses for the new planting techniques by using PowerPoint and hands on  
- Visit model farm | - course will be conducted 6 times for this year for 3 days with target of 180 farmer with every course session of 30 participants  
- 70% of farmer can change to new planting techniques as it has implications on productivity | June - Dec 2016 | - 4 training courses were conducted with 105 participants  
- 60% of farmers changed to new farming techniques |
| 2.  | The smaller farmers find it difficult to negotiate with traders when grading pineapples into categories as there is no standard | - forming farmer groups or cooperative systems which have been formed for joint marketing, to reduce transportation cost  
- Forming cooperatives will be increase farmer bargaining power and reduce distrust between farmer and buyer | - 80% of farmer will join the groups  
- reduce cost and increase farmer income | June - Dec 2016 | - 60% of the farmers have joined the groups. |
| 3.  | the overall market supply is not constant resulting in a recurring cycle of gluts and shortages | - make contract farming between farmer and collectors  
- exporters have sufficient supply to export  
- Collectors delivering pineapples at the required quality in timely manner to exporters | | June - Dec 2016 | - 12 exporting companies that have registered |
Follow-up Interview Survey to ex-participants

Achievement (Example)

- Ratio of **undertaking action plans** after training courses: **100%**
- **Evaluation sheet: Average 24.9 points** (max 28 points/person)

(Example): Philippines

- Remarkable activities with ingenuity by trainee
  - Utilize Farmer Field School to disseminate
  - Follow-up after implementing training course and confirmed how many farmers had introduced.

About 4,000 farmers / extension officers / students / members of cooperatives

- Trainee
- Extension Officers
- Central/Local Government
- Cooperatives/Farmers
- Farmers
- Members
3. Background of Seminar - AEC

ASEAN経済共同体（AEC）の経緯

1993年：ASEAN自由貿易地域（AFTA）創設開始
2003年：ASEAN政治・安全保障共同体（APSC）、ASEAN経済共同体（AEC）、ASEAN社会・文化協力共同体（ASCC）からなるASEAN共同体を2020年までに設立することに合意
2007年：AEC設立の目標年次を2015年に前倒すことに合意。AECブループリントを採択。
2010年：ASEAN6の関税撤廃
2015年：AEC創設、CLMV関税撤廃（一部例外は2018年まで）
AECの概要

AECブループリントの概要

（1）第一の柱「単一の市場・生産拠点」
①物品の自由な移動（関税の撤廃、非関税障壁の撤廃、シンプルで調和された貿易・税関手続き）、②サービスの自由な移動、③投資の自由な移動、④資本のより自由な移動、⑤高度技能者の自由な移動から構成。
⑥優先統合セクター（農業関連製品、航空輸送、自動車、e-ASEAN、電子機器、漁業、保健、ゴム関連製品、繊維・アパレル、観光、木材関連製品、物流サービス）及び食品・農林業における統合を推進。

（2）第二の柱「競争力のある経済地域」
①安定的で、繁栄した、そして高い競争力を持つ経済地域を目指して、①競争政策、②消費者保護、③知的財産権、④インフラ整備、⑤租税、⑥Eコマースに優先的に取り組む。

（3）第三の柱「衡平な経済発展」
全てのASEAN加盟国が経済統合から等しく利益を受け、一体的に前に進んでいけるようにするため、①中小企業育成、②ASEAN統合イニシアティブ（IAI）に取り組む。

（4）第四の柱「世界経済との統合」
「ASEANの中心性」を維持しながら、東アジア地域の経済枠組の発展に積極的な役割を果たす。
3. Background of Seminar
- GFVC Strategy of MAFF

Global Food Value Chain Strategy
Promoting “Made WITH Japan” Strategy through Public-Private Cooperation

January 2017

MAFF
Ministry of Agriculture, Forestry and Fisheries

(Source: HP of MAFF)
2. Overview of Global Food Value Chain Strategy finalized on June 6 2014

1. Objectives of the Strategy

- To develop food value chains through cooperation among academia, public and private sectors by taking advantage of unique strength of the Japanese food industry.
- To promote economic growth of developing countries by way of official economic assistance and investments by the Japanese food industry.
- To promote export of Japanese food and food-related infrastructure, and to assist overseas business of the Japanese food industry.

2. The basic pillars of the strategy

- Cooperation among academia, public and private sectors
- Create fora such as bilateral dialogues with partner countries and public-private council
- Take advantage of economic assistance
- Develop food-related infrastructure such as cold chains
- Create favorable business and investment environments for the Japanese food industry
- Strengthen the information-gathering system
- Develop human resources both inside and outside Japan
- Develop the research and technology
- Facilitate the financing for overseas business

3. The Region-Specific Strategy

The following 7 regions and countries have high potential for private sectors investments through Public-Private Cooperation.

- ASEAN
- China
- Africa
- Central and South America
- Russia and Central Asia
- Middle East
- India
### 3. The Structure of Promoting Global Food Value Chain Strategy

#### Global Food Value Chain Strategy

- **The Public-Private Council for promoting Global Food Value Chain**
  - Discussion by region
    - ASEAN and Australia
    - India
    - Africa
  - Discussion by theme
    - ICT in agriculture
    - Halal
    - Cold Chain
    - Improvement in environment for export
    - International standard
    - TPP
    - Deregulating import/investment measures of trade partners

<table>
<thead>
<tr>
<th>Country</th>
<th>Bilateral Dialogue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vietnam</td>
<td>Japan-Vietnam Agricultural Cooperation Dialogue</td>
</tr>
<tr>
<td>Myanmar</td>
<td>Japan-Myanmar Cooperation Dialogue</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Bilateral Forum on Agriculture Cooperation Japan-Indonesia</td>
</tr>
<tr>
<td>Thailand</td>
<td>Japan-Thailand Agricultural Cooperation Dialogue</td>
</tr>
<tr>
<td>Cambodia</td>
<td>The Japan-Cambodia Food Value Chain Bilateral Dialogue</td>
</tr>
<tr>
<td>The Philippines</td>
<td>Japan-Philippines Agricultural Cooperation Dialogue</td>
</tr>
<tr>
<td>India</td>
<td>The Japan-India Agricultural Cooperation Dialogue</td>
</tr>
<tr>
<td>Australia</td>
<td>(Public-Private Mission)</td>
</tr>
<tr>
<td>Brazil</td>
<td>Japan-Brazil Agriculture and Food Dialogue</td>
</tr>
<tr>
<td>Russia</td>
<td>Japan-Russia Agriculture Dialogue</td>
</tr>
<tr>
<td>Uzbekistan</td>
<td>Joint Working Group (JWG) between Japan and Uzbekistan</td>
</tr>
<tr>
<td>South Africa</td>
<td>Japan-Republic of South Africa Agricultural Policy Dialogue</td>
</tr>
<tr>
<td>Kenya</td>
<td>Japan-Kenya Agricultural Cooperation Dialogue</td>
</tr>
</tbody>
</table>

(Source: HP of MAFF)
4. The Public-Private Council for Promoting Global Food Value Chain

1. History

The Public-Private Council was started on June 20, 2014 for implementing “Global Food Value Chain Strategy”.

2. Members 329 in total (as of December 16, 2016)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private companies</td>
<td>241</td>
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<tr>
<td>Incorporated administrative</td>
<td>46</td>
</tr>
<tr>
<td>associations and NPOs</td>
<td></td>
</tr>
<tr>
<td>Academia</td>
<td>11</td>
</tr>
<tr>
<td>Local governments</td>
<td>24</td>
</tr>
<tr>
<td>The cabinet office and</td>
<td></td>
</tr>
<tr>
<td>Ministries</td>
<td>7</td>
</tr>
</tbody>
</table>

3. Activities

1. Collecting, analyzing and sharing information related to food value chain
2. Sending missions, planning projects and making research related to food value chain
3. Creating more favorable environment for business and investment related to food value chain

(Source: HP of MAFF)
### 5. Bilateral Dialogues with private sectors under the Global Food Value Chain Strategy (1)

<table>
<thead>
<tr>
<th>Country</th>
<th>Status/main topic(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vietnam</strong></td>
<td>Implementing The 5 year (2015~2019) Action Plan on selected model areas under the Medium-long Term Vision, which was set out after the 2nd meetings.</td>
</tr>
<tr>
<td><strong>Thailand</strong></td>
<td>Discussing policies for promoting private investment in the sectors of agriculture, forestry, fisheries and food industry.</td>
</tr>
<tr>
<td></td>
<td>Japan-Thailand Agricultural High-Level Cooperation Dialogue (Oct. 2016)</td>
</tr>
<tr>
<td><strong>Myanmar</strong></td>
<td>Formulating the Road Map for FVC development</td>
</tr>
<tr>
<td><strong>Cambodia</strong></td>
<td>Discussing -Investment of Japanese companies -Food safety and custom clearance procedures in Cambodia</td>
</tr>
<tr>
<td></td>
<td>Cambodia-Japan Food Value Chain Bilateral Dialogue (Dec. 2015)</td>
</tr>
<tr>
<td><strong>Indonesia</strong></td>
<td>Discussing -Activities for development of FVC -Investment regulation</td>
</tr>
<tr>
<td></td>
<td>Bilateral Forum on Agriculture Cooperation Indonesia-Japan (Jun. 2015)</td>
</tr>
<tr>
<td><strong>The Philippines</strong></td>
<td>Identifying necessary actions for developing FVC in the Philippines after reaching the common understanding on current situation and challenges of Philippine agriculture.</td>
</tr>
<tr>
<td></td>
<td>Japan-Philippines Agricultural Cooperation Dialogue (Mar. 2016)</td>
</tr>
</tbody>
</table>

(Source: HP of MAFF)
4. FVC Seminar (1)

2-4 March 2016: The seminar on “Marketing of Agricultural Products for Small Scale Farmers in ASEAN”

Summarized:
“Obtaining market channels and formation of groups by small scale farmers” and as means of its approach, the emphasis was placed on marketing, branding and certification of organic products and GAP.

In line with this results

27 April 2017: The seminar on “Marketing of Agricultural Products for Small Scale Farmers in ASEAN”

focusing on marketing and supports for small-scale farmers and farmers’ organization.
5. FVC Seminar (2)

Objectives;
in order to enhance capacity building for improving FVC in AMS

(1) to share the present situation of Food Value Chain development in AMS in formation of groups of small-scale farmers and marketing of agricultural products.
(2) to share common understanding of the benefits of FVC to support small-scale farmers by introducing the results of the last seminar in March 2016.
(3) to gain knowledge of actual marketing activities and methods in Japan through agricultural cooperatives or hamlet farm management groups from the view point of consumer’s needs and examples of FVC developed in ASEAN by Japanese private companies and consumer cooperatives.
(4) to introduce supports of Japanese Government (MAFF and JICA) in promoting cooperation by Japanese private companies in AMS.
(5) to provide opportunity to consider further measures for improvement in marketing of agricultural products and feasibility to improve FVC in AMS.
To achieve objectives of the seminar; Balanced participants

Public Sector

Private sector

Academic sector

Farmers organisation

Consumers view point

Company manage in ASEAN
Thank you for kind attention