



**Asia-Pacific
Economic Cooperation**

2014/ATCWG/010

Agenda Item: 6

**Report on Japan's 2014 ATCWG Project -
Conference on Enhancing Global Food Value Chains
(GFVC) in Asia-Pacific**

Purpose: Information

Submitted by: Japan



**18th Agricultural Technical Cooperation
Working Group Meeting
Beijing, China
16 September 2014**

**Report on Japan's 2014 ATCWG Project
--Conference on Enhancing Global Food
Value Chains (GFVC) in Asia-Pacific--**

Topics

I. Summary of Conference

*II. Global Food Value Chain (GFVC) under
Japan's Agriculture Reform*

Ministry of Agriculture, Forestry and Fisheries, Japan

September 16, 2014

***Conference on Enhancing Global Food
Value Chains (GFVC) in Asia-Pacific***

- **Date** : June 19 – 20, 2014
- **Venue** : Mita Conference Hall, Tokyo, Japan
- **Objective** : To foster an awareness of need to enhance GFVC and encourage to develop own initiatives
- **Participants** : Approx. 100 participants from APEC, ASEAN and OECD members

Conference on Enhancing Global Food Value Chains (GFVC) in Asia-Pacific

- **Speakers:**

- ✓ *Mr. Ken ASH, Director, OECD*
- ✓ *Ms. Weiqin WANG, Director, Ministry of Agriculture, P.R.China*
- ✓ *Mr. Robert KUYLEN, Vice President, North Dakota Farmers Union, USA*
- ✓ *Mr. Prapat PANYACHATRAKSA, Chairman, National Farmers Council, Thailand*
- ✓ *Mr. Andrew HILL, Manager, Ministry for Primary Industries, NZ*
- ✓ *Dr. Tahlim SUDARYANTO, Assistant Minister for International Cooperation, Ministry of Agriculture, Indonesia*
- ✓ *Ms. Vu Hong ANH, Official, Ministry of Agriculture and Rural Development, Viet Nam*
- ✓ *Mrs. Qing LIU, Senior Enginner, Chinese Academy of Agricultural Engineering, Ministry of Agriculture, P.R. China*
- ✓ *Mr. Muhammad Salim bin SAJARI, Undersecretary, Ministry of Agriculture and Agro-Based Industry, Malaysia*
- ✓ *Mrs. Patricia Ornelas RUIZ, Chief Director of the Agrifood and Fisheries Information Service, Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food, Mexico*

Conference on Enhancing Global Food Value Chains (GFVC) in Asia-Pacific

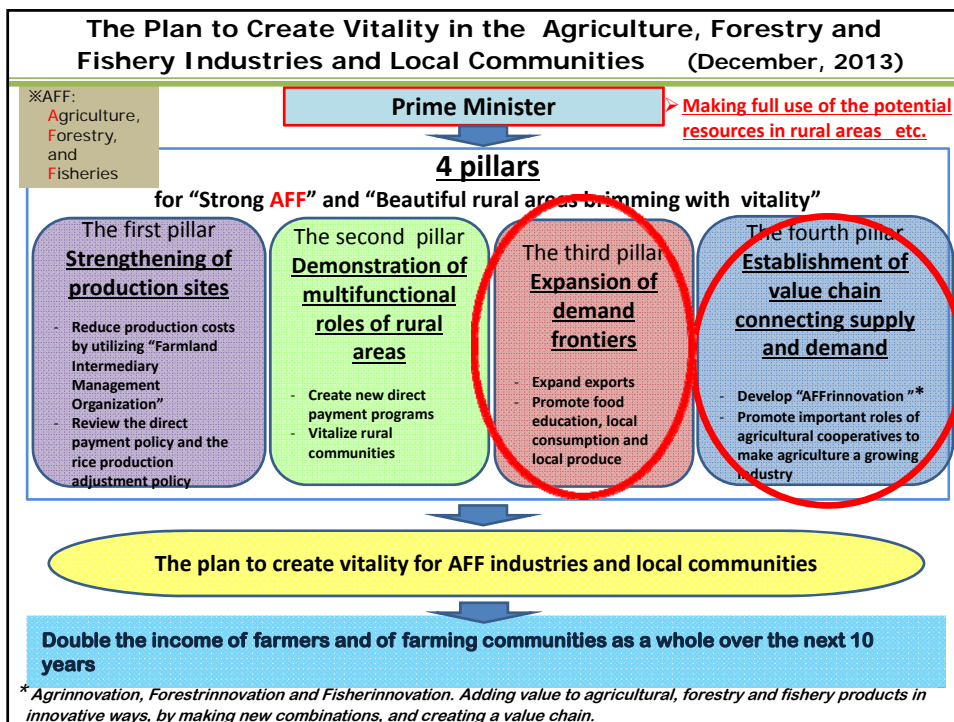
- Key factors to develop food value chains
 - Productive capacity
 - Infrastructure
 - Institutionalization
 - Business environment
- No single models fit all situation, but farmers can control local value chain and can benefit from public-private partnership type system to establish GFVC

Conference on Enhancing Global Food Value Chains (GFVC) in Asia-Pacific

- Dissemination of the outputs through Asia-Pacific Information Platform on Food Security (APIP)

<http://www.apip-apec.com>

Why is Japan promoting Global Food Value Chains?



"WASHOKU; Traditional Dietary Cultures of the Japanese"

- "WASHOKU; Traditional Dietary Cultures of the Japanese" was inscribed on the representative list of the intangible cultural heritage (ICH) of humanity on Dec. 4, 2013.
- Following this, it's important to protect and hand down Japanese dietary cultures into the future.

Keeping the concern by continuous PR

Protection and inheritance by "Shokuiku"

Further

Attention to Japan around the world
The International Exposition in Milan 2015
The Olympics in Tokyo 2020

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Golden opportunities to promote Japanese dietary cultures to the rest of the world

[What is the ICH?]

- According to the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, ICH means intangible cultures that communities, groups or individuals recognize as part of their cultural heritage.
- It includes performing arts, social practices, traditional craftsmanship, etc.

WASHOKU is a social practice based on the essential spirit of Japanese respect for nature.

Subline D: Various traditional cuisines are using the natural tastes of the ingredients.

Subline E: Well-balanced and healthy diet.

WASHOKU contributes to a healthy life, food life satisfaction and prevention of obesity among the Japanese since it offers a well-balanced and low-fat diet.

Feature 3: Emphasis on the beauty of nature in presentation.

The beauty of nature and the changing of seasons are emphasized in the presentation of WASHOKU. Plates are decorated with fresh flowers, bamboo, and natural objects like rocks, etc. in decoratively. The wooden bowl, decorative table, and so on with objects matched to the dishes are also closely associated with WASHOKU.

Feature 4: Community activities and events.

WASHOKU has developed using traditional knowledge and customs closely associated with nature and connection to annual events. It strengthens the bonds of family and community members when food, sake, pleasures, etc. are appreciated. The ingredients gifted by nature.

Conference on Enhancing Global Food Value Chains (GFVC) in Asia-Pacific -Cocktail Reception-



Thank you for your attention

If you have any questions, please e-mail at
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