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Scene Setting: Overview of Objectives and Expected Outcomes of the Webinar

FAO's Webinar on Stocktaking and Lessons Learned from the Implementation of One Village-One Product in Asia and the Pacific

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FAO Regional Office for Asia and the Pacific

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1. What is OCOC



1.1 Background on Special Agro-products

- ***Definition of SAP:*** Special agro-products (SAPs) referring to all kinds of agricultural products, which could be currently or potentially, recognized as unique in terms of national identities, flavor or nutritional content and attractive to domestic and international market demands.
- ***Importance of SAPs:*** Ensuring food security and nutrition; increasing farmer's income; and eliminating poverty.
- ***Challenges of SAPs:*** Natural resource constraints; Environmental pollution; Ecological degradation; and Climate change.
- ***Solutions to SAPs:*** Promoting green development by optimizing functionality of SAP production system, minimizing application of agri-chemicals, and maximizing integrated agricultural profits.

1.2 Rationale of OCOC

- *A FAO Global Action (GA) on green development of SAPs is proposed to serve as four functionalities:*
 - ***Fundamental approach*** to contribute to achieving SDGs.
 - ***Effective instrument*** to implement FAO Strategic Framework 2022-2031, in particular DG's vision on “**Four Betters**” (Better production, Better nutrition, Better environment, and Better life).
 - ***Key platform*** to help Members implement Country Programming Framework (CPF) in align with SDGs.
 - ***Useful tool*** to mobilize available and potential resources (technical, human and financial) for achieving FAO mission and SDGs.

1.3 Approaches of OCOC

- ***Collaborative design and country-led implementation:*** Developing the GA by a Task Force in consultation with Decentralized Offices (DOs) and relevant stakeholders; and implementing the GA by all selected Members with support from DOs and HQs.
- ***Demand-driven and comparative advantage-oriented:*** All FAO Members are encouraged to join the GA based on their demand and comparative advantage; and each Member should focus on at least one SAP (mainly for demonstration) in crop sector initially (later on, to be extended to livestock, forestry and fishery)
- ***Green tech-mainstreamed and food chain-based:*** Integration, demonstration and dissemination of innovative green tech for production (including post-harvest), storage and processing of SAPs, as well as for promotion of their market access.
- ***Multi-disciplines-involved and multi-stakeholders-engaged:*** Covering disciplines of conventional and modern technologies; and involving stakeholders of academia, research, extension and policy support as well as NGO, farmers organization, private sectors and financial resource.

1. 4 Key Actions

- ***Promotion of green production.*** Integration, demonstration and dissemination of green technical system for production, with relevant green policies and standards formulated.
- ***Promotion of green storage.*** Integration, demonstration and dissemination of green technical system for storage, with relevant green policies and standards formulated.
- ***Promotion of green processing.*** Integration, demonstration and dissemination of green technical system for processing, with relevant green policies and standards formulated.
- ***Promotion of green market access.*** Establishment and operation of a market access platform for the selected SAP nation- and world-wide.

1. 5 Outputs

- ***Establishing*** one Green Tech Transfer Center of excellence (or FAO Reference Center) with 3-5 tech demonstration and dissemination pilot sites.
- ***Extending*** a series of Green Tech Packages for production, storage, and processing of selected SAPs.
- ***Developing*** a set of Green Enablers (policies, standards) for production, storage, and processing of the selected SAPs.
- ***Setting up*** market access platform for selected SAP at national, regional and global levels.
- ***Formulating*** a coordination mechanism for promoting green development of SAPs nationwide.

1.6 Outcomes

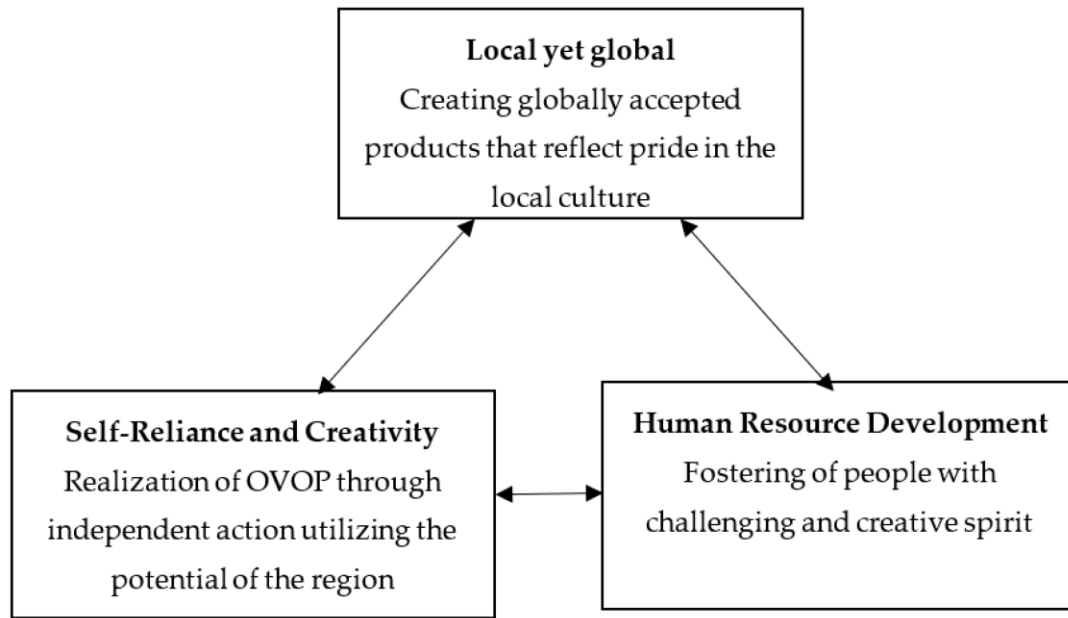
- ***Economic outcomes:*** Productivity and quality increased by 5-10%; crop loss and waste decreased by 10-30%; investment of agro-inputs reduced by 10-30%, and farmer's income increased by 10-30%.
- ***Social outcomes:*** Tech capacity and innovative science and technology enhanced at national, institutional and individual levels; youth and women involved significantly; and rural livelihood improved sustainably.
- ***Ecological outcomes:*** Land and seeds saved by 5-10%; application of chemical fertilizers and pesticides reduced by 10-30%; and biodiversity loss reduced at a certain degree.

2. OVOP Initiatives in the Asia-Pacific Region

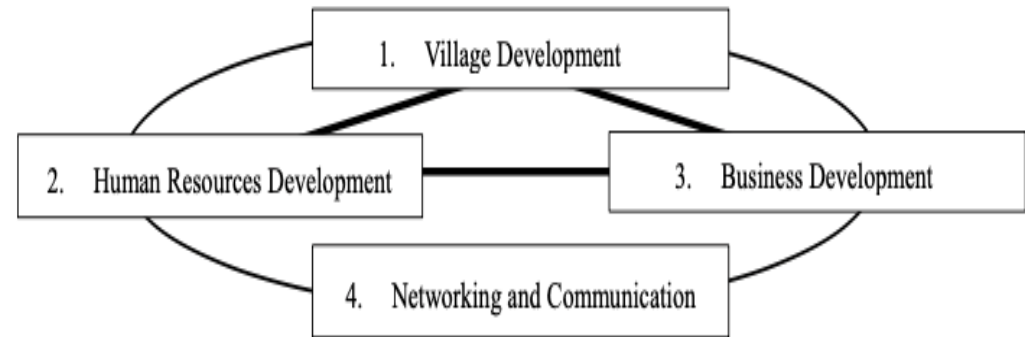
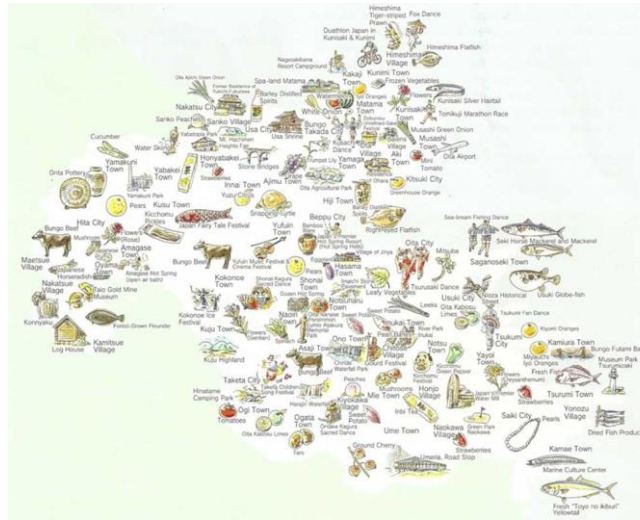


2.1 Origin: Japan

- OVOP originated in Japan (Oita) in 1979.



The three principles of the Oita OVOP Movement



The Basic Scheme (4 Pillars) of the Oita OVOP Movement

2.2 Expansion

- OVOP has drawn strong attention regionally and globally.
- Asian region has the numerous adopters of the OVOP model.
- OVOP and similar home-grown initiatives have diversified objectives, approaches, governance and outcomes in each country.



2.3 Non-exhaustive List of Country OVOP in Asia

Country	Implementing agency	Title of programme and year of initiation	Main objectives	Direct and indirect beneficiaries	Chosen modalities
Bangladesh	Export Promotion Bureau	One District One Product 2008	Alleviate problems generated by rural to urban migration		
Cambodia	OVOP National Committee	One Village One Product 2006	Local Development and expanding export basket	Local communities and small business, trade associations	Technical assistance, product development
China	Several	One Hamlet One Product; One Village One Treasure, One Community One Product, OVOP, etc. 1983	Poverty reduction in rural agriculture-based areas based on brand agriculture	Local rural communities and government	Capital improvement, product development
India	Ministry of food processing industry	One District One Product' 2020	Develop agriproducts with comparative advantages for export		
Indonesia	Ministry of Agriculture	OVOP Agribusiness Project; Back to Village 2011	Rural agricultural development, citrus plantations		Maret and branding support, business development
Japan	Oita Prefectural Government	OVOP 1979	Reverse rural depopulation, increase regional autonomy and reduce dependency on central government	Local communities, local and provincial governments	Product development, community development, business development
Lao PDR	Department of Production and Trade Promotion	Neuang Muang, Neuang Phalittaphan Movement 2009	Promote local small business and improvement livelihood of local residents	Small business	Technical assistance, product development, business training
Malaysia	Ministry of International Trade and Industry	Satu Kampung, Satu Produk Movement; Satu Daerah, Satu Industri 2006	Developing local industries into a commercially viable product	Rural communities	Product development, business education
Mongolia	Office of the Deputy Prime Minister	Neg Baag, Neg Shildeg Buteegdekhуun 2005	Develop rural entrepreneurial capacity and facilitate a business-conducive environment	Local businesses	Entrepreneurial and business development, product development
Nepal	Chambers of Commerce and Industry	OVOP 2006	Engage local skills and resources in creating enterprises and employment opportunities for balanced economic growth	Local communities and businesses	Technical assistance, product development, capital improvement
Pakistan	Ministry of Production	Aik Hunar Aik Nagar 2007	Increase exports and reduce rural poverty	Trade associations and local communities	Small-medium enterprise growth, business skills development, female empowerment
Philippines	Department of Trade and Industry	One Town One Product; One Barangay One Product; One Region One Vision 2004	Local entrepreneurship promotion and agricultural employment creation	Local businesses	Small-medium enterprise growth, financial assistance
Thailand	Office of the Prime Minister	One Tambon One Product 2001	Local entrepreneurship and rural stimulus program	Local communities and disadvantaged groups	Product development, technical development, entrepreneurial stimulus
Vietnam	Department of Agriculture and Rural Development	One Commune One Product 2013	Integrated rural development		

2.4 Diversified Objectives and Approaches

Objectives/approaches	Top-down	Bottom-up
Economic Poverty alleviation, food security, trade and investment, SMEs and industrialization, etc.	Thailand, Malaysia, Indonesia, Philippines, Bangladesh China	Myanmar, Cambodia, Vietnam, Lao PDR, Pakistan
Social Rural development, reduced inequality, disadvantaged groups/indigenous minorities, employment	Brunei China Vietnam	Japan
Cultural Community development, traditional heritage and knowledge	Mongolia	Thailand Vietnam

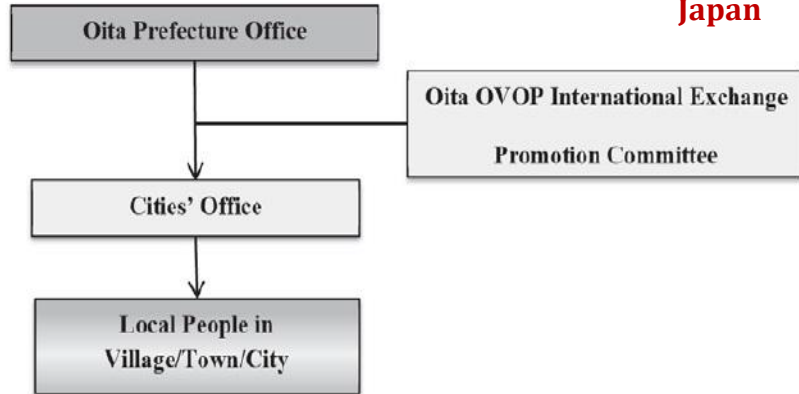


Related key SDGs

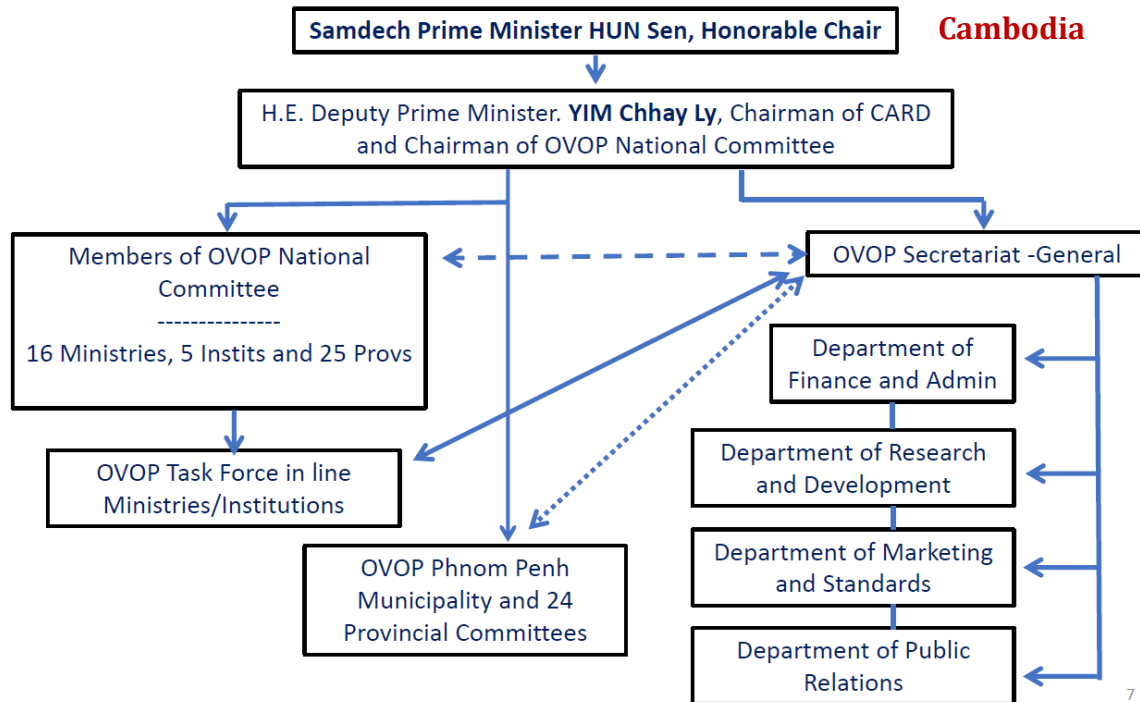


2.5 Diversified Governance Structure

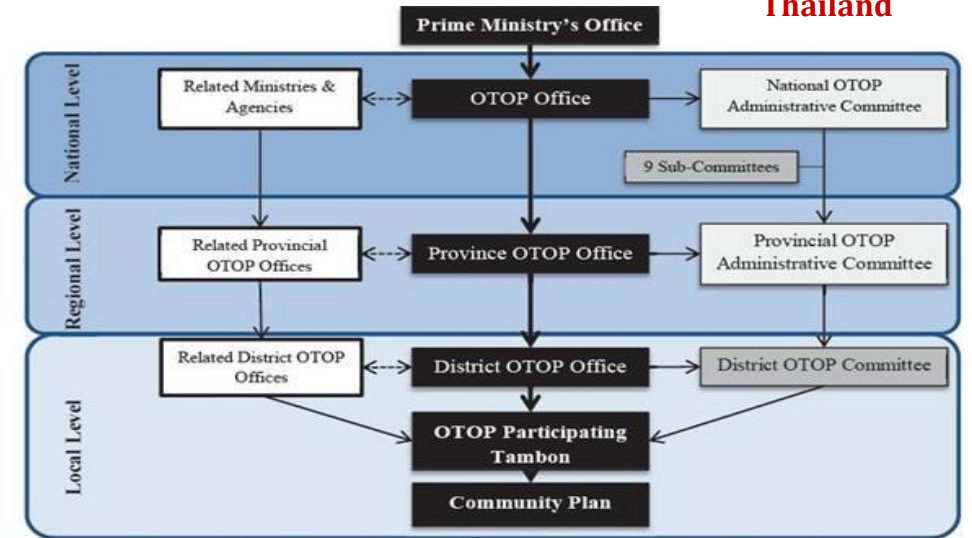
Japan



Cambodia

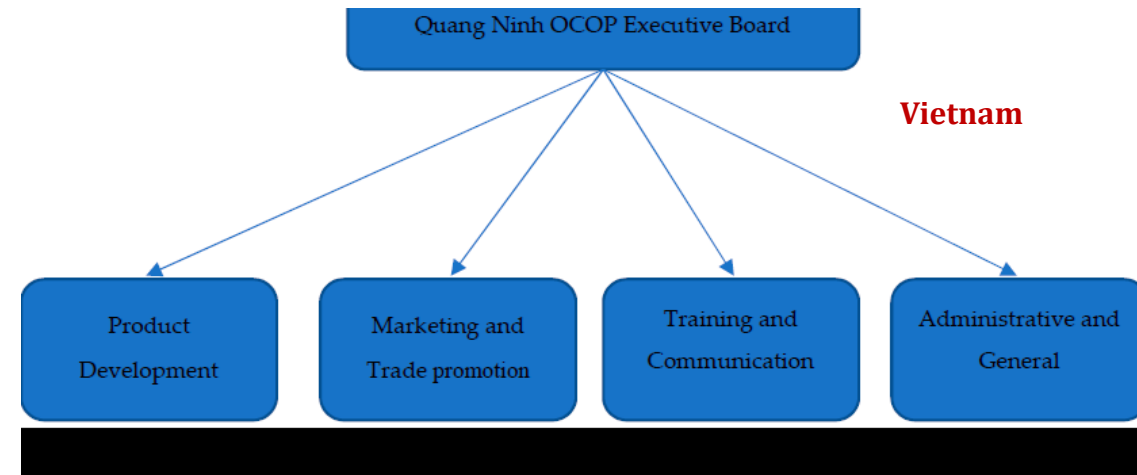


Thailand



Source: Regulation of the Office of Prime Minister on National OTOP Committee (No.2) B. E. 2002

Vietnam



2.6 Common Features

- Effective leadership
- Strong governance (national/provincial/local; inter-ministerial)
- Poverty reduction, rural development, economic revitalization, employment
- Value chain development and SMEs
- Creativity and innovation
- Self-reliance
- Partnership and networking
- Maintain community cultures and participation



3. From OVOP to OCOC



3.1 OCOC: Building on OVOP with Innovation and Value Addition



- Selected products
- Objectives & outcomes
- Structure
- Best practices
- Gaps and challenges
- Lessons learnt

- One commodity
- National action plan
- **Regional prototype and coordination**
- Global partnership and market

3.2 Holistic Food Systems and Value Chain Development



Connecting primary, secondary and tertiary industries

4. About Today's Webinar



4.1 Objectives and Intended Outputs

- Objectives:
 - ❖ Take stock on national experiences of OVOP or homegrown similar initiatives
 - ❖ draw lessons and identify key elements in developing and implementing the OCOC initiative in A&P region.
- Intended outputs
 - ❖ Share information on ongoing OVOP initiatives
 - ❖ Identify the elements necessary for successful implementation
 - ❖ Propose a roadmap for developing a regional OCOC prototype

4.2 Outline of the Webinar

1. Opening remark by Mr. Jong-Jin Kim, ADG/RR, FAO RAP
2. Scene setting: overview of objectives and expected outcomes of Webinar
- 3. Country presentation on OVOP**
- 4. Open discussions**
5. Wrap up and closing remark by Mr. Jong-Jin Kim





Thank you!

