

JENESYS2018 ASEAN Inbound Program 12th Batch Program Report Exchange for Food Value Chain, Country : Vietnam

1. Program Overview

14 young officials from Ministry of Agriculture and Rural Development of Vietnam visited Japan from November 13 to November 20, 2018 under the scheme of “Japan Friendship Ties Programs: JENESYS2018” and participated in the program with the theme of “Exchange for Food Value Chain”.

The delegation visited Tokyo and Aomori. They respectively made courtesy call to the governments, observed variety of sites regarding Japanese industry and history, food and agriculture, and exchanging opinions with Japanese officials and locals. They also had opportunities to visit University and have homestay experience in Aomori. Through interacting with Japanese people they cultivated business networking with Japanese people, deepened understanding of Japan and shared their individual interests and experiences via Social Media. Based upon their findings and learning in Japan, they made a presentation in the final session and reported on the action plans to be taken after returning to their home countries.

【Participating Countries and Numbers of Participants】 Vietnam 14

【Prefectures Visited】 Tokyo, Aomori

2. Program Schedule

Nov.13 (Tue) Arrival in Japan, **【Orientation】**

Nov.14 (Wed) **【Keynote Lecture】** Ministry of Agriculture, Forestry and Fisheries (MAFF), **【Observation of Theme-related site】** Aomori Antenna Shop, Aomori Food Restaurant







Nov.15 (Thu) Move to Aomori from Tokyo
【School Exchange】 Aomori Chuo Gakuin University
【Lecture on the Region】 Aomori Prefectural Office
【Cultural Experience】 'Warasse', a facility for traditional performance Nebuta





Nov.16 (Fri) **【Observation of Theme-related site】** 'Hiroka' a Hirosaki fruit and vegetable market, Apple Museum in Itayanagi town, 'AOREN' an apple juice factory (JA: Japan Agricultural Cooperatives)
【Courtesy Call/Lecture on the Region】 Deputy Mayor of Kuroishi city

Nov.17 (Sat) **【Observation of Theme-related site】** JA Tsugaru Mirai (JA: Japan Agricultural Cooperatives),
【Opinion Exchange with Theme-related Officials】 Kuroishi city, 'Aomori Ringo Land' an apple products company

【Homestay】 Kuroishi city
 Nov.18 (Sun) 【Homestay】
 【Farewell Party with Local Residents and Business Officials】
 【Workshop】
 Nov.19 (Mon) Return to Tokyo, 【Reporting Session】
 Nov.20 (Tue) 【Cultural Observation】 Sensoji Temple, Asakusa, Departure

3. Program Photos

	
<p>Nov.13 【Orientation】</p>	<p>Nov.14 【Keynote Lecture】 Ministry of Agriculture, Forestry and Fisheries (MAFF)</p>
	
<p>Nov.14 【Observation of Theme-related site】 Aomori Antenna Shop, Aomori Food Restaurant</p>	<p>Nov.15 【School Exchange】 Aomori Chuo Gakuin University</p>
	
<p>Nov.16 【Observation of Theme-related site】 'Hiroka', a Hirosaki fruit and vegetable market</p>	<p>Nov.16 【Observation of Theme-related site】 Apple Museum in Itayanagi town</p>

	
<p>Nov.16 【Courtesy Call ・ Lecture on the Region】 Kuroishi city</p>	<p>Nov.17 【Observation of Theme-related site】 JA Tsugaru Mirai (JA: Japan Agricultural Cooperatives)</p>
	
<p>Nov.17 【Opinion Exchange with Theme-related Officials】 'Aomori Ringo Land' an apple products company in Kuroishi city</p>	<p>Nov.19 【 Reporting Session 】</p>

4. Voice from Participants

◆ Vietnam Official

We have received keynote lecture materials with a lot of detailed written explanations, which have become a useful reference. We received a passionate welcome at the Aomori Chuo Gakuin University. We came to know that this university has been accepting foreign students, especially Vietnamese students. We were moved by the Japanese companies valuing product quality greatly and always producing the best products. As farmers are selling their products through agricultural cooperatives and wholesale markets, they do not unfairly undersell their products. Although the size of companies is considerably big, they are adopting advanced facilities and technologies, so they do not require many employees, which we felt advantageous. During the homestay, we were able to experience the lifestyle of Japanese living in rural areas. The Japanese family was all very friendly and passionate. At a Japanese farmhouse, we enjoyed a meal we prepared together and also experienced apple harvesting in an apple orchard, which has become a good memory.

◆ Vietnam Official

They have given a lecture on the approaches of Japan in agricultural diversification and introduced a successful case of the food value chain. In agricultural diversification, farmers are able to increase added values of their agricultural products since they are producing, processing, and selling their products to the market on their own. At the

Aomori Chuo Gakuin University, there are many Vietnamese students who appeared to be able to study in a good environment. The explanation regarding the access keywords to a corporate market that we listened to during the company visit, “health” and “women,” was very intriguing. We felt that this is authentic marketing. Moreover, Japanese companies conduct market surveys prior to production and then carry out the production in accordance with the needs of the market. Companies can have stable collaboration with farmers by responsibly dealing with them, which consequently allows farmers to engage in the production with a sense of security and leads to the profit increase of farmers. Furthermore, by experiencing staying with a host family, we felt the warmth and honesty of the people in this region while we were able to learn the way they live.

◆ **Vietnam Official**

We have learned many circumstances from the keynote lecture. Our visit to the Aomori Chuo Gakuin University became a very meaningful time. I would like to introduce the Aomori Chuo Gakuin University to many of my acquaintances. Companies and the local government welcomed us very passionately. The explanations of approaches of each relevant party were practical and certainly consistent with their substantive production. Moreover, company owners taught us the strong faith that “if we truly want to achieve something, it will definitely succeed” as well as their hardships and experiences at the time of business commencement, which became a wonderful experience for us. Staying with a host family was also a good experience. We believe that the idea of connecting local specialty products and tourism by practicing cultural exchange at rural facilities will contribute to the realization of agricultural diversification. Farmers can convey Japanese culture and the spirit of hospitality to Southeast Asia and further to every country across the world while introducing their own products and brands. The schedule of this program was very fulfilling and meaningful. The responsible spirit of interpreters and staff members has left a strong impression in my mind. Lastly, I would like to thank the Japanese government and all related parties of this program.

5. Voice from Locals

◆ **University Staff** (Aomori Chuo Gakuin University)

The Vietnamese students in this university served as interpreters, which became an opportunity for them to play a very important role in the university introduction and the campus tour. I feel it has also become a meaningful experience for them since they were able to talk to bureaucrats from their country.

◆ **Exchange Student from Vietnam** (Aomori Chuo Gakuin University)



Through the university, I participated in a farmhouse accommodation program to harvest burdock, and through the actual work, I had an experience to feel the hardships of farmers which include not only cultivating and harvesting but also dealing with storage, climate, and so on. I always used to feel interested in advanced technologies such as robots, but based on this experience, I started to feel that activities to feel nature are also

enjoyable. Although there are many students from Vietnam in Aomori Chuo Gakuin University, I feel there are still not many tourists coming from Vietnam. Therefore, we, foreign students, would like to introduce the fun and amusement of Aomori to many more people in future, such as that Aomori has flourishing agriculture and fishery, the features of which are utilized to provide farmhouse accommodation experience, and that there are many activities with snow, which Vietnam does not have, due to the long winter in Aomori.

◆ Host Family

We were able to make a comparison of the way Vietnamese and Japanese of the same generation think as well as of their routine circumstances. Moreover, Vietnamese people proactively learned how to prepare Japanese meals, which was impressive.

6. Dissemination by the participants

 <p>Day 4: Đi thăm nhà máy lớn nhất tp Kuurosaki, tỉnh Aomori về phân loại, làm sạch, đóng gói và khẩu táo JA Tsugaru Mirai. Tại đây có 4 bạn nữ là lao động Việt Nam đang làm việc. Cán bộ nhà máy đã giúp thành viên đoàn phân biệt sự khác biệt giữa 2 loại táo Fuji... もっと見る</p>	 <p>Chiều ngày 17, Đoàn tiếp tục đi thăm xưởng sản xuất bánh kẹo và các sản phẩm liên quan tới táo của bác Nông dân Noburo Tsugawa - Giám đốc công ty Ringo land. Nghe bác kể chuyện về việc gây dựng sự nghiệp từ anh nông dân 2 bàn tay trắng tới ông chủ củ... もっと見る</p>
<p>November 17, 2018: We visited JA Tsugaru Mirai, the largest JA in Kuroishi City in Aomori Prefecture. Here, we observed the processes of apple selection, rinsing, inspection, packing, and so on. There are four Vietnamese intern trainees. We listened to the intern trainees' explanation of the distinction between Fuji (apples with bagging exported to Vietnam) and Sun Fuji (apples without bagging) and also experienced comparing their taste.</p>	<p>November 17, 2018: We visited Aomori Ringo Land, which is producing apples, other agricultural products, sweets related to apples, jam, and so on. The President, Mr. Tsugawa, also a farmer, started this business as a farmer who did not have anything, and currently cultivates apples, blueberries, and Shine Muscat Grape in an orchard with a size of 100 ha, and owns a refrigerating facility and a processing facility valued at 100 million yen, but the President would still like to take a further step forward. This is surely a successful example of agricultural diversification.</p>

7. Action Plan Presented by Participants at the Reporting Session

<p>KẾ HOẠCH HÀNH ĐỘNG</p> <p>Chia sẻ mô hình nền công nghiệp thứ sáu ở tỉnh Aomori – Nhật Bản cho người nông dân trồng cam tại tỉnh Hòa Bình – Việt Nam</p> 	<p>Time: 01/2019</p> <p>Organizer: Sun Fuji and MARD communist Youth Union</p> <p>Participants: 100 youth officials</p>  <p>JENESYS 2018 </p>
<p>Theme: Promoting the agricultural diversification model practiced in Aomori Prefecture among mandarin orange farmers in Hoa Binh Province in Vietnam</p> <p>Goal: To introduce and promote the agricultural diversification model practiced in Aomori Prefecture to mandarin orange farmers in Cao Phong District in Hoa Binh Province and to the mandarin orange-producing state-owned company in Cao Phong.</p> <p>Activity Content: To meet with mandarin orange farmers and companies in Cao Phong District in Hoa Binh Province. To prepare data and materials and to formulate an implementation plan. To apply for subsidies to Japanese and local relevant organizations and the MARD. To implement the plan. To report the implementation results and to make a proposal.</p>	<p>Theme: Sharing the Japanese agricultural diversification model</p> <p>Goal: To introduce and promote the Japanese agricultural diversification model to the members in the agricultural sector of the Communist Youth Union.</p> <p>Activity Content: To formulate a detailed implementation plan. To procure the budget. To call for donations from Japanese companies and the members of the Communist Youth Union while calling for the support of JICA and other relevant organizations through the International Cooperation Department in the MARD. To publicize a forum through a website and the SNS of the MARD and the Communist Youth Union. To invite experts as panelists for the forum.</p>