

**Regional Launch of the Global Action on Green Development of Special Agricultural Products:**

**“One Country One Priority Product” (OCOP)**

*FAO Regional Office for Europe and Central Asia*

*28 July 2022 10:00 – 11:30 CEST*

*Virtual event. Register [here](#).*

Agricultural production systems encompassing crop, forestry, livestock, aquaculture and fisheries production, play an essential role in meeting the increasing demands for food, feed, fibre and fuel. By 2050, food production will have to increase by over 50 percent to meet the projected demands from a growing population, diet shifts, and an increasing demand for non-food agricultural products. Achieving an environmentally sustainable increase of production and access to affordable healthy diets, while protecting and enhancing the livelihoods of the world’s small-scale agricultural producers and other agrifood system actors, is a global challenge.

FAO supports its Members to develop their agrifood systems through inclusive, integrated, and sustainable solutions. The FAO Strategic Framework for 2022–31, endorsed by the 42<sup>nd</sup> Session of FAO Conference in June 2021, supports the transformation to more efficient, inclusive, resilient and sustainable agrifood systems for better production, better nutrition, a better environment and a better life, leaving no one behind.

In this context, FAO has initiated a Global Action on Green Development of Special Agricultural Products: One Country One Priority Product (OCOP), focused on the agricultural products that have unique qualities and special characteristics. Special Agricultural Products (SAPs) are associated with geographical locations, farming practices, or cultural heritage. Typically, SAPs have received less attention and support than mainstream agricultural products, such as staples, but they can make a substantial contribution to sustainable development. A green development of SAPs aligns closely with FAO’s mandate and comparative advantage, by promoting socially inclusive, economically viable, and environmentally sustainable food systems.

Focusing on smallholders and family farms, OCOP promotes sustainable value-chain approaches for achieving efficient, inclusive, resilient and sustainable agrifood systems. Ultimately, OCOP seeks to make a substantial contribution to the 2030 Agenda for Sustainable Development.

The Regional Launch of OCOP for Europe and Central Asia will:

- Present to key stakeholders the rationale, key elements and architecture of OCOP in the region; and
- Explore opportunities that OCOP may offer to countries in the region.

The event will be held virtually, and is open to the participation of interested stakeholders operating across agrifood systems in the region, including governments, development partners, academia and research institutions, civil society organizations and the private sector.

## Agenda

**Moderator: Ms. Anna Jenderedjian**, Gender Mainstreaming and Social Protection Specialist, FAO Regional Office for Europe and Central Asia

ITEM	PRESENTER	TIME
<b>1. Introduction and opening</b>	<b>Mr. Vladimir Rakhmanin</b> FAO Assistant Director-General Regional Representative for Europe and Central Asia	<b>5 min</b>
<b>2. Welcome Address</b>	<b>Ms. Beth Bechdol</b> FAO Deputy Director-General	<b>10 min</b>
<b>3. Overview of the Global Action on OCOP – key components and expected results</b>	<b>Mr. Jingyuan Xia</b> Director, FAO Plant Production and Protection Division	<b>10 min</b>
<b>4. Regional Organization and Implementation of OCOP</b>	<b>Mr. Pedro Arias</b> Economist and OCOP Regional Focal Point, FAO Regional Office for Europe and Central Asia	<b>10 min</b>
<b>5. Country Addresses on OCOP</b>		<b>15 min</b>
<b>Albania</b>	<b>H.E. Frida Krifca</b> Minister of Agriculture and Rural Development of the Republic of Albania	
<b>Georgia</b>	<b>H.E. Otar Shamugia</b> Minister of Environmental Protection and Agriculture of Georgia	
<b>Tajikistan</b>	<b>H.E. Karimzoda Sadi Gafor</b> Minister of Agriculture of the Republic of Tajikistan	
<b>6. Special Agricultural Products in Europe and Central Asia</b>		<b>20 min</b>
<b>The added value of Nature-based solutions in greening agrifood value chains</b>	<b>Mr. Michelangelo Ferri</b> Expert on Globally Important Agricultural Heritage Systems and Nature-based solutions, FAO Regional Office for Europe and Central Asia	
<b>Geographical indications for improved farm income and sustainable development of rural territories</b>	<b>Mr. Dmitry Zvyagintsev</b> Policy Officer, FAO Regional Office for Europe and Central Asia	

<p><b>Trade and policy analysis for Special Agricultural Products</b></p>	<p><b>Ms. Inna Levkovich</b>  Research Associate, Agricultural Markets Department, Leibniz Institute of Agricultural Development in Transition Economies (IAMO)</p>	
<p><b>7. Questions and Answers</b></p>	<p><b>Mr. Pedro Arias</b>  Economist and OCOP Regional Focal Point, FAO Regional Office for Europe and Central Asia</p> <p><b>Mr. Hafiz Muminjanov</b>  Technical Adviser, OCOP Secretariat</p>	<p><b>15 min</b></p>
<p><b>8. Concluding remarks</b></p>	<p><b>Mr. Vladimir Rakhmanin</b>  FAO Assistant Director-General  Regional Representative for Europe and Central Asia</p>	<p><b>5 min</b></p>