

Tentative Schedule of Market-oriented Agriculture

Date (Day)	Japan Time (JT)	Type	Program
12 Jul. (Mon)	12:30 - 13:30		Greetings Guidance on the Online Program
	13:30 - 14:30		Guidance on the Knowledge Co-Creation Program 2 Theoretical Backgrounds of SHEP
	14:30 - 14:45	Pr	Short break
	14:45 - 15:00	Pr	Knowledge Management
	15:00 - 15:15	L	Introduction of SHEP Game
	15:15 - 15:45	L	Background of Japanese Agricultural System
	15:45 - 16:00	L	Guidance on Chart Making on Extension System of the Participant's Country and Daily Report Writing
	16:00 - 17:30		Lunch break
	17:30 - 20:00	P	Exercise on & Submit Assignment
13 Jul. (Tue)	12:30 - 13:30	Pr	Review on Previous Day's Session Presentation on Extension System of the Participant's Country
	13:30 -	L	Summary of Extension System
		L	Video #1 : Food Valley Tokachi Council / Food Valley Tokachi Initiative
		L	Video #2 : Agricultural Extension Center I / Overview
		L	Video #3 : JA Kino I / Overview
		L	Video #4 : Tsujino Farm I / Benefits of Receiving Extension Services & Farming Record

		L	Video #5 : JA Kino II / Support for New Entrant Farmers (Youth)
	- 14:30	L	Video #6 : Tomomi SHINOZAKI / Starting a New Career in Farming
	14:30 - 14:45		Short break
	14:45 - 15:30	L	How to Reduce Asymmetric Information Distribution Q&A Session
	15:30 - 16:00	L	Distribution Chart of Agricultural Produce in the Participant's Country
	16:00 - 17:30		Lunch break
	17:30 - 20:00	P	Exercise on & Submit Distribution Chart of Agricultural Produce in the Participant's Country and Daily Report
14 Jul. (Wed)	12:30 - 13:30	Pr	Review on Previous Day's Session Presentation on Distribution Chart of Agricultural Produce in the Participant's Country
	13:30 -	L	Distribution of Agricultural Produce and Parties Involved of Japan
		L	Video #7 : JA Kino III / Role of JA on Sales and Promotion for Farmers
		L	Video #8 : Tsujino Farm II / Selection of Sales Channels
		L	Video #9 : Musou Farm I / Overview & Marketing
		L	Video #10 : Obihiro Wholesale Market / Role of Market
			Short break
	15:00 -	L	Video #11 : Ooki Store / Role of Retail Shop and its Effort
		L	Video #12 : Musou Farm II / Direct Transactions with Restaurants
		L	Video #13 : Restaurant Choka / Direct Transactions with Farmers
	- 16:00	D	Discussion
	16:00 - 16:15	L	Introduction to Presentation on Farmers' Situation in terms of Adoption of technique and Marketing

	16:15 - 17:45		Lunch break
	17:45 - 20:00	P	Exercise on & Submit Daily Report
15 Jul. (Thu)	12:30 - 13:30	Pr	Review on Previous Day's Session Presentation on Farmers' Situation in the Participant's Country
	13:30 -	L	Gender in Farming
	- 14:45	L	Video #14 : Musou Farm III/ Gender in Farming
	14:45 - 15:00		Short break
	15:00 - 15:50	D	Wrap-up Session on The first of the 2 theories that support SHEP and Gender Issues Additional Q&A Session
	15:50 - 16:00	L	Report on Farmers' Motivation
	16:00 - 17:30		Lunch break
	17:30 - 20:00	P	Work on & Submit Daily Report
16 Jul. (Fri)	12:30 -	Pr	Review on Previous Day's Session Presentation on Farmers' Motivation
	- 13:30	L	Video #15 : Agricultural Extension Center II / Motivation of Extension Officers
	13:30 -	L	Facilitating Intrinsic and Autonomous Motivation in Program Participation: The Theoretical Bases and Practical Applications of SHEP's Psychological Approach
	- 15:30	D	Q&A Session
	15:30 - 15:45		Short break
	15:45 - 16:00	L	Introduction of Books on Psychology Visiting Farms/Farmers
	16:00 - 17:30		Lunch break
	17:30 - 20:00	P	Discussion on the survey with fellow participants & Submit Report(PowerPoint file) and Daily Report
1st week of interval (19-23 Jul.)			
26 Jul.	12:30 - 14:00	Pr	Review on the 1st Week's Program and

(Mon)			Presentation
	14:00 - 16:30	P	SHEP Workshop(1)
	16:30 - 17:30		Lunch break
	17:30 - 20:00	P	Exercise on & Submit Daily Report
27 Jul. (Tue)	12:30 - 13:00	L	Review on Previous Day's Session Briefing on Today's Program
	13:00 - 16:00	P	SHEP Workshop(2)
	16:00 - 17:30		Lunch break
	17:30 - 20:00	P	Exercise on & Submit Daily Report
28 Jul. (Wed)	12:30 - 13:00	L	Review on Previous Day's Session Briefing on Today's Program
	13:00 - 16:00	P	SHEP Workshop(3)
	16:00 -	L	Guidance on Action Plan Making
	- 16:45	L	Video #16 : Agricultural Extension CenterⅢ/ The Way of Provision of Technical Guidance
	16:45 - 17:45		Lunch break
	17:45 - 20:00	P	Exercise on & Submit Daily Report Prepare Draft Action Plan
29 Jul. (Thu)	12:30 - 13:00	L	Review on Previous Day's Session
	13:00 - 15:00	P	SHEP Workshop(4)
	15:00 - 15:15		Short break
	15:15 - 16:15	D	Discussion with Resource Person from Asia
	16:15 - 17:30		Lunch break
	17:30 - 20:00	P	Complete & Submit Action Plan
30 Jul. (Fri)	12:30 - 15:00	Pr	Action Plan Presentation

	15:00 -		Closing Ceremony
--	---------	--	------------------

***<Acronyms> L:Lecture, P:Practice,
D:Discussion, Pr:Presentation**