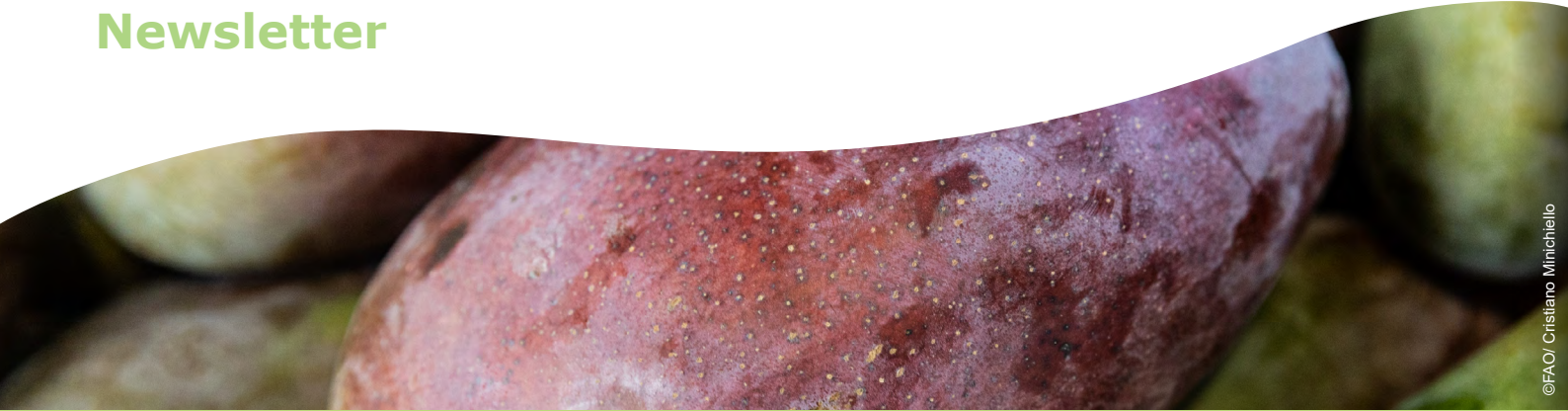




# FAO One Country One Priority Product Newsletter

July, 2023 – Issue #3



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## Highlights

**Re-elected FAO Director-General QU Dongyu highlighted the One Country One Priority Product Initiative (OCOP) in his opening statement at the 43rd Session of FAO Conference on 3 July 2023.**

OCOP is one of five core initiatives that the Director-General started in his first mandate. “The OCOP places the production, distribution and marketing models of smallholders and family farming at the centre of interventions,” he remarked. “It helps countries leverage their potential and identify Special Agricultural Products (SAPs) adapted to their agro-ecological production systems, and national or cultural heritage, ensuring improved access to stable markets and acting as a key entry point for reaching their defined priorities”.

**Regional Launch Event and Workshop on the Implementation of OCOP Country Projects in Africa.** Over 100 participants from all FAO Regions were hosted on 12 and 13 June 2023 in Malawi, a forerunner of the region with its demonstration of sustainable value chain development of bananas. Thirty-five countries had representatives learning from Malawi’s example, engaging with stakeholders and building momentum for OCOP. Ms Beth Bechdol, FAO Deputy Director-General, provided the opening and closing remarks and actively participated throughout the event. She described OCOP as a catalyst

for transformation that “focuses on diversification and on unlocking the untapped potential of agricultural products, and in identifying and addressing gaps in the value chain – from production to post-harvest, marketing and consumption.”



DDG Bechdol and Director Xia on an OCOP field visit in Malawi

**Regional Launch Event and Workshop on the Implementation of the OCOP Country Projects in Europe and Central Asia** was hosted in Uzbekistan on 2 and 3 May 2023. Participants came from nine countries in the region and included national focal points from the Governments and FAO Country Offices. They were joined by agrifood value chain specialists, cherry experts from China, development partners, researchers,

## Current status of the OCOP initiative



Five food value chain assessments are underway, for the SAP selected by each OCOP demonstration country



Four new OCOP projects have started under the FAO Technical Cooperation Programme in Africa



Five million USD from FAO-China South-South Cooperation is the largest single contribution to the OCOP



An intern funded by Carlo Schmid/DAAD joins the OCOP Secretariat in September 2023

farmers associations and representatives from the private sector of Uzbekistan. The event was opened and closed by Mr Jingyuan Xia, Director of FAO's Plant Production and Protection Division (NSP), who congratulated on a successful event and advised the national focal points to report its outputs to their respective Governments and FAO Country Offices.

**Regional Launch Event and Workshop on the Implementation of the OCOP Country Projects in Asia and the Pacific** took place in Bangladesh on 19 and 20 July 2023. Over 100 participants from 22 countries gathered to exchange knowledge and discuss their sustainable development projects for 20 SAPs. In his opening and closing remarks, Director Xia thanked everyone for their active participation and reiterated the objectives of the OCOP.

More details about these highlights are available in news articles on the OCOP web page<sup>1</sup>

## Implementation and Coordination

**Inception workshop for sustainable development of date palms in Egypt on 8 May 2023.** The importance of date palms and planned activities to enhance their value chain were presented for discussion by participants and stakeholders.

**Expert training on sustainable food value chain analysis for OCOP demonstration countries from all FAO regions.** Four practical sessions were held online on 30 May and 20 to 22 June 2023 with over 50 participants, led by Mr Severin Oman and Ms Halima Hodzic, both FAO international value chain experts. This methodology will be used to for SAP value chain assessments in each demonstration country that will eventually underpin national strategies that link OCOP implementation and Government policies.

**Regional Organizing Group for Asia and the Pacific** was established on 18 July 2023 to oversee and coordinate OCOP projects in region. The group is chaired by Mr Jong-Jin Kim Assistant Director-General and FAO Regional Representative for Asia and the Pacific. FAO Deputy Director-General Bechdol supported the creation of this important group in her opening remarks.

More details about these implementation and coordination activities are available in news articles on the OCOP web page<sup>2</sup>.

<sup>1</sup> <https://www.fao.org/one-country-one-priority-product/news-and-events>

<sup>2</sup> <https://www.fao.org/one-country-one-priority-product/news-and-events>

<sup>3</sup> <https://www.fao.org/one-country-one-priority-product/resources>

## Communication and Partnerships

**The first OCOP webinar organized by the OCOP Secretariat and the FAO Country Office in Georgia** was held on 26 May 2023 on the biocontrol for European grapevine moths (*Lobesia botrana*). After the success of this event, additional OCOP webinars will be organized over the coming months.

**Short videos about four SAPs in Asia and the Pacific have been produced** to showcase the OCOP projects of Bhutan (quinoa), Cambodia (mango), India (millet) and Nepal (cardamom).

Recordings, presentations and Q&A summaries from training and webinars, and short videos, are available on the OCOP web page<sup>3</sup>.

## Field story from Bangladesh



Kazi Muhammad Fazlul Huq with a jackfruit picked from his tree

The jackfruit is the national fruit of Bangladesh so it comes as no surprise that it was selected as their SAP. Mr Kazi Muhammad Fazlul Huq, a farmer in Bangladesh says the jackfruit he produces "is a very tasty and healthy fruit. The tree itself, its leaves, the fruits, and the seeds can all be used. Jackfruit is easy to grow, and it doesn't get eaten by bugs very often. It also has a high yield. With more places to process jackfruit, it could become a more profitable crop for farmers like me."

Globally, Bangladesh is the world's second largest jackfruit producer. Jackfruit accounts for more than a fifth of the country's total fruit production, second only to mango. The nutritious jackfruit is a good source of vitamins, minerals, and calories. Despite these nutritional benefits and export potential, jackfruit has received little attention for value addition until now. The OCOP initiative is a platform that can enable the sustainable development that the jackfruit deserves, with many potential benefits including better livelihoods in Bangladesh.

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