Move from subsistence to Commercial agriculture

~Increase income through Food Value Chain~

Japan Africa Business Forum 2014
10 June 2014

MAFF
Ministry of Agriculture, Forestry and Fisheries
Establishing the Global Food Value Chain (FVC)

**Production**
- Horticultural crop areas
- Farming machines and seeds
- Agricultural infrastructure (irrigation)

**Manufacturing & Processing**
- Food industrial park
- Food manufacturing machines

**Distribution**
- Cold chains
- Cold distribution centers

**Consumption**
- Japanese CVS, supermarkets and department stores
- Japanese restaurants

**Overseas business development**

**Strategic use of economic cooperation**

**Export promotion of Japanese foods**
Empowering Farmers as Mainstream Economic Actors

- Sustainable increase in food production and productivity
- Move from subsistence to commercial agriculture through a better balanced insertion into the value chains, and development of market-based agriculture.

TICADV (June in 2013)

Prime Minister Abe’s visit to Africa (January in 2014)

- Recognize the importance of Food value chain and expectation on increase in Japan’s investment in Agricultural sector in Africa.

1st TICADV Ministerial Meeting (May in 2014)

- Senior Vice Minister Mr. Eto committed to enhance the cooperation in agricultural sector including the development of Food Value Chain and responsible agricultural investment for Africa.
**Increase Rice Production**

- Double rice production, 28 million ton by 2018 in cooperation with Coalition for African Rice Development (CARD).

<table>
<thead>
<tr>
<th>Year</th>
<th>Male (Ksh/year)</th>
<th>Female (Ksh/year)</th>
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<tbody>
<tr>
<td>2007</td>
<td>26,642</td>
<td>18,359</td>
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<tr>
<td>2009</td>
<td>50,221</td>
<td>42,711</td>
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**Expansion of Food Industry in Africa**

- Senior Vice Minister Mr. Eto had sales promotion of food product, which Japan’s joint venture try to expand the market in Kenya.
Establishing the FVC in cooperation with TICAD and FDI

Production → Manufacturing & Processing → Distribution → Consumption

Overseas operations of Japanese food industries
Strategic use of economic cooperation (TICAD V)
Export promotion of Japanese foods


1. Double rice production in Sub-Saharan Africa to 28 million tons by 2018 (CARD)
2. Transform farmers to move from subsistence to commercial agriculture in 10 countries. Capacity building of 1,000 skilled agricultural trainers. Organize smallholders cooperative consisting 50,000 people.
Thank you for your attention!

Further information of the Strategy of Global Food Value Chain is available at; http://www.maff.go.jp/j/press/kokusai/kokkyo/140606_2.html