
Challenges for Family Farmers to Participate in Global Value Chains

APEC Seminar on Food Value Chain to
Foster the Rural Urban Development in Asia Pacific Region

Can Tho, Viet Nam, August 20, 2017

Hirofumi KOBAYASHI

General Manager, Agricultural Policy Department

JA-Zenchu (Central Union of Agricultural Cooperatives), Japan



Our Challenges for Farmers to Participate in Food Value Chain



Farmers' Market
(JA-Aichi Chita, Aichi pref.)



Sixth Order Industry
(JA-Ashikita, Kumamoto pref.)



Web Marketing
(JA-Zennoh (National level))



Direct Marketing to Companies
(JA-Shihoro town, Hokkaido pref.)



1. Participation to the Business Expos to Strengthen Business Ties with Retailers and Wholesalers

2. Strategic Utilization of Intellectual Property

3. Restaurant Business

1-1. Expansion of Marketing Channels through Business Expo

- ❑ JA Group holds Business Expo annually and promotes fresh and processed products directly to buyers in order to expand its marketing channels.
- ❑ JAs and their federations from all over Japan set up booths and have business discussions during the Expo is open.

< Outline of Business Expo for Japanese Agriculture and Livestock Products >





1-2. Results of Business Expo

The Voice of Exhibitors

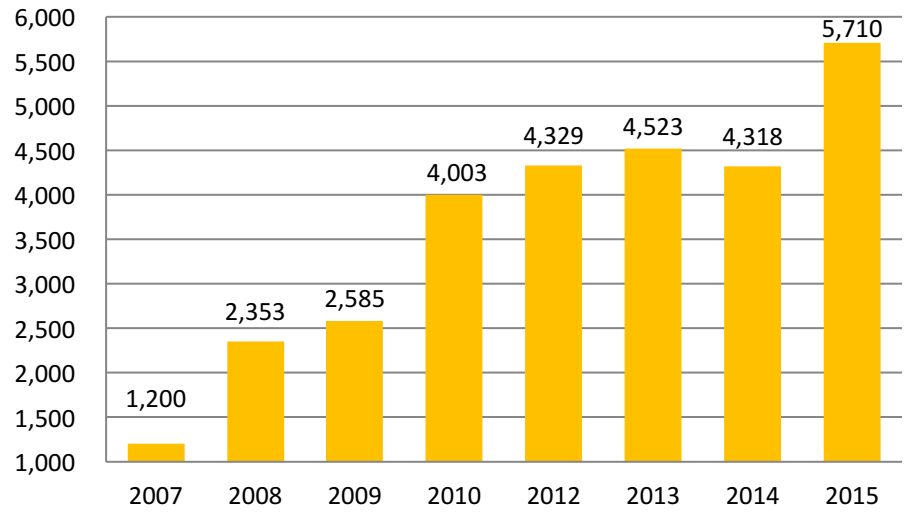
- Reached new contracts
- Met buyers directly
- Came up with new ideas to develop new products
- Developed networking with other producers



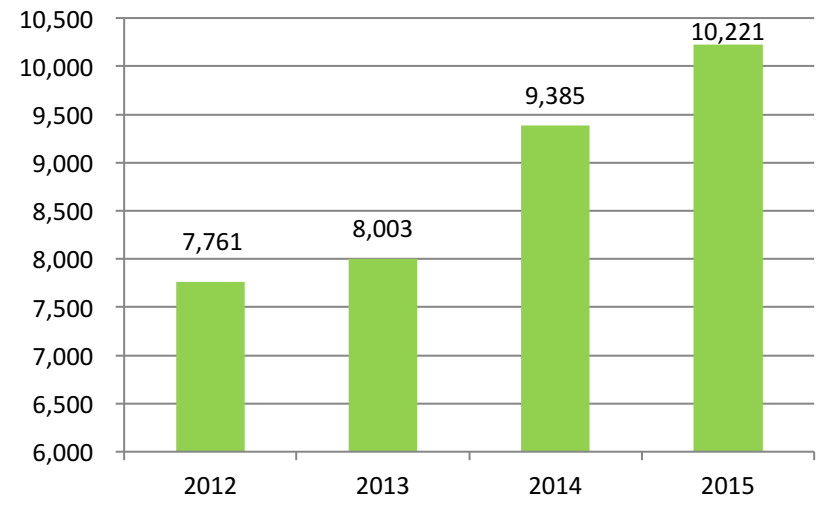
The Voice of Buyers

- Explored new suppliers
- Helped to collect information related to agricultural products and their production areas
- Developed new menus
- Could compare various items

Number of Visitors



Number of Business Discussions



➤ Those have been increasing year after year.



1-3. Photos of the Business Expo





2-1. Strategic Utilization of Intellectual Property

- ❑ JA Group strategically utilize intellectual property including Geographical Indications (GI) and trademarks to further protect and strengthen the brand and values of our products.
- ❑ As GI requires traditional production process and thorough quality control, it is necessary to develop method and human resources to maintain and manage brands.

[JA promotes GI and maintain its quality]

- ✓ JA-Yubari city (local JA in Hokkaido, Japan), which holds a GI named “Yubari Melon,” has been trying hard to maintain the product’s quality by establishing quality control system including a training program of inspectors.
- ✓ By strategically and strict GI management, JA-Yubari city could sell Yubari melon at high price and get a strong competitiveness in the market. Now Yubari melon is one of the most famous and popular melon in Japan.



Inspectors are checking Yubari melons at the sorting center of JA-Yubari city



2-2. Mutual Authentication of Geographical Indication

- ❑ The government of Japan and Thailand agreed to start cooperation toward mutual protection of GI in March 22, 2017. This mutual authentication with Thailand is the first case for Japan that put into effect with a foreign country.
- ❑ Japan-EU EPA has reached an agreement in principle in July 6, 2017 (unsigned). Under the EPA, both Japan and EU government will protect each of GI products in each country.

[GI Products in Japan]



All 38 Products

GI system has been run since 2015 in Japan



Kobe beef



Tottori shallots



Yame green tea



Yubari melon



Ichida dried persimmon



Matsusaka beef



3-1. Restaurant Business

- JA-Zennoh (National Federation of Agricultural Cooperative Associations) has operated 6 restaurants in the world, which offers high quality Japanese Wagyu for the affluent residents.
- JA-Zennoh has been also promoting Japanese agricultural products to high-end restaurants and department stores.



[Restaurant “Kacho” HCMC, Viet Nam]



Restaurant



Japanese cuisine

[Restaurant “Shiki” California, US]



Restaurant



Wagyu beef