



International Symposium on GIAHS and Family Farming 2022

Backgrounds

As an activity to implement the Japanese trust fund project for GIAHS, “Support through GIAHS Programme the International Activities for Sustainable Family Farming (GCP/GLO/283/JPN)”, an International Symposium on GIAHS and Family Farming will be held in 2022 in Japan to share an opportunity to learn from the experiences of family farmers in GIAHS sites for specific subjects.

The Symposium held virtually in October 2021 confirmed that the GIAHS approach could provide valuable inputs for the realization of Pillar 7 in the Global Action Plan of the UN Decade of Family Farming through ensuring food security and sustainability of agroecological production by family farmers and promoting the landscape management as well as transfer of traditional knowledge, cultures and social values rooted in the site.

The Symposium this year, namely in 2022, will be organized in a hybrid style to focus on more concrete activities of family farmers in GIAHS sites to promote marketing of their agricultural products from GIAHS sites through various methods and approaches (e.g., labelling or certification systems, exploration of new supply chain, new demand, niche market, etc.) and discuss their impacts as well as the issues and challenges faced by small-scale and family farmers to initiate and achieve successful outcomes of such market promotion activities.

In the dynamic conservation activities, it is quite important to improve economic conditions of farmers and activate rural communities to implement good site management. There are several GIAHS sites which have been actively implementing labeling or certification systems to convey the values embedded in their GIAHS sites to consumers and to increase the sales of the products. Some other GIAHS sites have been working to explore new supply chain (in such a way to promote purchasing of the products harvested in production site near the urban area or to establish farmers market) or new demand or niche market.

The Symposium will invite experts and representatives from the GIAHS sites in Japan as well as other countries to share their experiences of these market promotion activities and seek the key factors and conditions for achieving successful.

The information presented on the activities of market promotion from the nominated GIAHS sites and the outcomes of the discussion in the meeting will be summarized to make a report. This report will be further developed to form a material which compiles many case studies on how small-scale family farmers can carry out market promotion of the products from GIAHS sites.

A. Dates and Meeting Room Arrangement

- Dates: November 28-30 2022
- Venue: ODAIBA Hilton Hotel, 3F Sunrise Terrace; Tokyo, Japan
- Meeting Arrangement: Hybrid Style open to all interested people
 - Presenters from Japanese GIAHS sites and experts: Meeting in person
 - Presenters from foreign GIAHS sites and other audiences: Participation through video
- The meeting will be webcasted.

B. Participants

Presenters (see section E.)

- Experts and representatives from GIAHS sites
- Experts on marketing/ labeling of agricultural products
- FAO-GIAHS Secretariat



Audiences

- GIAHS sites stakeholders
- GIAHS experts
- Agricultural community and farmers
- Those involved in UN Decade of Family Farming
- Government officers and policy makers
- Researchers
- NGO
- Officers of FAO and other UN agencies

C. Objectives:

- 1) To understand well the effects of market promotion activities such as labelling, certification, branding, development of new supply chain, new demand and niche market on the improvement of economic conditions of small-scale family farmers in GIAHS sites;
- 2) To seek effective factor and conditions to develop and operate such market promotion activities for small scale family farmers

D. Language: English, Spanish, French and Japanese

E. Speakers

- (i) Experts and/or representatives from GIAHS sites in Japan
 - Sado's Satoyama in Harmony with Japanese Crested Ibis (Eco-labelling)
 - Traditional Tea-grass Integrated System in Shizuoka(Certification)
 - Osaki Kôdo's Traditional Water Management System for Sustainable Paddy Agriculture Kôdo (Certification)
 - Nishi-Awa Steep Slope Land Agriculture System site (Labeling/certification and exploration of new demand)
- (ii) Experts and/or representatives from foreign GIAHS sites
 - Aohan Dryland Farming System(China); Establishment of new value chain
 - Historical Irrigation System at l'Horta de València(Spain); Promotion of locally produced products as urban agriculture
 - Chiloe Agriculture site (Chile); Labelling of GIAHS
 - Barroso Agro-sylvo-pastoral System site (Portugal); Promotion of locally produced products
 - Argan Argan-based agro-sylvo-pastoral system within the area of Ait Souab-Ait and Mansour (Morocco): Supply chain development of argan products
- (iii) Experts on marketing, supply chain development of foods and agricultural products



Agenda and Timetable

Day 1: November 28 (Monday)

9:30-10:00 Japan Standard Time (JST)	Opening Ceremony: Moderator Yoshihide Endo	
9:30 - 9:40	Briefing on the Symposium	Mr Yoshihide Endo GIAHS Coordinator, FAO
9:40 - 9:45	Opening remarks	Mr Eiji Tanimura Deputy Director-General, Export and International Affairs Bureau, Japanese MAFF:
9:45 - 9:50	Opening remarks	Ms Eriko Hibi, Director, FAO Liaison Office Japan
10:00 – 17:30	Session 1: Moderator Yoshihide Endo	
10:00 - 11:00 45 min. Presentation 15 min. Discussion	Explanation on the market promotion initiatives of agricultural products in the GIAHS site: Type I (labelling, certification, branding, etc.)	<u>OHSAKI GIAHS site (Japan)</u> Mr Reiji FUNAHASHI General Manager, NPO: Fuyumizu Tanbo
11:00-11:30	Break	
11:30-12:30 45 min. Presentation. 15 min. Discussion	Explanation on the market promotion initiatives of agricultural products in the GIAHS site: Type I (labelling, certification, branding, etc.)	<u>SADO Island GIAHS site (Japan)</u> Ms Mako IKARASHI Chief of Toki and Satoyama Promotion, Division of Agricultural Policy, Sado City
12:30 -14:00	Lunch	
14:00-14:30	Side Event* : Report from the practitioners of market promotion in GIAHS sites	GIAHS site (tbd) (a farmer or a business operator)
14:30-15:30 45 min. Presentation 15 min. Discussion	Explanation on the market promotion initiatives of agricultural products in the GIAHS site: Type I (labelling, certification, branding, etc.)	<u>SHIZUOKA Tea Production GIAHS site (Japan)</u> Mr Yasutoshi SADA Technical Chief, Tea Promotion Division, Shizuoka Prefecture Government
15:30-16:00	Break	
16:00-16:30 30 min. Presentation	Explanation on the market promotion initiatives of agricultural products in the GIAHS site: Type I (labelling, certification, branding, etc.)	<u>NISHI-AWA GIAHS site (Japan)</u> Ms Yasuyo Toyonaga Deputy Director, Agriculture Support Unit, Department of Agriculture Tokushima Prefecture Government
16:30 –17:30 (SPT: 7:30-8:30) 30min. Presentation 30 min. Discussion	➤ Explanation on the market promotion initiatives of agricultural products in the GIAHS site: Type I (labelling, certification, branding, etc.)	<u>BAROSSO GIAHS site in Portugal</u> Ms Susan Luzio ADRAT (Associação de Desenvolvimento da Região do Alto Tâmega)

* Without Interpretation

The expected points for the presentation

Market Promotion Method Type I: Market promotion of agricultural products of GIAHS sites through labelling system, certification system, branding strategy, etc.



- (a) Please explain the entire outline of the system introduced as market promotion strategy (e.g., labelling, certification, branding?)
- (b) What kinds of agricultural products and processed foods are the target of the labeling/certification systems?
- (c) What is the purpose/basic concept of the labeling or certification system? Is it to simply inform or certify that the products are produced in GIAHS sites, or in addition, to prove any quality assurance or to inform the backgrounds or characteristics of the production process (e.g., in compliance with the good agricultural practice for maintenance of biodiversity/landscapes, long history of production or any other unique features)
- (d) What are the criteria and process/procedures to give permission for the GIAHS labeling or certification?
- (e) Which institute manages the labeling/certification system including permission, monitoring?
- (f) What are the impacts of the labeling/certification in terms of the visibility enhancement of the products, and any economic impact such as sales increase or price increase?
- (g) Is there any specific type of market to which the labelled agricultural products are sold?
- (h) What are the necessary conditions for small-scale farmers to fully take part in the system and to well share the economic benefit arising from the labelling or certification systems in GIAHS site?**

Day 2: November 29 (Tuesday)

9:00 – 12:00		
Session 1 (cont.): Moderator Yoshihide Endo		
9:00 - 10:00 (live from Chile: 21:00-22:00) 40 min. Presentation 20 min. Discussion	Market promotion initiatives of agricultural products in GIAHS sites: Type I (labelling, certification, branding, etc.)	<u>CHILOE Island site (Chile)</u> Ms Teresa Agüero Ministry of Agriculture, Chile
10:00-10:20 Break		
10:20-12:00	Summary Discussion on Session 1 <u>Discussion Point 1</u> How to develop effective labelling, certification, branding of GIAHS products which can convey well the values of GIAHS sites to consumers and promote their sales. <u>Discussion Point 2</u> How to involve small scale family farmers effectively and successfully in the above initiatives. Issues and challenges faced by them and any solution?	1. All the presenters from GIAHS sites 2. Other GIAHS sites
12:00 -13:30 Lunch		
13:30-14:00 30 minutes talk	Side Event*: Report from the practitioners of market promotion in GIAHS sites	GIAHS site (tbd) (farmers or business operators)
14:00-14:30 30 minutes talk	Side Event*: Report from the practitioners of market promotion activities in GIAHS sites	GIAHS site (tbd) (farmers or business operators)
Session 2: Moderator Ms MariaClelia Puzzo FAO		
14:30-15:30 (CET: 6:30-7:30) 40 min. Presentation 20 min. Discussion (all presentation in case of recording)	Market promotion initiatives of agricultural products in GIAHS sites: Type II (development of new supply chain, new demand, niche market, etc.)	<u>Argan GIAHS site (Morocco)</u> Mr. Mohamed Razin
15:30-16:00 Break		



<p>16:00-17:30 (CET: 8:00-9:30) 70 min. Presentation 20 min. Discussion</p>	<p>Market promotion initiatives of agricultural products in GIAHS sites: Type II (development of new supply chain, new demand, niche market, etc.)</p>	<p><u>VALENCIA GIAHS site (Spain)</u> • Professor José-María García-Alvarez-Coque, Department of Economics and Social Sciences, University of Valencia and local stakeholders • Ms. Amparo Martí Member of the local council at the Meliana municipality, València • Ms. Natalia Castellanos Rural agent and dinamizer at l'Horta</p>
---	--	--

* Without Interpretation

The expected points for the presentation for Market Promotion Method Type II: Market promotion of agricultural products of GIAHS sites through development of new supply chain, new demand, niche market collaboration with specific users for marketing purpose, etc.?

- (a) Please explain in detail which type of market promotion activity is undertaken in your GIAHS site?
- Development of new supply chain and new market including specific delivery channel or e-commerce, etc.
 - Development of new type of demand
 - Promotion of locally produced products in trade fairs.
 - Promotion campaign of GIAHS site products in media, social network
 - Development of new users or network of the supporters of the products from the GIAHS site
 - Other initiatives
- (b) How are the impacts of these market promotion activities in terms of the visibility enhancement of the products, and economic impacts such as sales increase or price increase, and increase in agricultural production?
- (c) **What are the necessary conditions for small scale farmers to fully take part in the system and to well share the economic benefit arising from these market promotion activities in GIAHS site?**



Day 3: November 30 (Wednesday)

9:30–17:00 Session 2 (cont.): Moderator Ms MariaClelia Puzzo FAO		
9:30-10:10 40 min. (Video Presentation)	The impacts of effective labelling schemes of agricultural products and the issues and challenges faced by farmers	Ms Florence Tartanac , Senior Officer, ESN, FAO
10:10-11:00 40 min. Presentation 10 min. Discussion	Market promotion initiatives of agricultural products in GIAHS sites: Type II (supply chain, new demand, niche market, etc.)	<u>NISHI-AWA GIAHS site (Japan)</u> Mr Masahito Ohshima Deputy Director, Industry and Economics Division, Tsurugi City Government
11:00-11:30 Break		
11:30-12:30 <u>(CST: 10:30-11:30)</u> 40 min. Presentation. 20 min. Discussion	Market promotion initiatives of agricultural products in GIAHS sites: Type II (supply chain, new demand, niche market, etc.)	<u>AOHAN GIAHS site (China)</u> Professor Wenjun Jiao Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences
12:30 -14:00 Lunch		
14:00-15:00 50 min. Presentation 10 min. Discussion	How to promote marketing, labelling, supply chain development and the issues and challenges faced by small scale of family farmers	Mr. Yuzuru Matsumoto Executive Director, Farmers Forestry, Cor., Ltd
15:00-15:30 Break		
15:30-17:00	Summary Discussion <u>Discussion Point 1</u> How to develop new supply chain, new demand, niche market which can contribute to sales promotion of GIAHS agricultural products? <u>Discussion Point 2</u> How to involve small-scale family farmers effectively and successfully in the above initiatives. Issues and challenges faced by them and any solution?	1. All the presenters from GIAHS sites 2. Other GIAHS sites 3. Any rural community which has the similar experiences