

Asia region Regional Agribusiness promotion by the value chain building- From the policy and organization making to branding and distribution for high-value-added local food supply アジア地域 バリューチェーン構築による地域アグリビジネス振興～高付加価値な地場食品供給のための政策・組織作りからブランド化・流通まで～		New
Target Countries :Asia (Southeast Asia, East Asia, South Asia, Central Asia, Caucasus)		11 participants
Course No. :J1704446		No. :1784919
Sector :Agricultural/Rural Development/Agricultural Development		
Sub-Sector :		
Language :English		
Outline		
Need for safer and high-functional agricultural products is increasing, so value chain construction from production to processing - distribution - sales /consumption is required for high-value-added. In this training, participants learn the practical know-how on production of agricultural products based on market needs, high added value through the processing, branding etc through Hokkaido Tokachi Case.		
Objective/Outcome		Target Organization / Group
<p>【Objective】 The ability to plan and promote the supply of competitive food based on the concept of the value chain will be strengthened for the organizations involved in the promotion, production, distribution or sales of agricultural products.</p> <p>【Outcome】 1.To be able to explain the effectiveness of the value chain for competitive food (safety, high quality, taste) supply. 2. To be able to explain the planning of production of agricultural products that meet the needs of the consumer. 3.To be able to analyze and tidy the point (Viewpoints) which can lead to high-value-added of the agricultural products by processing and distributing of raw materials and products that meet the needs of consumer 4. To be able to analyze and tidy the point (Viewpoints) which can lead to high-value-added of the agricultural products by sales strategy such as pricing or branding of products based on the marketing analysis.5.To be able to analyze own situation and make a plan for the improvement based on the learned knowledge in the training.</p>		<p>【Target Organization】 Private sector, producer organization, exemplary farmer, public sector involved in production, processing, distribution of local agri-products</p> <p>【Target Group】 1.Senior officers/lecturers or higher level 2.Person who should be able to plan production, processing, distribution and sale of agricultural products projects 3.Person who have experience for these technology development or planning more than 3yeesrs</p>
Contents		
1.Learning the effects produced by relating the added value of each stage from the production - processing - distribution -consumption. 2. Learning the market-oriented agriculture through the case of SHEP and Tokachi agriculture. 3.Learning the significance and the concept of high-value-added of the agricultural products through the case analysis: Effect of the food industry promotion strategy "Food Valley Tokachi", Efficiency of the distribution chain of raw materials and products, Mechanism of brand authentication of local organization, Efforts of the region that connects the consumers and producers, Efforts of domestic and international market expansion, Development of food production with local agricultural product and storage techniques (safety and taste), HACCP (ranch/regional), Efforts for the sixth-industrialization by agricultural cooperatives and the private sector and others. 4.Case of Market research, Product development, Differentiation strategy of the product, Sales promotion measures. 5. Reporting and presentation (Lessons learnt, Idea of efforts after returning)		Course Period
		2017/08/29～2017/09/29
		Department in Charge
		Rural Development Department
		JICA Center
		JICA Hokkaido (Obihiro)
		Cooperation Period
		2017～2019
Implementing Partner	Tokachi International Association	
Remarks and Website	http://www.obihiro.ac.jp/	