



PROJECT NOTIFICATION

Ref. No.:20-AG-32-GS-OSM-A-PN2100016-001

Date of Issue	05 March 2021
Project Code	20-AG-32-GS-OSM-A
Title	Observational Study Mission on Collaboration among Agriculture, Manufacturing, and Retailing in Japan
Timing and Duration	25–27 May 2021 (three days)
Hosting Country(ies)	APO Secretariat
Modality	Digital Multicountry (DMC)
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	Not Applicable
Closing Date for Nominations	26 April 2021

1. Objectives

- a. Introduce best practices of collaboration among agriculture, manufacturing, and retailing in Japan through virtual site visits.
- b. Study policy and practices in Japan to promote farmers' manufacturing and retailing to create additional income and employment opportunities.
- c. Share insights and new knowledge on ways to stimulate rural economies through collaborative entrepreneurship based on the experience of Japan.

2. Background

Collaboration among agriculture, manufacturing, and retailing brings multiple benefits to farmers. Manufacturing adds value and creates demand for agricultural products as raw materials while retailing or direct sales to consumers increases farmers' incomes compared with selling products to middlemen.

Japan enacted a law to promote such collaboration in 2010 and has promoted farmers' manufacturing and retailing since then. Surveys show that from 2012 to 2018, the average annual sales of Japanese farms engaged in manufacturing increased by 24% and sales of those with retailing increased by 26%. There are several forms of farmers' manufacturing and retailing in Japan. For example, one farm established a cut and frozen vegetable company employing local young farmers and sells its products to other food manufacturers and restaurants. The vegetables are produced on unused land owned by retired farmers. Another example is a local farmers' group that established a snack food company. The company plants and produces wheat on previously unused land, then manufactures snacks from the harvest of the wheat in its factory. The company owns a restaurant for tourists and sells the snack products there.

This study mission will introduce successful examples of collaboration among agriculture, manufacturing, and retailing in Japan through virtual site visits, with the aim of inspiring participants to replicate similar efforts in member countries. The empowerment of farmers through collaborative entrepreneurship promotes inclusive engagement and shared prosperity, both of which are key results areas of the APO Vision 2025.

3. Modality of Implementation

- a. The sessions will be conducted virtually.
- b. The duration of each day's sessions will be around three hours.
- c. The APO Secretariat will inform the resource persons and participants of the link to the virtual sessions.
- d. The link will be exclusive to resource persons and participants and should not be shared.

4. Scope and Methodology

The sessions will consist of presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- Key factors in managing collaboration among agriculture, manufacturing, and retailing.
- Best practices of collaboration among agriculture, manufacturing, and retailing (1).

Day 2:

- Best practices of collaboration among agriculture, manufacturing, and retailing (2).
- Best practices of collaboration among agriculture, manufacturing, and retailing (3).

Day 3:

- Best practices of collaboration among agriculture, manufacturing, and retailing (4).

The detailed program and list of speakers will be provided with the names of selected participants two weeks prior to the sessions.

5. Qualifications of Candidates

Participants must be competent in connecting to virtual meetings, including independently undertaking troubleshooting in the event of poor or lost connections. They must also be proficient in English, both written and spoken. Specific requirements are as follows:

- a. Government officials responsible for agriculture and rural development, executives of farmers'/agribusiness associations, farm managers, and consultants on farm management.
- b. Two years of experience or more in the position described above.

6. Requirements

- a. Have necessary devices comprising a computer, web camera, microphone, and speaker or headphones.
- b. Access to internet connections suitable for videoconferencing. Stable, wired LAN connections are preferred.
- c. Follow the instructions of the moderators/presenters in asking questions, joining discussions, and answering questions.
- d. Participate in all sessions.

7. Financial Arrangements

The APO will meet the assignment costs for overseas and local resource persons, and for a virtual site visit(s), either broadcast live or recorded as applicable.

8. Actions by Member Countries

- a. Each participating country will nominate three or more candidates in order of preference.
- b. Self-nominations will not be accepted.
- c. All nominations must be endorsed by an APO Director or Alternate Director and submitted by a Liaison Officer or designated officer.
- d. Each nomination must be accompanied by the APO biodata form and uploaded to the APO Document Management System (DMS)/Fleekdrive by the NPO. The biodata form is available on the APO website.
- e. Late nominations will not be accepted. When a nomination requires the approval of higher authorities and requires a longer time, the member country concerned should send the name(s) of the nominee(s) before or by the deadline, indicating that approval will follow.
- f. If a selected participant becomes unable to participate, the NPO concerned should inform the APO Secretariat and the host country promptly.

9. Actions by the APO Secretariat

- a. Selection of candidates will be at the discretion of the Participant Selection Committee of the APO Secretariat.
- b. Selection of candidates will be completed and announced two weeks prior to the start of the sessions.

- c. Slots that become available due to withdrawal of a selected candidate(s) or lack of nominations by a member country may be filled by alternates to be selected on a merit basis.
- d. The APO Secretariat will inform NPOs of the final program and link of the virtual sessions one week prior to commencement.

10. Dress Code

Participants are required to wear appropriate business attire during the sessions.

A handwritten signature in dark ink, appearing to read 'Dr. AKP Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan
Secretary-General