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

By: Xuan Li, Senior Policy Officer, FAO RAP
1. What is One Country One Commodity (OCOC) Initiative?
2. One Village One Product (OVOP) Initiatives in the Asia-Pacific Region
3. From OVOP to OCOC
4. About Today’s Webinar
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 alignment 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

- Local yet global
  Creating globally accepted products that reflect pride in the local culture

- Self-Reliance and Creativity
  Realization of OVOP through independent action utilizing the potential of the region

- Human Resource Development
  Fostering of people with challenging and creative spirit

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

1. Village Development
2. Human Resources Development
3. Business Development
4. Networking and Communication
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

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

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<thead>
<tr>
<th>Objectives/approaches</th>
<th>Top-down</th>
<th>Bottom-up</th>
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</thead>
<tbody>
<tr>
<td><strong>Economic</strong></td>
<td>Thailand, Malaysia, Indonesia, Philippines, Bangladesh China</td>
<td>Myanmar, Cambodia, Vietnam, Lao PDR, Pakistan</td>
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<tr>
<td>Poverty alleviation, food security, trade and investment, SMEs and industrialization, etc.</td>
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<td><strong>Social</strong></td>
<td>Brunei China Vietnam</td>
<td>Japan</td>
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<td>Rural development, reduced inequality, disadvantaged groups/indigenous minorities, employment</td>
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<tr>
<td><strong>Cultural</strong></td>
<td>Mongolia</td>
<td>Thailand Vietnam</td>
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<td>Community development, traditional heritage and knowledge</td>
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Related key SDGs
2.5 Diversified Governance Structure

Japan

Oita Prefecture Office

Oita OVOP International Exchange Promotion Committee

Cities’ Office

Local People in Village/Town/City

Thailand

Prime Ministry’s Office

National OTOP Office

Related Ministries & Agencies

OTOP Administrative Committee

9 Sub-Committees

Related Provincial OTOP Offices

Province OTOP Office

Provincial OTOP Administrative Committee

Related District OTOP Offices

District OTOP Office

District OTOP Committee

OTOP Participating Tambon

Community Plan

Vietnam

Quang Ninh OCOP Executive Board

Product Development

Marketing and Trade promotion

Training and Communication

Administrative and General

Cambodia

Samdech Prime Minister HUN Sen, Honorable Chair

H.E. Deputy Prime Minister, YIM Chhay Ly, Chairman of CARD and Chairman of OVOP National Committee

Members of OVOP National Committee

16 Ministries, 5 Instits and 25 Provs

OVOP Secretariat - General

OVOP Task Force in line Ministries/Institutions

OVOP Phnom Penh Municipality and 24 Provincial Committees

Department of Finance and Admin

Department of Research and Development

Department of Marketing and Standards

Department of Public Relations

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

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

**OCOC**
- 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 implementation
4. Open discussions
5. Wrap up and closing remark by Mr. Jong-Jin Kim
😊 Thank you!