

# Eradicate poverty and hunger by achieving sustainable agriculture

Transforming agriculture  
into a business by  
increasing income  
of small-scale farmers  
in partner countries.

We will increase the productivity of agriculture, livestock, and fisheries industries through developing and disseminating production technologies and effective distribution systems. We will also contribute to the stable production and supply of food by addressing challenges of climate change and food loss and waste.

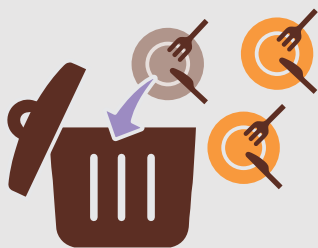
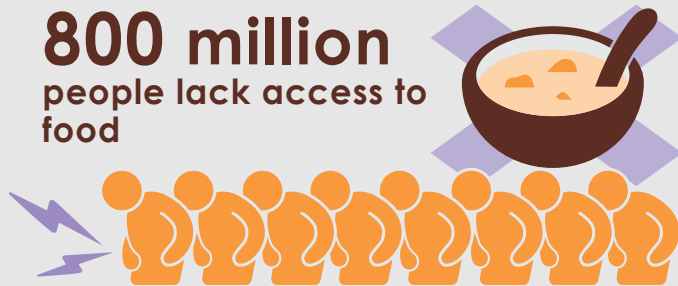


The majority of the poor depend on agriculture for their livelihood. Their productivity and incomes need to be improved.

80% of the world's poor live in rural areas. More than 60% of them, corresponding to 500 million globally, engage in agriculture.

The majority of them are smallholders and unable to engage in commercial farming. To reduce poverty in rural areas, agriculture must transform into profitable business.

**800 million**  
people lack access to food



About  
**one-third**  
of food is  
wasted.

**80%** of the world's poor live in rural areas.



Most farmers are  
**smallholders**  
with limited income.

While the number of global hunger is increasing, one-third of the world's food is lost or wasted every year.

The global demand for food is projected to increase by 1.7 times by 2050, following a growing population and economic growth in developing countries. While nearly 800 million people do not have access to sufficient food, one-third of food is wasted every year. Addressing food loss and waste is also critical to eradicate hunger and ensure food security.

Supporting agricultural and rural development in developing countries could contribute to global food security.

Small-scale family farmers account for 80% of the world food supply. Enhancing their competitiveness could directly contribute to achieving global food security, while increasing food production and protecting the environment at the same time.

Market demands for food are diversifying in developing countries. There are increasing demands for safer and better quality food and Japan could offer agricultural technologies and products which could fulfill such demands. Improving the livelihoods in developing countries could also bring business opportunities for both firms in Japan and in developing countries.

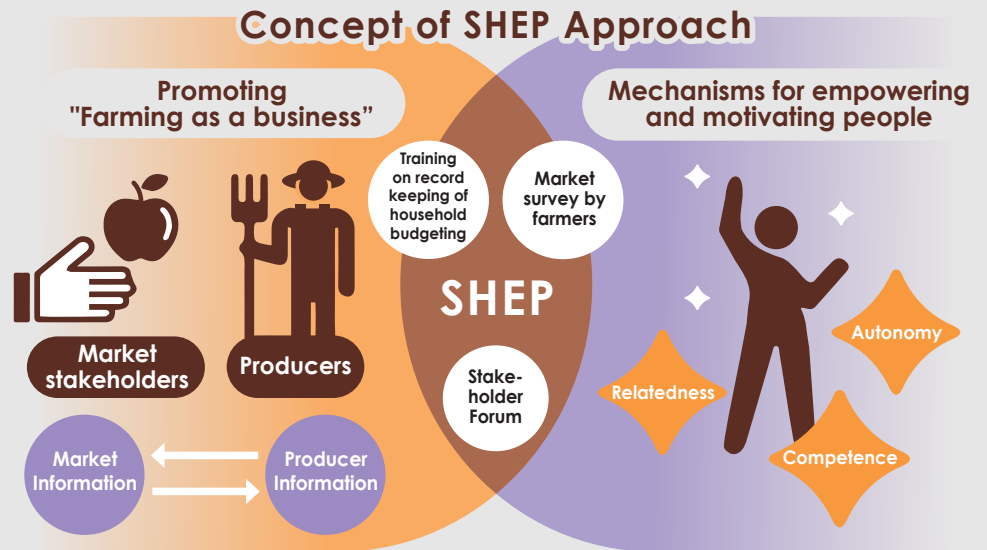


Many countries including  
Japan have low food self-  
sufficiency rate.

**Approach 1**

**Smallholder Horticulture Empowerment & Promotion (SHEP) Approach**

JICA implements SHEP approach in more than 30 countries, mostly in Africa. SHEP approach aims to increase incomes of smallholders through promoting market-oriented agriculture, which encourage farmers to produce and sell their products based on market demands. The SHEP approach increases farmers' motivation to run farms as a business and change their mindset from 'grow and sell' to 'grow to sell.'



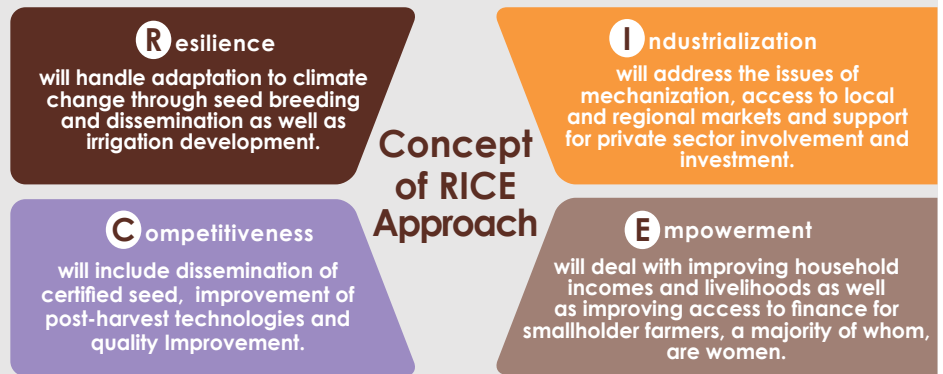
**GOAL**

By 2030, JICA and various partners will improve livelihood of one million smallholders using the SHEP approach.

**Approach 2**

**Rice Development in Africa**

Coalition for African Rice Development (CARD) achieved its target to double rice production in Sub-Saharan Africa in 2018 (from 14 million tons to 28 million tons). However, since demands for rice exceeded the production level, a new target has been set from 2019 to further double the rice production (from 28 million tons to 56 million tons) using the RICE approach.



**GOAL**

JICA and partner agencies will double the rice production in Sub-Saharan Africa.

**Approach 3**

**Strengthening Food Value Chains (FVCs) in Southeast Asia**

JICA supports building inclusive FVCs in Southeast Asia, where consumption patterns are changing rapidly due to economic growth.

**Approach 4**

**Promoting the fisheries-centered Blue Economy in island countries**

JICA supports economic development of the Small Island Developing States (SIDS) by promoting sustainable use of marine resources.

**Approach 5**

**Promoting "One Health" through strengthening livestock hygiene**

In response to the global epidemic of infectious diseases, JICA strengthens livestock hygiene including disease control in partner countries, based on "One Health" concept.

## 1 Introducing market-oriented agriculture to smallholders in Bangladesh.

Agriculture provides jobs for 40% of Bangladesh's workforce. Most of them are smallholders who face challenges of limited productivity, productive capacities and access to finance, therefore they are unable to introduce high-yielding varieties. JICA is working with the governments, financial institutions, private sector and NGOs to improve the agricultural extension services and facilitate access to microfinance using the SHEP approach. We aim to improve farmers' livelihoods by increasing productivity and producing products based on market demands.



## 2 Developing resource-saving rice cultivation technology in Colombia, using IoT device "e-Kakashi".

Declining rice production due to inefficient water use and drought has been a prominent challenge in Colombia. JICA supported a resource-saving rice cultivation technique through developing new variety of rice with genes that efficiently utilizes water and fertilizer. JICA also conducted a field experiment of "e-Kakashi", a devices which visualizes cultivation process using various data (provided by SoftBank Corp.). With innovative technologies, rice cultivation could be navigated by the IoT solution, with scientific analysis by AI.

### Working with Partners

## Bringing Innovation to Rural Communities with Japanese Technology and Knowledge!

Japanese companies, local governments, and universities have varieties of technologies and knowledge on food and agriculture. JICA builds partnership with industry, academia, and government who aim to achieve SDGs through the JICA Platform for Food and Agriculture (JiPFA). JICA also established the Agriculture Studies

Networks for Food Security (Agri-Network), a network of international students from developing countries who study agriculture in Japan, and facilitating dialogues with JiPFA members. These partnership is contributing to bring innovation to rural communities in partner countries.



Nibancho Center Building, 5-25 Nibancho,  
Chiyoda-ku, Tokyo 102-8012, Japan  
Email: jicaed@jica.go.jp



Japan International Cooperation Agency (JICA) is an international cooperation organization that is centrally responsible for the implementation of bilateral assistance among Japan's Official Development Assistance. JICA cooperates with about 150 countries and regions around the world.

### What is JICA Global Agenda

JICA's cooperation strategies for global issues. JICA, with its partners, aims to show global impacts realizing the goals set under JICA Global Agenda. JICA Global Agenda and its goals will be shared among partner countries and various actors, enhancing dialogue and collaboration, therefore, maximizing the development impacts. Through these efforts, JICA will comprehensively contribute to the achievement of the SDGs by 2030 as well as realize Japan's Development Cooperation Charter which focus on "human security," "quality growth," and "addressing global challenges".