

Target Countries :

Course No. : J1804395

No. : 1884825

Sector : Agricultural/Rural Development/Agricultural Development

Sub-Sector :

Language : English

Outline

Many countries try to promote regional economic development by making local unique products. For those products, not only that technical quality improvement of processing is required but also it is necessary to increase their marketability. Tokachi area in Hokkaido Region is known for production of agricultural and livestock products and its local products are widely sold all over Japan with "Hokkaido" or "Tokachi" brand. This was due to the continuous efforts by local enterprises and producers to develop new local products and local brand to assure certain quality. Though this course, participants are expected to acquire ideas to develop marketable products by learning value-adding ideas with actual agricultural and livestock processing exercise, basic concept of marketing and branding, and rolls of public sector for local product development.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 The participants are expected to design supporting strategies for local marketable products development or develop marketable local products.</p> <p>【Outcome】 1. <Production Side> Acquire knowledge about food hygienic techniques of processing and preservation for agricultural and livestock products, and promote value-adding ideas. 2. <Management Side, Marketability> Understand importance of enterprise management, basic concept of marketing, development of new products, self-reliance and creativity to utilize local resources. 3. <Collaboration between public and private sectors> Understand rolls and importance of public sector, educational institutions and other BDS (Business Development Services) for promote local industry development through utilizing local resources. 4. <Action Plan> Formulate action plan of development/improvement of new products or supporting strategies for local marketable products.</p>	<p>【Target Organization】 1.Public organizations that offer support for development of local products 2.Providers of Business Development Services for local products development in private service (chamber of commerce, cooperative union, NPO etc) 3.Counterpart organizations, related organization for One village One Product projects</p> <p>【Target Group】 1.Personnel in target organizations 2.Having more than 3 years of experience in local product development 3.Under 50 years old 4.Those who can treat beef and pork (food processing exercise may contain those ingredients)</p>	
<p>Contents</p> <p>【Preliminary Phase in home country】 -Inception Report (consultation on participants' main issue may be conducted through TV conference)</p> <p>【Core Phase in Japan】 1. Food Hygiene (packaging for food hygiene, agricultural and/or livestock processing exercise, risk control for food processing and value-adding ideas) 2. Development of Products (development of local unused resources, basic concept of marketing, evaluation technics of taste, branding, and marketability) 3. Roll of public sector (Supporting strategies of public sector, industrial-academic-government cooperation, rural tourism) 4. Elaboration of action plan, Discussion (consultation on participants' issue)</p> <p>【Finalization Phase】 - Report and implementation of action plan in home country - Inquiry for implementation situation of action plan by questionnaire</p> <p>Target Organization 1. Public organizations that offer support for development of local products 2. Providers of Business Development Services for local products development in private service (chamber of commerce, cooperative union, NPO etc) 3. Counterpart organizations, related organization for One village One Product projects</p>	<p>Course Period</p>	<p>2018/11/20～2018/12/19</p>
	<p>Department in Charge</p>	<p>Rural Development Department</p>
	<p>JICA Center</p>	<p>JICA Hokkaido (Obihiro)</p>
	<p>Cooperation Period</p>	<p>2018～2020</p>
<p>Implementing Partner</p>	<p>Hokkaido Doyu</p>	
<p>Remarks and Website</p>		