

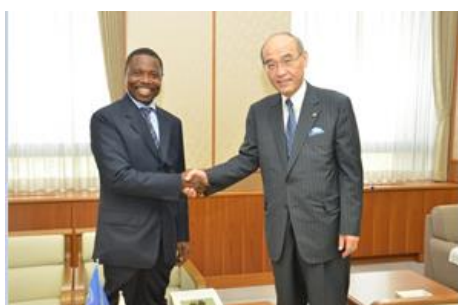
Konnichiwa!

Food and Agriculture Organization of the United Nations
Liaison Office in Japan

July, 2015



Message from the Director



With the Governor of Ishikawa Prefecture, Mr. M. Tanimoto

Konnichiwa! After having worked with LOJ for more than two years and providing an excellent contribution to the team, our colleague Yumiko Arai left at the end of June and returned to her career in music. Her farewell message can be found on the second page.

On the work front, the second quarter has provided LOJ with a number of opportunities to further diversify its partnerships across Japan.

The World Milk Day was celebrated on 1 June under the auspices of J-Milk, an organ of Japan Dairy Association which aims to ensure “stable supply of domestic milk and dairy products”, and to “build trusting relationship with consumers”. With the support of Michael Griffin and Emanuele Marocco of

ESN, LOJ prepared a video message (accessible [here](#)) which was shown to the participants of the World Milk Day Memorial Academic Forum, organized on 30 May in Tokyo. We hope to continue working with J-Milk to expand our outreach to companies in the dairy food industry.

LOJ also contributed to a TV show produced by NHK, the leading TV broadcasting company in Japan. During the interview, I took the opportunity to stress the importance of edible insects in improving food availability and nutrition, but also in creating environment-friendly investment niches which are also inclusive for the poor. Having eaten many of these insects myself, I found the subject particularly exciting. The programme was aired on 6 June 2015. Given that NHK has the largest audience in the country, further collaboration with this broadcaster would be beneficial to the Organization, particularly to the promotion of its image across the country. We thank Paul Vantomme of FOM for his support on this topic.

Last but not least, LOJ responded to an invitation by the office responsible for Globally Important Agricultural Heritage Systems (GIAHS) in Ishikawa prefecture, which hosts some of the first Japanese GIAHS sites recognized by FAO in 2011. The two-day visit featured a meeting with the Governor, an exchange of views during a meeting of the association of local rice producers, and a field visit to GIAHS sites. The following week, the Director, NRL requested LOJ to represent the Organization at the Second Conference of the Asia and Pacific Research Association for Agricultural Heritage Systems (ERAHS), where FAO had the privilege to deliver the first keynote address. Field visits were also part of the Conference. These two occasions have contributed to further deepening LOJ’s knowledge of GIAHS, while also helping approach potential partners. Grateful thanks to Moujahed Achouri and Mary Jane de la Cruz in NRL for their support.

While there is still a long way to go, we have the impression that, day by day, small steps are being accomplished in placing world food security issues in the agendas of ordinary Japanese people, and in attracting potential partners as the Organization strives to eliminate hunger in our lifetimes.

Charles Bolika

MISSIONS

- An organic agriculture team from Mongolia (TCP/MON/3503) visited Japan on 14 and 15 April to study organic certification systems, labelling and inspection in Japan. LOJ arranged the meetings with some organic marketing groups as well as officials in the Ministry of Agriculture, Forestry and Fisheries.
- With support from LOJ, the ADG/Regional Representative, RAP visited Tokyo on 26 June to discuss with Japan Overseas Cooperation Agency and the UN University how to attract young Japanese professionals or graduates to work for FAO.



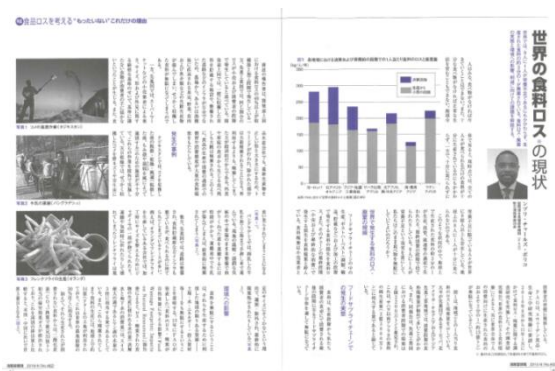
EVENTS

- 12 June: At the request of Yokohama Association for International Communications and Exchanges (YOKE), a public institution, Kaz Watanabe made a presentation to a group of students from various schools and universities, mainly from Yokohama City. It is encouraging to note that young university and high school students are showing increasing interest in world food security issues.
- 22 June: JICA Training Course – Kaz Watanabe gave a three-hour lecture on global food issues and FAO's role to 12 international trainees from Central Asia. All the trainees were irrigation experts who displayed excellent knowledge of food security issues.
- 25 June: Charles was invited to contribute to the course "Introduction to Global Studies" at Sophia University by sharing his international experience in education and career planning. The students were particularly assertive and actively participated in the discussion that ensued.

INTERVIEWS AND MEDIA COVERAGE

14 May: As already mentioned, Charles was interviewed for a programme by NHK, the leading TV broadcasting company in Japan, on edible insects. The programme was aired on 6 June, largely drawing from FAO Forestry Paper #171 "Edible insects: future prospects for food and feed security".

1 June: Charles contributed an article on Food Loss and Waste in the monthly magazine "Information for Consumers" issued by Kansai Consumers Association. The magazine has 2,000 readers across the Kansai region in Japan.



FAO MATERIALS ISSUED IN JAPANESE

6 Press Releases were selected and translated into Japanese and posted on the LOJ website, which received **10,676 visits** during these months. The monthly electronic newsletter was also regularly disseminated to its approximately 800 Japanese subscribers. The spring version of LOJ's quarterly magazine "World Agriculture and Fisheries" was issued in March; nearly 800 copies have been widely shared with local libraries, schools and the general public.

FAREWELL – Yumi left LOJ



After graduating in music, I was happy playing in orchestras and had no plans whatsoever for a career outside music. That lasted until 2008, when a friend requested my help with on-site interpretation at TICAD IV (Tokyo International Conference on African Development). I found myself greatly enjoying working in an international environment utilising my language skills.

Time always flies, but I think it goes even faster when you are enjoying your activities. This is what happened during the last two years and four months, thanks to the fantastic support from everyone at LOJ and at FAO, where I have been in charge of information and PR activities.

I am now going back to music, but I am sure that what I have acquired through working at FAO will remain with me in every aspect of my life from now on.

I wish everyone happiness and continued success, and hope that our paths will cross again.

Yumiko Arai

WEBSITE ANALYSIS AT A GLANCE

This graphic shows the five most popular pages of LOJ website. The top viewed page is the FAOSTAT, where LOJ has placed guidelines in Japanese on the use of the database.

