

**Target Countries :**

**Course No. :** 201984824-J002

**No. :** 201984824

**Sector :** Agricultural Development/Distribution, Processing, Export Promotion

**Sub-Sector :**

**Language :** English

**Outline**

There is one policy set in the Grobal Food Value Chain Stragety, as a part of Japan's growth strategy, in order to develop and utilize local human resources for the purpose of promoting overseas deployment of Japan's food industry as well as establishing/reinforcing food value chain. Besides, in the Nairobi Declaration adopted at TICAD VI held earlier, the development of food value chain is described important for promoting economic diversification and industrialization. Specially, the empowerment of youth and women is recognized central for such achievement. In line with above, this training course is aiming at the development of human resources who assume a large role in establishing and facilitating new food value chain in developing countries. The course is providing the successful example in turning agricultural, forestry, and fishery industries into value-added "sixth industries" which assisted the creation of new additional value on the products, the generation of employment, as well as the growth of income by full-utilization of local resources from rural culture.

Objective/Outcome	Target Organization / Group	
<p><b>【Objective】</b>                      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.</p> <p><b>【Outcome】</b>                      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 systematically 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.</p>	<p><b>【Target Organization】</b>                      1. Public sector of local government in charge of agricultural commodity production or rural development                      2. Chamber of commerce, producer organizations, regional development organizations (NGO, third-sector companies, etc.)</p> <p><b>【Target Group】</b>                      1. (Public sector) Senior officers                      (Private sector) Representatives or leaders                      2. Person who should be able to propose the plan related to process of commodity production and sales, rural development, branding agricultural products                      3. Person who have more than 3-year experience in planning and implementation on above-mentioned field</p>	
<p><b>Contents</b></p> <p>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"</p> <p>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 &amp; 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.)</p> <p>3. Practice of Food Value Chain                      - Food value chain - business administration, marketing/product development                      - Participation in business matching activity and other events</p> <p>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 &amp; roll-sharing with public sector - Interim report (action plan), presentation on action plan</p>	<p><b>Course Period</b></p>	<p>2019/8~2019/9</p>
	<p><b>Department in Charge</b></p>	<p>Rural Development Department</p>
	<p><b>JICA Center</b></p>	<p>JICA Kyushu</p>
	<p><b>Cooperation Period</b></p>	<p>2018~2020</p>

<p><b>Implementing Partner</b></p>	<p>University of Miyazaki</p>
<p><b>Remarks and Website</b></p>	