**Objective/Outcome**

**Objective**
The participant acquires the knowledge and skills on Agribusiness promotion for small scale farmers.

**Outcome**
The participants are required to acquire the knowledge as follows.
1) Clarify and analyze the problems regarding means of livelihood of scale farmers
2) Acquire the knowledge from production to sales
3) Acquire the ideas on Agribusiness including value addition of agricultural products
4) Acquire the know-how of farmer’s organization

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**Contents**

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**Target Organization / Group**

**Target Organization**
Central or local governments in charge of agribusiness promotion for small scale farmers

**Target Group**
1) Duty: Central and local governmental officers in charge of promoting agribusiness
2) Experience: More than 5 years in the relevant field.
3) Educational Background: be a graduate of university or equivalent
4) Language: have a competent command of spoken and written English
5) Age: 27-45
6) Health: must be in good health, both physically and mentally.

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In African countries, agribusiness is being promoted for income generation of small scale farmers and poverty reduction. However, most of the farmers are not able to access or have enough support to improve their income generation with the way of value addition, branding, sales technique and so on. Meanwhile officers in central/local governments do not have the experience for promoting agribusiness. Therefore, this program provides participants with the knowledge and how to promote agribusiness such as sales strategy, value addition and farmers organization for income generation of small scale farmers.

**Outline**

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**Target Countries:** African countries

**Sector:** Agricultural/Rural Development/Rural Development

**Language:** (A)English/(B)French

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This training course will be implemented two times with JICA Hokkaido.