



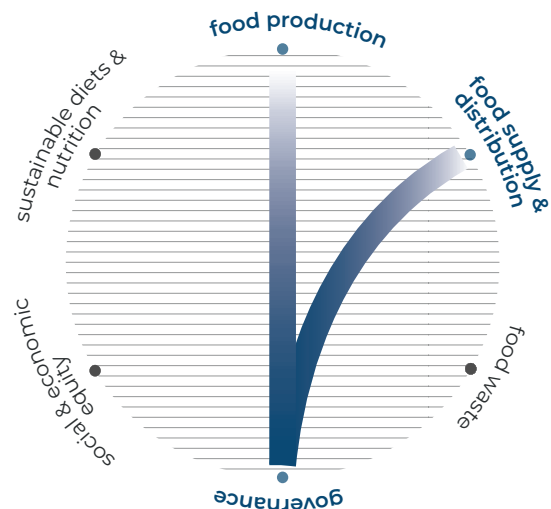
WANJU COUNTY REPUBLIC OF KOREA

Title of Practice

WANJU: SUPPORTING LOCAL AGRICULTURE THROUGH DIRECT FOOD MARKETING

Milan Urban Food Policy Pact Category
GOVERNANCE

Main impacts on other MUFPP categories



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Context

As South Korea has 23 percent of food self-sufficiency rate (based on grain) and is the largest importer of edible GMOs, the sustainability of food production in the country is currently at risk. Rural societies are also facing several issues: about 500 000 farmers are disappearing each year, while 80 out of 265 local governments are on the verge of extinction, due to the deepening urban-rural imbalance. Therefore, in 2008 Wanju-gun has launched the "Local Food Project No. 1", as part of its **regional food localization strategy**. This policy encourages the production and distribution of local food, through the establishment of direct food markets, which connect local small farmers and consumers. The aim of this practice is to restore and support regional production, while renewing the communal character of rural areas and restoring the foundation of their livelihoods. About 2 000 smallholders are currently involved in the project, providing food to Wanju, the nearby Jeonju City and Seoul City.

Overview of the food practice

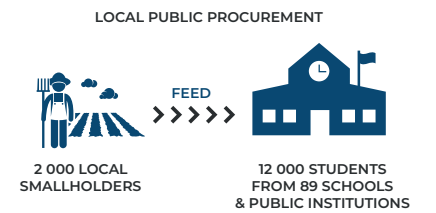
The practice is Korea's first case of integrated food policy initiative at the local level. It established a dedicated organization and promoted the integration of policy processes related to local food, defining a clear policy goal (organizing target) and policy means (planning and production system expansion, expansion of consumer market, integrated logistics system), while enhancing the system organization (private operating organization, administrative dedicated organization) and maintenance (establishment of related ordinance), among others.

The activities are focused on the **restoration of local production, centred on small-scale farmers**. In order to construct a small-scale production system, 2 000 small family farms are organized, ten elderly job-type Durae farms are formulated, 200 small houses (330 m²) and 170 small low-temperature storage rooms are supported by local governments to promote production reorganization. Furthermore, the policy supports local processing of local non-GMO agricultural products, fostering the livelihoods of 30 village communities. Two farmers' processing centers have been established for systematic improvement of food processing, responsible for the production and supply of over 250 products. In order to market them, 12 direct sales locations have been established in Wanju and in the nearby Jeonju City, connecting **2 000 local smallholders to 100 000 consumers**. The initiative has also fostered the sustainable character of the local public procurement, supplying the canteens from **89 schools and public institutions** in Wanju-guns and part of the autonomous region of Seoul with sustainable food.

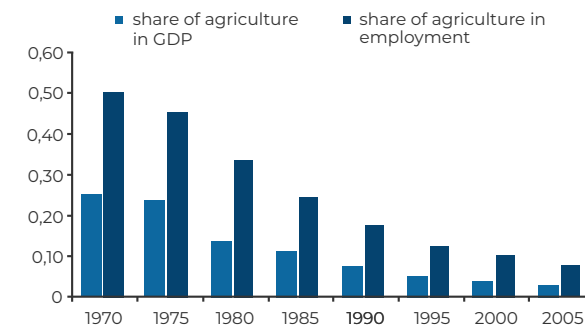
Results and lessons learned

The innovative practice implemented by Wanju County produced several results, both at the local and national level. These include:

- ensuring sustainable livelihoods of local farmers from 2 000 small and medium-sized family farms. The annual sales amount to KRW 60 billion (approximately USD 55 million) and 90 percent of the revenues is returned to the producers, enhancing the return of rural migrants (around 2 000 families a year);
- creation of local food cooperatives, through the establishment of a multi-stakeholder cooperative, involving 1 200 consumers and workers and consisting of KRW 600 million (approximately USD 550 000) in capital;
- development of the local food front-to-back associative industry, including around 300 social economic organizations, such as village companies, local community companies and processing companies connected with local food activities; and
- contribution to regional economic development and job creation, coupled with a change in central government policy. This involves the introduction of the Local Food Policy Law (Ministry of Agriculture and Food in 2013) and the introduction of the Local Unit Food Plan Policy (Ministry of Agriculture and Food in 2017).

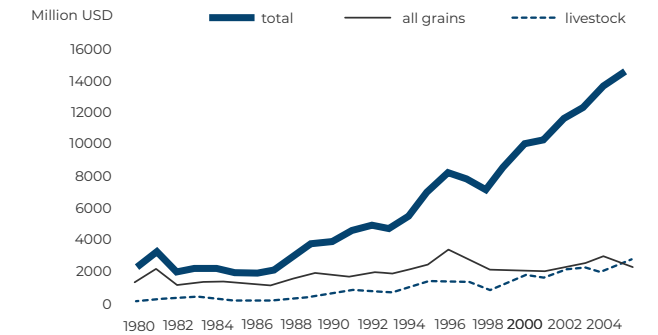


CONTRIBUTION OF AGRICULTURE TO THE ECONOMY OF SOUTH KOREA, 1970 - 2005

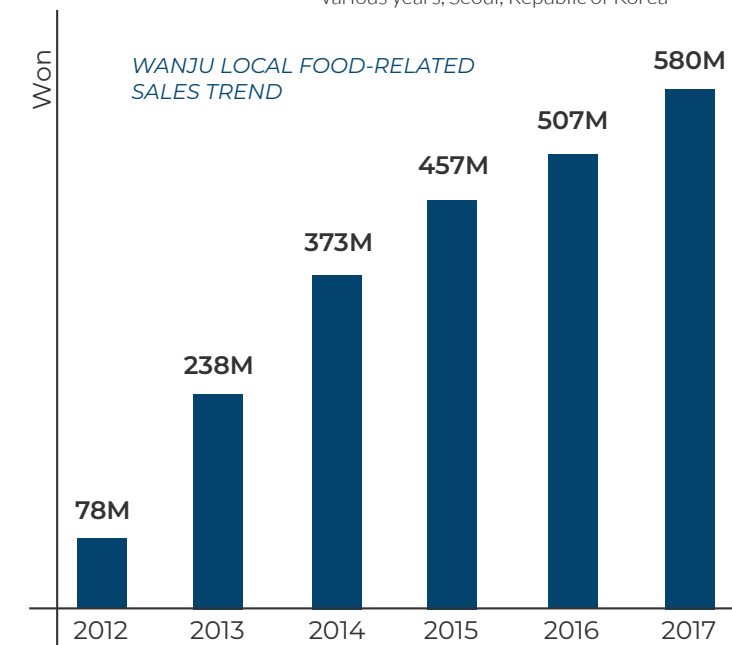


Source: MAF, *Statistical Yearbook of Agriculture and Forestry*, various years, Seoul, Republic of Korea

IMPORTS OF AGRICULTURAL PRODUCTS IN SOUTH KOREA 1980 - 2005



Source: Wanju County, Republic of Korea



- Choi, Y. C. & Kim, H. S. 2015. *Success Factors of the Local Food Movement and Their Implications: The Case of Wanju-gun, Republic of Korea*. 2nd Global Conference on Business, Economics, Management and Tourism. Prague, Czech Republic
- <https://bit.ly/2JdTH7j>

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This publication has been initially drafted by the city government in the framework of the 2016 and 2017 Milan Pact Awards and does not necessarily reflect the views or policies of FAO.