



Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

**Rural Development through Creating Agricultural Value Chain
(Value Addition to Livestock Products)**

**課題別研修「バリューチェーンの整備を通じた農村振興
(畜産物の付加価値向上)」
JFY 2020**

NO. 201902236J001/ ID. 201902236

Course Period in Japan: From June 9, 2020 to August 7, 2020

This information pertains to one of the JICA Knowledge Co-Creation Program (Group & Region Focus) of the Japan International Cooperation Agency (JICA), which shall be implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

I. Concept

Background

There are some 500 million smallholder farmers in the world. They are mostly subsistent farmers in developing countries, supporting livelihood of two billion people. Although they play a crucial role for world food production, they lack efficient means to increase productivity and infrastructure to sell their products. Moreover, they are more susceptible to social, economic and natural disasters. To improve their livelihood is, therefore, one of the top agendas of SDGs set by UN. On the other hand, demand for animal products, such as dairy and meat products, is surging in developing countries in Asia and Africa as these countries experience rapid economic growth and urbanization. Currently the increase in the demand of animal products are largely met by increasing import from richer countries. By connecting rural and urban societies, and by creating flow of goods and services between them, it is possible to improve livelihood of people in both rural and urban areas. Recently, value-chain approach has been adopted to agriculture, promoting integration of smallholders into efficient and competitive value-chains. Such value-chains will improve not only productivity, but also increase the value of agricultural products, create local jobs, and contribute socio-economic development of rural societies.

For what? (Objective)

This course aims to nurture abilities to plan, to build, and to manage livestock value-chains. For this purpose, it is crucial to find human and natural resources, to organize them, and to create opportunities and incentives for them, in addition to sufficient knowledge about production, processing, and marketing livestock products. This training course provides series of lectures covering various aspects of livestock value-chains and field trips to visit farmers, processors, retailers, cooperatives, and educational/research organizations involved in the value-chains. The course also provides training sessions for identifying and solving problems, and writing a report and presenting it.

For whom?

This training course is suitable for persons who are currently involved in local/regional livestock development programs. Persons who are to participate such programs in the future are also welcome. Please note that this course is not for providing technical training, but for cultivating abilities to organize functional livestock value-chains. The applicants should have a general knowledge in animal agriculture/regional development as well as certain working experience in the relevant areas. Open-minded and challenging persons who have a strong will to improve rural livelihood are most welcome.

How?

At the initial phase of the course, the participants are given opportunities to summarize current situations and issues in their countries/regions through a series of lectures and

problems solving workshops. In the main body of the course, the participants are provided lectures, practices, workshops, and field trips aiming to understand structures, functions, and potentials of livestock products value chains. The participants are urged to update/upgrade the inception reports with knowledge/ideas obtained through this period. At the final phase, the participants produce action plans to create/improve livestock value chains for improving rural livelihood in their countries/regions. These action plans can be used as foundation of future development plans.

II. Description

1. **Title (J-No.): Rural Development through Creating Agricultural Value Chain (Value Addition to Livestock Products) (201902236J001)**
2. **Course Period in JAPAN:**
June 9, 2020 to August 7, 2020
3. **Target Countries:**
Myanmar, Mongolia, Bangladesh, Pakistan, Sri Lanka, Suriname, Botswana, Gambia, Lesotho, Uganda
4. **Eligible / Target Organizations:**
This program is designed for administrative organizations, research/educational institutes and non-profitable organizations such as dairy cooperatives or farmers' cooperatives related to livestock sector.
5. **Course Capacity (Upper limit of Participants):**
12 participants
6. **Language to be used in this program:** English
7. **Program Objective:**
Sustainable rural development through organizing/improving livestock value-chains is planned and prepared by organizations that promote livestock industry.
8. **Overall Goal:**
Livelihood of rural societies is improved through building/improving livestock products value-chains.

9. Expected Module Output and Contents:

The course consists of five main parts:

- (1) Grasp the international situation and current situation in the participants' countries, identify and analyze the problems by using analytical methods, and finding the solutions.

In the first part, we look through problems and opportunities in rural societies in participants' own countries. The participants are requested to prepare inception reports, in which present status and problems in their countries are summarized. At the beginning of the course, the participants present their reports to share problems and targets. Throughout the course, the participants are urged to revise their inception reports continuously by adding new ideas and information obtained from the course activities. This becomes a foundation of the action plan. In this course, we also go through global issues that are likely to affect livelihood of people in the countries. In addition, the participants are given a series of training for problem analysis and objective setting.

- (2) Understand structures and functions of livestock value-chain through studying dairy farming and related agro-industries.

Milk-chain is the most complicated and organized livestock value-chain, consisting of farmers, cooperatives, processors, retailers, consumers, and various supporting staffs such as vets, extension officers, and AI technicians. This makes it suitable as a subject for case study to understand livestock products value-chain. Dairy farming is also one of the fastest growing livestock sectors in many developing countries as a means of poverty alleviation and a source of precious animal protein, both milk and meat, to ever growing population. Despite of this, overall productivity in dairy industry is disappointingly low in many developing countries mainly due to poor infrastructure in milk-chain. In this part, we will look through various aspects of milk-chain, visit various types of dairy farmers, processors, retailers, and associated people, and discuss opportunities and possibilities in dairy and associated industries in participants' countries.

- (3) Improving rural livelihood by appropriate utilization, processing, distribution, and promotion of livestock products/by-products: Recognizing potencies and opportunities of livestock value-chains and related sectors.

In this part we look through various agricultural value-chains and associated activities. Here, focus is mainly given to interactions among producers, processors, and consumers, and integration between crop and animal agriculture. One such example is the Food Valley Tokachi project: Inspired by Dutch Food Valley, and promoted by Obihiro City and other towns/villages in the region, the project aims to increase value of livestock products through integrating crop/animal agricultures, food industries, and research/educational organizations in the region. We also look at an attempt to promote local consumption of locally produced food. Some local bakeries nowadays utilize only locally produced wheat flour for their breads rather than much cheaper imported flour. Such an attempt increases the value of local agricultural products, stimulates local economy, and contributes to improve livelihood of people. In this part, participants are given opportunities to rethink the potentials of their regions/nations and ways to improve them.

- (4) Efficient and practical recycling and utilization of various agro-bioresources, and trials to connect producers and consumers are learned through study tours.

In this course, a three or four-days study trip in and around Sapporo, the prefectural capital of Hokkaido with a population of nearly two million, is arranged. In this trip we are planning to visit a dairy museum, educational/tourist farms, and a feed processing plant. The main objectives of the trip are to understand, 1) the history of

Hokkaido and its agricultural development, 2) functions and potencies of educational farms for promoting agriculture to urban consumers, and 3) the potencies of urban waste/resource recycling for feed/fertilizer/energy production.

- (5) The plan for building/Improving functional livestock value-chains for sustainable rural development will be presented.

In the final phase of the course, each participant prepares the action plan and present it. Here, the participants are requested to demonstrate their achievements by drafting a plan to alleviate problems in their respective regions/countries through improving/creating livestock value-chains.

※ **Finalization Phase in respective countries**

1. Experience in Japan will be shared within the organization of participants.
2. Challenges and prospects in the field of animal agriculture for sustainable rural development will be discussed within the organization of participants.
3. Participants are requested to submit a report on their activities by answering “Questionnaire on the progress of the JICA ex-participants’ activity” to JICA Hokkaido International Center(Obihiro) by e-mail(jicaobic@jica.go.jp) six months after returning to their countries.

III. Conditions and Procedures for Application

1. Expectations for the Participating Organizations:

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the project for those specific purposes.
- (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the project to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.

2. Nominee Qualifications:

Applying organizations are expected to select nominees who meet the following qualifications:

(1) Essential Qualifications

- ① Current duties: Officers at senior staff level or higher in administrative organizations, research institutes, and non-profitable organizations like dairy cooperative, and lecturers or higher in universities related to livestock promotion,
- ② Experience in the relevant fields: More than three (3) years of experience in research and development, and policy making in livestock sector,
- ③ Participants should be in positions which are able to plan livestock promotion policies or make suggestions for them,
- ④ Participants should be nominated by their governments in accordance with the due procedures,
- ⑤ Educational background: a university graduates or equivalent,
- ⑥ Language: competent command of spoken and written English, which is equal to TOEFL iBT* 72 (CBT** 200/PBT*** 533) or more (The program is conducted wholly in the medium of English, therefore participants are requested to have sufficient English ability),
*iBT: Internet-Based Testing/ **CBT: Computer-Based Testing/
***PBT: Paper-Based Testing,
- ⑦ Health: must be in good health, both physically and mentally, to participate in the Program in Japan. Pregnant applicants are not recommended to apply due to the potential risk of health and life issues of mother and fetus.

(2) Recommendable Qualification

Gender Consideration: JICA is promoting Gender equality. Women are encouraged to apply for the program.

3. Required Documents for Application:

(1) Application Form: The Application Form is available at **the JICA office (or the Embassy of Japan)**.

(2) Photocopy of passport: to be submitted with the Application Form. If you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

(3) Nominee's English Score Sheet: to be submitted with the application form. If you have any official documentation of English ability. (e.g., TOEFL, TOEIC, IELTS)

(4) Inception Report: to be submitted with Application Form. Detailed information is provided in (ANNEX:Attachment)

4. Procedures for Application and Selection :

(1) Submission of the Application Documents:

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan).**

(After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Center in JAPAN** by **April 9, 2020**)

(2) Selection:

After receiving the documents through proper channels from your government, the JICA Office (or the Embassy of Japan) will conduct screenings, and then forward the documents to JICA Center in Japan. Selection will be made by the JICA center in consultation with concerned organizations in Japan. The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection. Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other relevant information in a comprehensive manner.

(3) Notice of Acceptance:

Notification of results will be made by the JICA Office (or the Embassy of Japan) **not later than May 8, 2020**.

5. Conditions for Attendance:

- (1) to strictly adhere to the program schedule.
- (2) not to change the program topics.
- (3) not to extend the period of stay in Japan.
- (4) not to be accompanied by family members during the program.
- (5) to return to home countries at the end of the program in accordance with the travel schedule designated by JICA
- (6) to refrain from engaging in any political activities, or any form of employment for profit or gain.
- (7) to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances, participants may be required to return part or all of the training expenditure depending on the severity of said violation.
- (8) to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

IV. Administrative Arrangements

1. Organizer:

- (1) **Name:** JICA Hokkaido Center (Obihiro)
- (2) **Contact:** Mr.Tadasu Kondo(jicaobic@jica.go.jp)

2. Implementing Partner:

- (1) **Name:** Obihiro University of Agriculture and Veterinary Medicine
- (2) **URL:** <http://www.obihiro.ac.jp/english/>

3. Travel to Japan:

- (1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.
- (2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan will not be covered.

4. Accommodation in Japan:

JICA will arrange the following accommodations for the participants in Japan:

JICA Hokkaido Center (Obihiro)
Address: 1-2, Minami 6-chome, Nishi 20-jo, Obihiro-city, Hokkaido, 080-2470, Japan
TEL: +81-155-35-2001 FAX: +81-155-35-2213
(where “81” is the country code for Japan, and “155” is the local area code)

If there is no vacancy at the center, JICA will arrange alternative accommodations for the participants.

5. Expenses:

The following expenses will be provided for the participants by JICA:

- (1) Allowances for accommodation, living expenses, outfit, and shipping.
- (2) Expenses for study tours (basically in the form of train tickets).
- (3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are not included).
- (4) Expenses for program implementation, including materials.

For more details, please see “III. ALLOWANCES “ of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

6. Pre-departure Orientation:

A pre-departure orientation will be held at the respective country’s JICA Office (or Japanese Embassy), to provide participants with details on travel to Japan, conditions of the workshop, and other matters.

V. Other Information

1. Participants who have successfully completed the training program will be awarded a certificate by JICA.

2. **School visit & Home visit**

For the purpose of the promotion of international cultural exchange, this training program includes a school visit to Japanese local elementary or junior high schools as well as communities. All the participants are requested to take part in this exchange program. To introduce your country, it is advisable for participants to bring some

- (1) musical instruments, and/or popular music CDs,
- (2) art crafts,
- (3) photos of foods, clothes, housings, and families of participants (digital data are preferable) and so on.

There are also some cases to introduce their country's dances and games.

3. **Courtesy call to Obihiro city & Ceremony**

The program includes courtesy call to Obihiro city and some ceremonies, for which it is recommended to bring appropriate clothes.

4. **Medical history**

In case you have or have had malaria, you are kindly requested to bring the medicine for malaria with you because it is quite difficult to obtain it in Japan.

5. **Climate**

The climate condition in Obihiro is given below. Participants are advised to prepare appropriate clothes.

Obihiro

Unit: Temperature(°C), Precipitation(mm)

		Weather Data for 2023											
		Winter		Spring			Summer			Autumn			
		Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Temperature (°C)	Maximum	-1.9	-0.6	4.0	11.9	17.6	20.8	23.5	25.2	21.5	15.6	8.0	1.1
	Average	-7.5	-6.2	-1.0	5.8	11.1	14.8	18.3	20.2	16.3	10.0	3.2	-3.7
	Minimum	-13.7	-12.6	-6.0	0.6	5.7	10.3	14.5	16.4	12.1	4.8	-1.5	-8.9
Humidity (%)		70	68	66	66	69	79	83	82	79	73	68	68
Precipitation (mm)		42.8	24.9	42.4	58.9	81.0	75.5	106.4	139.1	138.1	75.0	57.6	46.1

(Average from 1981 to 2010)

6. Items to be lent to participants by JICA

JICA provides participants with the following necessary items during the training period;

- 1) rain jackets & trousers 2) work jackets & trousers
- 3) rubber boots 4) warm jackets

*Therefore, participants don't need to take own items above.

7. Currency Exchange

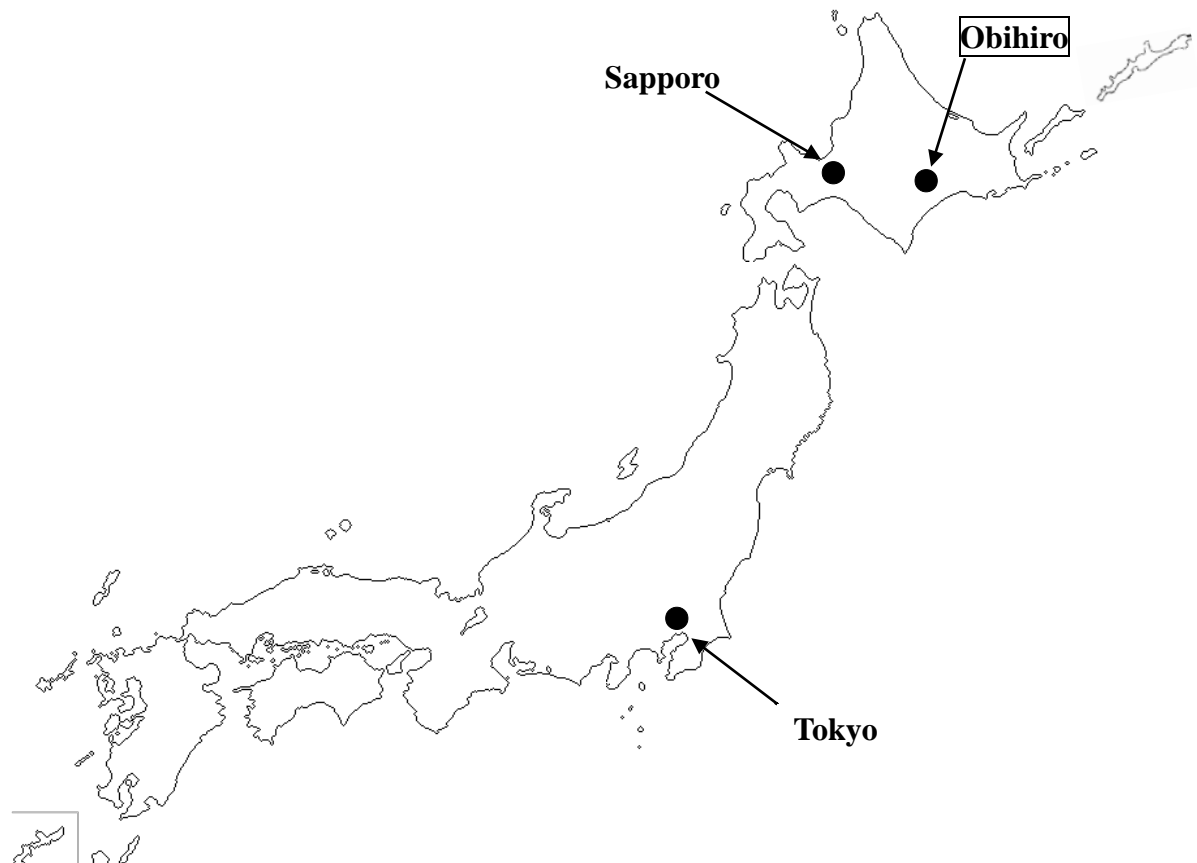
Participants are advised to exchange local currency to Japanese currency on your arrival in Narita (Haneda) airport if it is needed, since there is not enough time for currency exchange during training program.

8. Study Trip

As a supplemental program, there is a residential study trip during your stay.

Visit to Sapporo...Duration: About 4 days

Note: The schedule is subject to change due to the coordination of curriculum.



VI. ANNEX

Inception Report

Applicants are requested to prepare an Inception Report on the following issues and submit it to the respective country's JICA Office with Application Form .

a. Purposes

- (1) To clarify issues and problems presently faced in their work in order to facilitate the acquisition of knowledge and ideas leading to solutions during the training program.
- (2) To provide advance information regarding issues and problems faced by participants to lecturers and organizations concerned with the program as a point of reference in finding solutions.

b. Contents

Part 1: Basic Information

- (1) Name of applicant
- (2) Name of organization
- (3) Organization chart
- (4) Roles of the organization and the department to which the applicant belongs
- (5) Introduction of the work of which the applicant has been in charge for the last one year
- (6) Country Information (Outline of Agricultural Industry)

Subject	Contents
Country	
Capital City	
Population	
GDP proportion of agricultural Industry to the national total (%)	
Principal livestock (kinds of animals and rough number raised)	
Situation of the Dairy Farming	1) Number of livestock raised for Dairy Farming(milk cows and others) 2) Average consumption amount of milk per capita in the country (ex. liters in a year) 3) Main products made from milk in the country

- (7) Typical farming system in rural areas

Part 2: Issues and Problems

(1)

Subject	Issues and problems	Current approaches for solutions
Marketing of livestock products		
Processing of livestock products		
Farmers' group related to livestock sector		
Quality control of livestock products		
Research and extension of livestock		
Utilization of local resources as feed or fertilizer		
Utilization of animal by-products		
Genetic improvement		
Health and hygiene management		
Cattle management		

(2) Livestock product that participant could expect high value addition through creating Value Chain, and participant's Idea for realizing that.

c. Layout

Typewritten in English, 3-4 pages (12-point font, double spaced, A4 size paper)

d. Presentation

The Inception Report is to be presented by each participant using MS PowerPoint at the beginning of the program.

- (1) The time allocation for each presentation of the Inception Report will be about 8-10 minutes.
- (2) It is advisable to bring some materials such as pictures or other visual aids for your presentation.

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



CORRESPONDENCE

For enquiries and further information, please contact the JICA Office or the Embassy of Japan. Further, address correspondence to:

JICA Hokkaido Center (Obihiro)

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Website: www.jica.go.jp/english/

E-mail: jicaobic@jica.go.jp