



# Asian Farmers Association for Sustainable Rural Development



*issues , initiatives,  
perspectives on  
marketing and trading*



# Who we are

- A regional alliance of peasant federations and organizations in ten Asian countries
- representing 9 Million farmers.
- Established in May 2002,
- From a 3-year, 5 Farmers' Exchange Visits organized by our strategic NGO partner, (AsiaDHRRA).

# Who are our members

*9M farmers in 10 countries, including:*

- Aliansi Petani Indonesia
- Korean Advanced Farmers' Federation
- Pambansang Kilusan ng mga Samahang Magsasaka (Philippines)
- Sor Kor Por (Thailand)
- Taiwan Wax Apple Devt Association
- Best Farmers' Association (S Korea)
- Vietnam Farmers' Union
- Farmer and Nature Net (Cambodia)
- Ainokai (Japan)
- Local farmers' groups in Laos, Malaysia

# What we want to be

- a strong lobby and advocacy group for farmers' rights and development, genuine agrarian reform and mainstreaming of sustainable agriculture in regional and national policies and programs.
- a facilitator for our members' commercial activities in trading and marketing of sustainable agricultural products.
- a venue for solidarity and exchange of information

# The issues we face

- *Issues in production/technology*
  - Poor knowledge and skills in sustainable farm management, storage and processing
  - Use of poor and unsustainable agricultural technologies, with unsustainable practices getting government support
  - Areas usually affected by natural calamities
  - Production costs are high but farmers lack access to credit and capital

# The issues we face

- *Issues in human resources*
  - Ageing of the farm population and difficulty to obtain successors
  - Weak farmers' organizations
- *Issues on farmers' rights*
  - Agrarian reform still to be fully and effectively implemented in many countries
  - Growing poverty and marginalization of Asian farmers

# The issues we face

- *Issues in marketing and trade*
  - Limited or absence of market for agricultural products, esp. sustainable products
  - Presence of middlepersons who take advantage of farmers
  - Lack of competitiveness under globalization
  - Unfair and unjust rules and practices in WTO

# A typical poor asian farmer

- small scale producer subsisting on 1/2 – 2 has land, as tenants, workers, lessees
- labor intensive farming
- receives little support, if at all, from our governments.
- deprived of basic support infrastructures and services for agriculture

# A typical asian farmer

- poorly organized, and if so, fragmented
- Our organizations have been beset by government interference, farmer apathy and mismanagement.

# A typical effect of liberalization on the asian farmer

- agricultural trade liberalization which opened up our markets to cheaper products from farmers from more developed countries, making our products uncompetitive.
- Markets getting more concentrated
- less and less options on where to sell our products
- consumers becoming more and more dependent on a few large food processors and distributors

# Our efforts in marketing and trading

## – Taiwan/TWADA

- Taiwan govt successfully implemented agrarian reform
- Adjacent farms formed into larger production units-PMTs
- Formation of Farmer Associations

# TWADA's efforts in marketing

- Collect the wax apple industry information form from domestic and international market
- Promote the cultivation and management technique of wax apple
- Assist in the wax apple classification ratings, sale, demonstration, promotion and publicity activities

# KAFF's efforts in marketing

- Conducts crop exhibition every year
- takes the lead in reflecting public opinion, in proposing policy alternatives and in paving the way for a true agricultural cooperative where farmers take the lead.

# FNN's efforts in marketing

- Conducts a pilot marketing project with partner NGO CEDAC
- The project purchases the paddy from the producer network directly
- Project responsible for storage , milling and selling milled rice to consumers through its own Shop and through retailer networks.
- Project has promotional , public awareness and educational activities on the project and organic SRI rice product.
- organizing consumers and farmer meeting, including field visit to farmers' field by consumers

# AFA's efforts in responding to marketing issues of farmers

- conducts regional for a and training activities on global issues such as WTO-AoA, AFTA, rice industry, the Millennium Development Goals
- campaigns against unfair and unjust rules of GATT-WTO-AoA: consultations, signature campaigns, dialogues with govt negotiators

# AFA's efforts in responding to marketing issues of farmers

- Farmers' Exchange Visits
- engaging the (ASEAN) for farmers' access to production resources , mainstreaming of SA and pro-small farmer regional and international trade.
- A seminar workshop on fair trade this July 2006

# What needs to be done

- need to increase our productivity, enhance the quality of our products, increase our efficiency in managing our farms
- build our capacities to organize ourselves into efficient production , marketing and processing units
- Build our capacities to be effective advocacy groups

# Our calls

- To support groups: help build capacities and linkages – govt., others
- For governments:
  - Provide basic infrastructure, capital, technology and other support services to develop the agricultural sector, with benefits accruing to men and women small farmers and fishers
  - Set up agricultural and food policies that protect farmers from the negative effects of trade policies

# Our calls

- explore alternative trading systems according to the principles of food sovereignty and food security
- support and mainstream sustainable/organic agriculture
- In WTO ,push for the elimination of trade distorting export and domestic support measures and subsidies
- Calibrate market access and tariff reforms in consideration of the people's agricultural conditions

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