Objective/Outcome

Objective

The basic knowledge and practical skills in planning and implementing the strategy for promoting “sixth industries” which utilizes local resources including products as well as tourism and other services are enhanced through observing/understanding the process of food production, processing and consumption in Japan.

Outcome

1) To be able to explain the basic characters of primary, secondary and tertiary industries and advantage of their integration
2) To be able to understand and analyze the necessary scope of view for promoting agricultural products’ additional value through looking at several cases of problem and solutions in Japan from the different view point, such as farmers, processors, distributors and retailers for corresponding to the market needs, as well as other perspectives from tourism and regional promotion.
3) To be able to understand and explain systemically on the issues and topics necessary for business management such as business strategy setting, market analysis and cost estimation throughout lectures, case observations as well as practices on business matching.
4) To be able to make concrete plan based on the situation of trainees’ countries with the comprehension on government’s institutional arrangement (subsidy, preferential treatment, etc.) as well as roles of public and private sectors in multi-sectoral interactive platform.

Contents

1. Introductions
   - Inception report for sharing and analyzing issues of participants’ countries
   - Overview of agriculture, forestry, fishery and livestock industries in Japan and Miyazaki Prefecture – Primary industry (production): current situation on rural culture and regional development – Secondary industry (processing, epidemic prevention) – Nutrition and function on food product development, food processing, safety and quality control on food processing – Tertiary industry (distribution, sales): food sanitation control from farm to dining table, food system/food coordination – Introduction to “sixth industries”
2. Details of Food Value Chain
   - Food value chain – case study on “sixth industries” – Site observation: Reviewing issues on production, processing, distribution and sales – Conservation and utilization of farm & rural resources, value-added production – Branding, processing, sales promotion by private sector – Collaboration with service sector including tourism business – Others (participation in consumers’ activities, etc.)
3. Practice of Food Value Chain
   - Food value chain – business administration, marketing/product development – Participation in business matching activity and other events
4. Stakeholders’ Role and View Point on Food Value Chain / Action Plan
   - Governmental supporting system and supporting organization for “sixth industries” – Regional development - role of public sector on “sixth industries” – Activities of agricultural cooperative and private sector, relation & roll-sharing with public sector – Interim report (action plan), presentation on action plan