

Regional agribusiness promotion by the value chain building in Asian region-For high value-added local food supply- バリューチェーン構築による地域アグリビジネス振興(アジア地域)～高付加価値な地場食品供給に向けて～		Continuing	
Target Countries : Asia (Southeast Asia, East Asia, South Asia, Central Asia, Caucasus)			
Course No. : 201984919-J002			
No. : 201984919			
Sector : Agricultural Development/Distribution, Processing, Export Promotion			
Sub-Sector :			
Language : English			
Outline			
Need for safer and high-functional agricultural products is increasing in developing countries, 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 agricultural products production based on market needs, high added value by the 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, Industry group, Government-owned semi-public corporation, producer organization, public sector involved in production, processing and 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 3years</p>	
Contents			
<p>【Preliminary Phase】 Inception report will be submitted.</p> <p>【Core Phase】 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 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 to connect the consumers and producers, Efforts of market expansion, Development of food production with local agricultural product and storage techniques (safety and taste), HACCP(ranch/regional), Efforts for the sixth-industrialization. 4. Case of Market research, Product development, Differentiation strategy of the product, Sales promotion measures. 5. Reporting and presentation</p> <p>【Finalization Phase】 Share the program results with stakeholders and implement activity plan.</p>		Course Period	2019/8～2019/9
		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.t-i-a.jp/		