

AFA Field Visits and Farmers Interactions 2006-2007



Learning good practices in land reform, organic agriculture,
and pro-small farmer marketing and trading

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AFA
Asian Farmers' Association for Sustainable Rural Development

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Foreword



The establishment of AFA was a result of the realization that small scale men and women farmers in Asia have common issues and problems; and that we can take action, not just at the national, but also at the regional and international levels.

This realization, in turn, was brought about by the Farmers' Exchange Visits (FEVs) conducted with our partner NGO AsiaDHRRRA.

During these FEVs, we learn about the situation of farmers in a country and how they respond to it, share our knowledge and experiences, and build our solidarity as farmers and as Asians.

For years 2006–2007, we had a chance to conduct two FEVs on two themes that were identified by our membership as priority concerns for AFA: one was on Pro-Small Scale Farmer Marketing and Trading, held in Japan; the other was on Sustainable Agriculture, held in Indonesia.

In Japan, our member Ainoukai showed us successful initiatives on alternative marketing that is fair and just to farmers – direct selling, distribution center, fair trade, etc. They are models for effectively responding to the problem of farmers' lack of access to market and show the way to an alternative to the neo-liberal framework of trade espoused by WTO.

The field visits were supplemented by lectures and discussions that helped us clarify our concept of Pro-Small Scale Farmer Marketing and Trading and create the framework through which we can pursue this as a regional farmers' organization.

In Indonesia, the farmers belonging to our member API have been practicing and promoting sustainable agriculture as a viable alternative for small scale farmers, especially for those who are working on reclaimed lands, which are usually not in the best condition for agriculture. We saw these sustainable agriculture practices applied to organic coffee production, nilam oil extraction, etc.

Again, lectures and discussions helped us clarify our concept of Sustainable Agriculture and create the framework for engaging in this for our members and as a regional farmers' organization.

Aside from these two FEVs, we had the opportunity to visit farming communities in the Philippines, Vietnam and still another one in Indonesia, during regional consultation-workshops held in these countries. From these field visits, we were able to touch base with local farming communities and directly respond to some of their immediate concerns.

This monograph gives us a refresher of these field visits, lectures, and discussions. The cases are models for us to learn from and get inspiration on how to operationalize the two important items in our peasant agenda.

With our efforts and the support of our partners, we can achieve our goals of sustainable agriculture and fair and just trade.

Long Live the Farmers in Asia!



Seo, Jung Eun
Chairperson
AFA



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Asian Farmers' Exchange Visit
in

INDONESIA



Developing AFA's Advocacy on Sustainable Agriculture

September 11-17, 2006
Batu City, Malang, Indonesia

The "Seminar-Workshop on Developing AFA's Advocacy on Sustainable Agriculture" was held in Batu City, Malang, Indonesia last September 11-17, 2006. The event was hosted by Aliansi Petani Indonesia (API) and Sekretariat Bina Desa, in cooperation with the Asian Farmers' Association (AFA) and the Asian Partnership for the Development of Human Resources in Rural Asia (AsiaDHRRA).

Thirty-five participants, composed of farmer leaders and their staff and translators, attended the event, which included a field visit to Tlego Makmur, home stay with API farmers, and a workshop consisting of a panel discussion on API's advocacy on agrarian reform (AR) and sustainable agriculture (SA), members' presentations on their SA initiatives, and inputs from resource persons from VECO and Swiss Contact.

The objectives of the workshop were to help farmers to:

1. Increase their understanding of the existing practices, issues, concerns, prospects and challenges in mainstreaming sustainable agriculture in developing countries;
2. Learn about initiatives of AFA members, particularly API, in mainstreaming sustainable agriculture: history, systems and practices, issues and challenges faced, lessons; and,
3. Outline the framework, principles and guidelines and immediate action points in AFA's concept paper on mainstreaming sustainable agriculture.



The seminar-workshop resulted in the development of AFA's concept paper on mainstreaming SA in Asia. In it, AFA defines SA as a farming system that adheres to the following principles:

- *Ecologically Sound* (application of farming technologies and systems that preserve and enrich the natural resource base; friendly to environment);
- *Economically Viable* (farmers are encouraged to do SA because they can earn more);
- *Socially Just and Equitable* (SA farming systems can only be successfully adapted by farmers if they are owners of the land they till. SA systems should empower the poor sectors of society and should benefit them, not only a few people);
- *Culturally Sensitive* (should respect and incorporate existing indigenous systems of agriculture, food consumption and nutritional patterns of the people);
- *Promotes Appropriate Technology* (technology should fit the people, the farm, the soil and the climate among others);
- *Based on Holistic Science* (looks at the totality of all factors and parts that can affect a particular aspect in agriculture); and,
- *Promotes Total Human Development.*

AFA also identified good SA practices from the experience of its members, strategies for promoting SA with their respective national governments, and roles of AFA members, the AFA regional network, and its partners in promoting SA. Immediate action points at the local, national, and regional levels were also agreed upon.

Cases on Sustainable Production at Tlego Makmur

Tlego Makmur village is part of Tirtoyudo sub-district, Malang district, East Java province. The village is near Mt. Semeru, the highest mountain in East Java. It has 860 households or 5,000 individuals, almost equally divided into male and female. The main livelihood of the people is farming. Their main crop is organic coffee, inter-cropped with nilam, cassava, and snake fruit. Since the village is mountainous and not irrigated, farmers depend on rainfall.

A. Organic Coffee Production

Indonesia is known for its strong, good smelling coffee since the Dutch colonial period in the 1800's. One very popular brand is "Amsterdam coffee". No, it is not coffee from Netherlands. It is Indonesian coffee, organically produced by farmers from three sub-districts in Malang. For the past five years, farmers from Brazil and Vietnam have been visiting the farmers' coffee farms to learn about its production and processing.



Mudzakkir, API East Java Coordinator, suggests that a better name for Amsterdam coffee is "Malang coffee". The name "Amsterdam coffee" just reminds the farmers of their previous colonizers.

The farmers have reduced the use of chemical fertilizers; instead they use bokasi fertilizer, a natural fertilizer friendly to the environment.

Mudzakir says that the problem of farmers in Indonesia is related to the high cost of production.

B. Nilam Oil Extraction

Nilam crops are being planted in the sub districts of Tirtoyudo and Ampel Gading, also in the district of Malang.

Around 160 peasant households are involved in the cultivation of nilam, intercropped with coffee, and using natural farming methods.

The economic analysis prepared by the Serikat Petani Tlego Makmur (Tlego Makmur Peasant Union), headed by Mr. Ronto, and the Group of Kelompok Tani Aneka Tanaman (Antam),



THE CULTIVATION OF ORGANIC NILAM (*Pagostemi* spp.)

(Source: Mr. Muari, a farmer in Tlogosari, PTPN XII Kalibakar, Tirtoyudo Subdistrict, Malang District, East Java Province, Indonesia)

Nilam (*Pagostemi* spp) belongs to the family of Labiate. It is an important species in the cosmetic world since its oil is used as an aromatic substance (fragrant oil, patchouli oil). In Indonesia, Nilam Aceh (*Pagostaman cabilin Benth*), Nilam Jawa (*P. Heyneaus*), and dan Nilam Kembang (*P. Haetensisi Backer*) are the more famous ones. Of the three species, nilam from Aceh Province (Tapaktuan District), Sidikalang dan Tapanuli Utara (North Sumatera Province) is the most commercially known. One hundred kilograms of wet distilled leaves will optimally produce 2.5 liters of nilam oil, using the cohobating system.

Nilam oil is preferred by consumers from France, Germany, Belgium, USA, and Japan. Farmers usually plant nilam in a density of 20,000 plants per hectare.

To produce a maximum of 20,000 nilam plants per hectare, intercropped with coffee, one should pay attention to several steps as follows:

1. LAND MANAGEMENT

Space between nilam plants should be 35 cm from each other.

2. PLANTING

Plantlets (small and young baby plant) of nilam that are ready to be planted should be removed from the field as soon as possible. The ideal time to remove the plantlets is during the wet season, to prevent the plants from drying off. Move the plantlets out of their polybags carefully. Put them in the holes and cover with soil.

3. NURTURING

The nurturing of nilam plants, intercropped with coffee, is as follows: As the basic fertilizer, use compost or animal dung. Use also nutrition made from young bamboo trunks or banana blossoms fermented with brown sugar (the substitute for TSP fertilizer); put into the hole where the nilam is planted. To prevent underground pests, use nutrition made of fermented ginger, garlic and celery (a substitute for manufactured fungicide). Check the leaves every 1-2 weeks. If you find an early attack of caterpillars and insects you need to spray natural insecticide on the affected plants. To avoid root disease, weed regularly. Elevate the soil around the plantlets to prevent water from filling the area where fungus and bacteria can possibly grow easily.

4. HARVESTING

Harvest the nilam leaves when the plant is at least 6 months old. Then harvest every 3 months, until the plant reaches 3 years old or more, depending on how intensive you nurture the plant.

5. OIL PRODUCTION OF NILAM (AROMATIC OIL)

Technically, nilam oil is produced by distillation process with cohobating system. To produce clean and high quality nilam oil, the distillation equipment should be made of stainless steel. The distilled oil of nilam should be poured into dark bottles. To get a softer aromatic fragrance, store the nilam oil in an underground storehouse like the one used for wine.



Unit Nilam Sari Wangi, headed by Mr. Muari, shows that the 40 hectares of land devoted to nilam crop cultivation can annually yield 2,800,000 kilograms or 2.8 tons of wet nilam leaves.

At Rp 1,000 per kilogram, that will be Rp 2,800,000,000 gross income (311,112 USD). The net income is Rp 1,615,200,000 (179,467 USD). That translates into Rp 10,095,000 (1,122 USD) per household per year.

C. Tapioka Powder Processing

Many farmers in Tlego Makmur also plant cassava as an inter-crop with organic coffee. Cassava is a woody shrub native to South America that is extensively cultivated as an annual crop in tropical and sub-tropical regions for its edible, starchy, tuberous root. It is an important crop since it is a major source of carbohydrates.



After harvesting the cassava, the farmers sell it to a factory that processes cassava into tapioka powder. A visit to the powder processing plant shows how tapioka powder is produced and packed in sacks, ready for selling in the market.

In this case, the farmers do not get the best price for their cassava since they are merely the suppliers of the crop. The price is mainly dictated by the buyer. The farmers have expressed concern over this inability to get better prices for their cassava.

Cases on Land Reclaiming

Land reclaiming is an inseparable part of the agrarian reform movement in Indonesia that the state has regarded an illegal act until now. It arose because of the failure of agrarian reform implementation in the country since it became independent. Most often, the peasants who reclaim the land are accused of being plunderers, destroyers of company assets, and robbers of others' properties. In the end, they are arrested and charged with criminal law based on the above mentioned accusations.

A. Case 1: Tlego Makmur

Tlego Makmur village has a total land area of 400 hectares, 170 hectares of which have been reclaimed by about 860 farming households. The land reclaiming was initiated by API members. However, out of the 860 farmer households who participated in the land reclaiming in 1999, only about 230 households are now considered API members. They have formed a farmers' group called Serikat Petani Tlego Makmur. The farmers' group has registered the land in their names with the National Land Body (BPN). Currently, the farmers plant coffee, nilam, cassava and vegetables, and raise livestock.



B. Case 2: Pasir Randu

The peasants in Pasir Randu, Cianjur Regency, West Java Province have struggled to reclaim the lands that are actually entitled to them.

Pasir Randu is a 290-hectare property reclaimed by peasants starting 1997, when the PTPN Pasir Nangka Company failed to

fulfill the requirements of the right of commercial use over the land.

With the help of Sekretariat Bina Desa, a national NGO in Indonesia, the peasants of Pasir Randu formed a local peasant organization which has 521 members at present in order to fight for their right over the land.

History of Pasir Randu

Pasir Randu is located in Pagelaran Sub-District, South of Cianjur. The area comprises of Mekarsari Village and Gelar Anyar Village. Topographically, it is situated 510-610 meters above the sea level. The temperature ranges from 16-33 degrees Centigrade and the rainfall is 2,500 to 3,000 millimeters per year.

In the beginning, Pasir Randu was a land that the villagers worked on. In 1918, a Dutch company called NV Cultur Minjk Pasir Nangka was established in the area. The company forced the local people to work with the establishment. However, as a result of the Second World War, the area became abandoned in the 1950's.

Yet, in 1965, a Dutch company named PTPN VIII Pasir Nangka came to Pasir Randu. The villagers were asked to clear the area that has already turned into a forest. In 1982, the company started to establish a clove plantation in the area. Unfortunately, the low crop price made the company bankrupt. Many clove trees were abandoned, and many of its workers left the clove plantation. Again, the area turned into a forest.

During the Asian financial crisis in 1997, many villagers around the area, in search of lands to produce food, requested the Indonesian authorities if they can use the 30-hectare land leased to PTPN. The request was granted, but they had to pay for the use of the land. Also a 10% duty on the harvest was imposed on them.

Education: The Beginning of Awareness

As the farmers worked on the land, Sekretariat Bina Desa came and educated them on land management, and the various legal instruments that spoke of



their rights to land, such as The Principle of Agrarian Law 1960, Presidential Decree No. 5 1979, and Minister of Home Affairs Decree.

When Bina Desa came, the farmers were passive listeners who tried to solve their problems individually. They were unsure of themselves and unable to speak about their situation. But after the education and organizing work, the farmers realized they were legitimate owners of the land and that to reclaim these lands, they needed to work and struggle as a group. The people knew they didn't have the power, the money and the weapons; only their big number. However, this huge number of people can turn into power if they are united. A bigger organization of farmers, at the Cianjur district level, was also formed. Together with the Cianjur Peasant Union, the Pasir Randu farmers' group exchanged information and strategies for land reclaiming and land use, and worked on common projects such as building irrigation, farm roads, planting rice, and even land boundary measurements, which are brought to the National Land Agency. They also joined rallies for land reclaiming in all targeted areas in Cianjur.

Status

The peasants from Pasir Randu who used to starve now have land and food. Their lives have began again. But it was something difficult to learn. And still it must be fought for. The land is already reclaimed by the Pasir Randu farmers' groups, but there must be a legalization from the government, in the form of a tenurial instrument, that will allow them to continue working on the land. That is what the farmers hope.

STORIES FROM THE PEASANTS

Nani, Tiller in Pasir Randu: "Before the land reclaiming, it was very difficult to eat. There was no land to plant paddy, cassava and banana. My husband left me to work as laborer in the town. One evening, I didn't have rice to cook for my children. I wanted to borrow rice from my neighbor but she could not help me either. Now, I can plant paddy, cassava and banana because we have land. I can work on the field, construct irrigation ditch, buy buffalos, and help my needy neighbors. Now I can pay alms and zakat (tithe). Alhamdulillah! (Praise the Lord!). My life is more prosperous. I also have a fishpond. I will fight for the land if the government will take it back, because I already worked hard for it. If the government wants to take back this land, together we will fight for it."

Apidin: "Before the land reclaiming, I worked far away from the village to meet my family's daily needs. I went home once in a month for 1-2 nights only. It was just like not having a family. Five years after reclaiming this land, I have never sought another job elsewhere. I can even help poor people. From the 1.5-ton that I harvest, I can pay 150 kg for zakat (tithe). My neighbors can eat cassava and banana. I have fishpond and timber trees and can contribute food for Rajaban and Mauludan (Islamic festival). It is not so difficult to live now."

*Contact Name: Erwin Rustiana
Contact Details: Kp. Kaum RT 02 RW IV Desa Sukanagara Kec. Sukanagara Kab. Cianjur, Indonesia
For more details on the case, please see "Case Documentation: Land Reclaiming Experience of Indonesian Farmers" (<http://asianfarmers.org/?p=211>) at <http://www.asianfarmers.org>.*

Transgenic Seeds Issue

Indonesian Farmers Jailed for Planting "Company" Corn Seeds

Since 2003, around 10 peasants in Kediri, Tulungagung, and Ponorogo districts have either been sued in court or put in jail after being accused by PT Bisi, a seed company, of illegal breeding and stealing of company seeds.

PT. BISI produces seeds of vegetables, corn and rice, as well as pesticides, through project cooperation with farmers. It sells male and female seeds to farmers for about Rp30,000 - Rp45,000 (\$3 - \$5) per kilogram. Farmers must sell their harvested corn to the company and the employees of the company take the corn from the farm for Rp 1,500 per kilogram while the seeds are still on the corn-cob.

The issue over transgenic seeds stems from farmers confusion as to why they had to buy the corn seeds every time they want to plant corn. Plants were created by God and no man should claim them as his/hers. The high cost of the seeds and the high cost of planting add to their hardship.

PT Bisi, however, is invoking Article 14 (1) of Law No. 12/1992 on plant cultivation system which says that seed certification is to be undertaken by the government, or by individuals or legal bodies that are authorized to do so. Article 61(1) b says that unauthorised seed certification as provided in Article 14 (1) is liable to a penalty of a maximum three years' imprisonment and a maximum fine of Rp. 150 million.

Cases against Farmers

In July 2004, 2 farmers from Nganjuk District, Tukirin and Suprpto, who bought and experimented with BISI seeds, were accused of illegal breeding and stealing. Due to the absence of sufficient evidence, the court merely imposed a conditional sentence, prohibiting the farmers to plant corn for 1 year, or they will be jailed for 6 months. A similar case happened to 2 other farmers in Gampengrejo District.



In Tulungagung District, farmer Heru was accused of using certified seeds by BISI, but was acquitted because he was just working for another farmer. That other farmer, Pak Budi, from Gampengrejo District, was also brought to court and was given a 1-year conditional sentence.

In April 2005, 4 farmers from Kras District, Djumidi, Slamet, Kusen and Dawam, who were also experimenting with BISI seeds, were invited to the police station without warrants, where they were interrogated. Accused of illegal seed breeding, 3 of the farmers, Slamet, Kusen and Dawam, were given 1-year conditional sentences, while Djumidi was sent to jail for 1 month.

In Megatan District, Maman Nurohman, a farmer from Ponorogo, was prosecuted for imitating the BISI label and marketing unlabelled seeds and was sentenced to 4-5 months in jail. Burhana Juwito Moch Ali, a seed producer and ex-BISI employee, was also jailed in April 2006 for the same case.

Cost Analysis

The cost that must be paid by farmers in producing corn seeds with half-organic method, with 1,200 m² is as follows:

Seeds 2.5 kg @ Rp35,000	= Rp	87,500	USD 9.72
Watering 5 times x 5 hours @ Rp. 10,000	= Rp	250,000	USD 27.78
Manuring 3 times type NPK @ Rp 3,750			
1) 10 days after planted, 30 kg	= Rp	112,500	USD 12.50
2) 20 days after planted, 50 kg	= Rp	187,500	USD 20.83
3) 45-55 days after planted, 20 kg	= Rp	75,000	USD8.33
Chicken faeces Rp. 75.000/cart	= Rp	75,000	USD 8.33
Total	= Rp	787,500	USD87.50
Result: 1 ton x Rp 1,500/kg	= Rp	1,500,000	USD 166.69
Profit : Rp 1.500.000,00 – Rp 787.500.00	= Rp	712,500	Usd 79.18

(Not including workers' salary, process planting, and harvest time)

The analysis uses minimal cost assuming that the fertility of soil is still well; costs can be higher with different condition of soil.

Company Monopoly

In buying seeds from farmers:

1 Kg of corn-cob can result in 600 grams of seeds, so 1 ton of corn-cob will be 600,000 grams or 600 Kg. If PT. BISI sells the seeds at Rp 30,000 per Kg, It will be:

600 Kg x Rp 30,000 = 18,000,000/1 ton (USD 2250)

Profit of BISI:

PT BISI's income – farmers' income = profit

Rp 18,000,000 (USD 2250)	income of PT Bisi
– Rp 1,500,000 (USD 187.5)	income of farmer
= Rp 16,500,000 (USD 2062.590)	profit of PT Bisi

It is actually the right of farmers taken by PT BISI.

In selling labelled seeds:

If farmers buy corn seeds of PT. BISI named Kapal Terbang they must spend Rp 26,000 – Rp 37,000/Kg. (USD 2.88–4.11/kg)

If farmers should sell their corn, they get only Rp 1,200/Kg (USD .13), so the difference in cost will be Rp 24,800 – Rp 35,800/Kg (USD 3.1–4.48) .This means farmers are always monopolized and oppressed by PT BISI.

Support to Farmer Victims

The national organization , API, together with NGO support groups , have tried to help the farmer victims by giving them legal assistance and representation, and launching information and signature campaigns in support of the farmers' release. Several national NGOs are trying to understand existing laws and policies on seeds, with the aim of pushing certain policy amendments or proposals. The latter is a long-shot objective, and while the erroneous law is there, stop-gap and remedial measures have to be rendered to farmer victims to ensure proper defense and immediate release from jail.

Contact Name: Dian Pratiwi (API Kediri)

Contact Details: Jl.Raya ngeronggo No.5 Kota Kediri, Jawa Timur (East Java), Indonesia

For more details on the case, please refer to the article: "Case Documentation: Indonesian farmers jailed for planting 'company' corn seeds" (<http://asianfarmers.org/?p=209>) at <http://www.asianfarmers.org>



Asian Farmers' Exchange Visit
in

JAPAN



Developing AFA's Concept on Pro-Small Farmer Marketing and Trading

July 3-10, 2006

Aichi and Mie, Japan

A seminar-workshop entitled "Developing AFA's Concept on Pro-Small Farmer Marketing and Trading" was held in Aichi and Mie, Japan last July 3-10, 2006, hosted by Ainoukai, an AFA member in Japan, in partnership with AFA, AsiaDHRRA, and JaDHRRA.

Twenty-six (26) representatives, staff, and interpreters from eight (8) member-farmer organizations in eight (8) countries attended the event. The AFA members who participated were KAFF (Korea), SorKorPor (Thailand), PAKISAMA (Philippines), API (Indonesia), TWADA (Taiwan), VNFU (Vietnam), FNN (Cambodia), and Ainou-kai (Japan).

NGO partners who also participated in the seminar-workshop were AsiaDHRRA; World Rural Forum (WRF), an NGO based in Basque, Spain; Development Reserch Communication and Service Center (DRCSC) and Allahabad Agricultural Institute, both based in India.

The workshop was designed to allow AFA to study and observe marketing and trading systems which can be considered as possible alternatives to the current dominant "free trade" rules.

Specifically, the workshop was aimed at helping the participants:

1. Increase their understanding of the existing practices, issues, concerns, prospects and challenges in marketing and trading of agricultural products of small farmers from developing countries;
2. Learn about initiatives on alternative marketing and distribution system of environmentally



friendly farm products in selected Asian countries, particularly the initiatives of AFA member Ainokai in Japan: history, systems and practices, issues and challenges faced, lessons; and,

3. Outline AFA's framework, principles , parameters/guidelines, roles , responsibilities and immediate action points that AFA will take in engaging pro-small farmer marketing and trading.

During the event, AFA outlined the principles, guidelines and immediate action points in AFA's concept on pro-small farmer marketing and trading. One of the principles that can be adopted is the direct producer and consumer relationship, as in the case of small farmers' groups forming an alliance with consumer groups to negotiate the product items, quality, quantity, etc. Another is the principle of producing in an ecologically sound way to provide safe, sanitary, diversified, and chemical residue-free products that are also rich in local cultural characteristics.

The development of AFA's concept paper on pro-small farmer marketing and trading is part of the 2006-2010 strategic plan of AFA, which includes the provision of programs and services to members in the area of alternative/ fair trade. AFA hopes to implement pilot projects on alternative/ fair trade in the near future.

Most of the participants were impressed by the relationship between producers and consumers that they saw in the Ainokai distribution center as well as the initiative of Ainokai high school to promote agriculture among the young.

"We picked-up a lot of ideas on how to build relations between consumers and producers at farm level," said Khun Paw of SorKorPor.

"The way that Aino high school is engaging in educating the young people for sustainable agriculture development is really moving," said Chin-Shieng of TWADA.

Many were also able to identify learnings that can immediately be put to action.

"I think we can already start to consolidate what are the available products to be marketed and form a steering committee to brainstorm on marketing strategy in preparation for trade initiative of AFA," said Ka Rene of PAKISAMA.

"I will share all these information with the farmer committee and FA committee at the local level and cluster level and encourage everyone to do it together," said Vannothe of FNN.

"We can adopt the proper organic farming technology we saw in the field," said Nuruddin of API.

Through the presentation of AsiaDHRRA Program Officer Ma. Elena Rebagay, AFA members increased their understanding of the existing practices, issues, concerns, prospects and challenges in marketing and trading of agricultural products of small farmers from developing countries.

They were able to learn about the initiatives on alternative marketing and distribution system of environmentally friendly farm products particularly in Japan through the inputs of the following speakers:

Mr. Hayashiguti, Director Fair Trade Company (on fair trade); Mr. Harada, Ainokai (on direct selling station); Ms. Watanabe Kana, Representative of Seikyo Club (on the seikyo model); and Mr. Ikeno, Director of Aino Distribution Center (on the distribution system started from the teikei system).

Through the field visits, the participants were able to see the following: a farm using advanced agricultural technology, Ainou organic product direct distribution center, Ainoukai and Ainoukai agricultural high school, and Moku-moku leisure farm. This was supplemented by more inputs from the following speakers: Mr. Yamamoto, Secretary General of Ainoukai (on Ainoukai); Ms. Michiko Koizumi, Music Teacher of Ainou High School (on Ainou High School); Mr. Kukano, Teacher of Ainou High School (on JAS Japanese Organic Certification System); and Mr. Hashimoto, former IFOAM Asian Director (workshop observer).

The participants travelled every day, moving from one site to another within Aichi and Mie, getting a first-hand experience of Japanese agricultural society, and having a chance to enjoy the culture, the food, and the hot baths of Japan.

Cases on Alternative Marketing

FIELD VISIT

Harada Farm: Orchid and Rice Growing

Despite its decreasing popularity, agriculture can still be a viable livelihood in Japan, with proper know-how and technology. This can be seen in the farm of Mr. Harada, who used to be the president of Ainou high school and Vice-Director of Ainoukai. Using advanced bio-technology, Harada produces orchids that are sold both at the domestic and international markets. Using highly-mechanized farming techniques, Harada also grows organic rice. He learned his technologies from Ainoukai.

Harada produces 300,000 bottles of orchids per year through tissue culture in green houses. Each bottle contains 20 pieces of orchids. "80% of the orchids we produce are for the domestic market. The remaining 20% are for export, mainly to Korea," says Harada.

Tissue culture is a process of vegetative production of orchids where one cell is taken and allowed to grow inside the bottle for one year. The orchid green houses follow the principles of organic agriculture, but it is not yet fully organic and not yet certified by the Japan Agriculture Standard.

Harada also grows organic rice in his 4 hectares of land for his family's consumption. He uses





organic compost instead of chemical fertilizer, but he still uses pesticides. He uses advanced and highly mechanized farming technology. He does not own all of the land where he farms. Some hectares are owned by other people, and he was asked to manage them. "Less and less Japanese farmers are going into rice farming," Harada notes sadly, "and my biggest motivation for going into organic rice farming is to show the Japanese farmers that it can still be viable."

There is a 10% decrease in production but a 20% increase in price for organic rice. The yield for organic rice is 4,200 kilos per hectare and 4,800 kilos per hectare for non-organic rice. A 60-kilo bag of organic rice costs 20,000 yen (174 USD) while a 60-kilo bag of non-organic rice costs 15,000 yen (130 USD). Given this computation, he earns more from organic rice: \$12,180 for organic as against \$10,400 for non-organic rice.

Harada uses transplanting machines that can plant seeds in 10 acres of land in 20 minutes. He also uses the planting method called "Aichi Houshiki" popular in Japan that eliminates the need for weeding. The use of these highly-efficient machines is becoming a necessity due to the dwindling farming population in Japan. "Most of the young people are working in factories or companies in cities," said Harada, "and farming is left to the older people who cannot operate heavy machines." Thus, there is a need to invest in machines that can do lot of work but can be operated by few and old people.

Aichi Houshiki was developed for two main reasons. One is the lack of water around the time of rice transplanting. The huge water demand from industries in Japan these days have led to the problem of water shortage during planting time when farmers need a lot of water for rice transplanting. But by using Aichi Houshiki planting method, Japanese farmers can just directly sow seeds in the field even without water.

Another is to cut down farming time. Aichi Houshiki uses one big tractor with many attachments with different functions. It can do everything all at the same time — tilling the land, streaking lines for sowing rice seeds, sowing seeds, covering the soil and patting it down, and spraying chemical herbicides. According to Harada, farmers need to go into the paddy field only two times in one production period, using the Aichi Houshiki. The first time is when they sow the seeds and the second is when they harvest.

Contact Person: Ryoko Tsuboi

Contact Address: Ainou kai, 740, Befu, Iga-shi, Mie-ken, 518-0221, Japan.

Contact E-mail: tsuboi@ainou.or.jp

FIELD VISIT*NPO, Yahagi-gawa Jikyu-mura Inahono-sato*

NPO, Yahagi-gawa (name of a river, Yahagi river) Jikyu-mura (Sustainable Village) Inahono-sato (Rice ear Land)

The idea of consumers getting involved in farming is becoming widespread in Japan.

The activities of Jikyu-Mura were started by 6 consumers of the Ainou Distribution Center 9 years ago. At that time, the Ainou Distribution Center was already offering its consumers the chance to visit their producers and get farm work experience. But it was not enough for the 6 consumers. They said that "just a few times to touch farming activities a year is not enough. We want to have place in which we can experience rice cultivation throughout the year".

Hearing the voice of the consumers, the director of the distribution center, Mr. Ikeno, started an activity called "working holiday", offering his paddy fields, machines and know-how. The weekend rice farming activity got an NPO certification in 2004 and changed its name into "NPO, Yahagi-gawa Jikyu-mura Inahono-sato".



Right now, there are 28 people coming to the farm every weekend from urban cities nearby and cultivating rice; all are NPO members. The members' kids also participate in its activities as "Eco-Kids members". They are getting precious opportunities to experience rich nature in the rural area and to work together in the farm with other family members.

The NPO also has cozy lodging houses. It is self-sufficient and does not get any support from government.

Website: <http://yahagigawajikyumura.seesaa.net/>
Contact Person: Ryoko Tsuboi

FIELD VISIT*Ainou Distribution Center*

The Ainou Distribution Center is an alternative marketing organization for agricultural products that utilizes three channels of distribution: direct marketing from the center, door-to-door delivery, and supermarkets or restaurants.

The center has 1,600 consumers and 100 producers as members. Members and other buyers are provided with a catalogue of about 700 products being sold at the center. About a hundred people buy from the center's shop daily. Door-to-door delivery is for the center's members only.



Producers and consumers understand each other very well. The center informs the producers (farmers) what the consumers need and the producers conduct a planning session for production. Sometimes, consumers come to the producers' area to know their situation. The center holds many events where consumers can visit producers' farms and see the reality and listen to the producers.

About 50% of the annual turn-over comes from door-to-door delivery; about 11% from direct

selling shop, 28% from other corporations, and about 10% from other open markets.

Of the capital, 37% of the shares come from the consumers. The remaining 60% is partly coming from the producers, and partly from the workers in the center.

In 1982, the Ainou distribution center started with 16 farmers as shareholders and a capital of 1 million yen (8,696 USD). The annual turn-over was 180,000,000 yen (1,565,218 USD). Now, 25 years later, the capital is 60 million yen (521,739 USD) and the annual turn-over is 900,000,000 yen (7,826,087 USD). About half of this (400,000,000 yen or 3,478,260 USD) come from 50 direct members. The rest come from other non-members.

At the start, only the producers were shareholders. Today, the shareholders are the producers (46%), consumers (34%), and former and existing staff (20%). The Center has grown from 1 to 6 branches. It has 19 full time and 50 part time staff.

One of its advantages over supermarkets is that it sells many safe and eco-friendly products that cannot be found in the supermarkets. Another advantage is that there are more interaction between consumers and producers in a face-to-face relationship.

Contact Person: Ryoko Tsuboi

INTERACTIVE DISCUSSION

Fair Trade in Japan: Giving Producers a Better Deal

There are as many definitions of fair trade as there are fair trade bodies such as the European Fair Trade Association (EFTA), International Federation of Alternative Trade (IFAT), and Fair Trade Labeling Organization (FLO).

But according to Mr. Hayashiguchi, Director of Fair Trading, a fair trade company in Japan, they all have the following common elements in their definitions: trade partnerships are based on transparency and

mutual respect; operations are done democratically; price of the products protects the livelihood of the producer through fair price; and, producers participate in the decision-making process of the organization.

Before forming his own company, Hayashiguchi first worked with a fair trade organization called Fair Trade Company in Tokyo. He also spent one year in a certification organization in the USA, called TransFair USA. Then he spent one and a half year in Central America with coffee producers in Costa Rica, Nicaragua, Honduras and Guatemala, where he studied their coffee production and trading system.

Fair trade also follows the principle of supporting developing countries, and there are two fair trade organizations in Japan that do precisely this – Altertrade Japan and Fair Trade Company.

There is also a Third World Shop in Japan that was started by a Christian organization in 1986. It is the first organization that used the concept of fair trade in Japan.

Setting the ground for fair trade

Fair trade organizations work directly with producer organizations in developing countries and work in cooperation with fair trade organizations in other countries. Many other companies find it easier to join fair trade when a system that supports it exists in the market.

According to Hayashiguchi, the sales of fair trade products in the US are going up because of the fair trade systems and organizations that were already established. For example, Transfair USA was established in 1999 as the only fair trade certification body in the USA.

FAIR TRADING

Fair Trading was established in 2002 with its main focus on sustainable coffee, which are produced in an environment-friendly way. Today, the company also trades green beans produced from around the world. It also works with fair trade cooperatives in Canada, trading hot chocolate and sugar. Hayashiguchi says that to reach the alternative market, Fair Trading promotes the product and gives information about the product and the situation around the world – e.g. agro chemicals, human rights violations, etc. “We educate the consumers about the situation of the producers, about the environment. For example, we say if a product protects the environment and gives fair price to consumers,” adds Hayashiguchi. The young director is also often invited to seminars and has lectures in universities. He uses these opportunities to promote fair trade. Consumers of fair trade products say they buy because they know the story of the product. “Usually there are always explanations accompanying the products in fair trade shops that tell the background of the products, what the situation of the producer or the environment is, and how this situation can be changed by buying the product,” says Ryoko Tsuboi of Ainoukai, an agricultural organization which promotes organic farming.



"Its focus was coffee and it worked actively in the coffee market. That same year, Starbucks became its main market. Today, there are many fair trade certified products in the USA, such as cocoa products, sugar, tea, and herb tea", says Hayashiguchi.

Issues surrounding certification

While fair trade has gained recognition around the world, it has also started to face some issues surrounding the question of certification. For example, there are multinational corporations like Nestle that are starting to sell their products with a fair trade mark. "But these products are actually harmful to the environment and do not use good labor practices," says Hayashiguchi.

Many organizations would like to put as fair trade criteria the sustainable production of the product, i.e. thus organically produced or grown.

In Europe, a big coffee company has introduced fair trade instant coffee. But that coffee is not organic. The certification does not require coffee to be organic, but the certification says that it is fair trade.

Hayashiguchi points out that many fair trade organizations have NOT joined fair trade certifications in Japan due to a number of reasons. One is that fair trade organizations in Japan have established their own markets. They have relationships with other fair trade companies in other countries. They do not think it is necessary to join the fair trade certification in Japan.

Fair trade certification is also seen by many as a model of fair trade mono-culture. They ask the question, "without a mark or brand, is it fair trade or not?" In the US, for example, some companies are no longer using the fair trade mark, but their own marks.

Fair trade organizations in Japan do not think it is necessary to get certification, because they see the labeling organization as putting a unified/uniform system. They believe that the fair trade concept must be diversified.

For some consumers, though, it might be easier to trust that a company is indeed doing fair trade if there is certification.

RyokoTsuboi, a magazine editor from Ainoukai, believes that it is okay for different bodies to have diverse definitions of fair trade. What is more important is that consumers try to get as much information as they can from these bodies.

ALTERTRADE JAPAN

Altertrade imports, among others, sugar from the Philippines, kimchi from Korea, olive oil from Palestine, coffee from Tanzania, Peru, Ecuador and some Asian countries like Laos and East Timor. The annual sale of Altertrade Japan is 2 billion yen or 2,000 million dollars. The British annual sale is 650 million yen. It first imported banana and sugar from an NGO in the Philippines. The NGO wanted to improve the livelihoods of the producers so they connected with the company in Japan. The NGO had personal contacts with some Japanese fair traders. Hayashiguchi advises that, "If you want to enter fair trade, you must secure the market. There are many fair trade cooperatives just waiting for new products to come. But the product must meet the expectations of the market. And this can take some time. So the support of the cooperative is needed."

"I think more and more reliable bodies are providing information about the products and about themselves," says Tsuboi. She observes that some have offered study tours and visits to producers, some are issuing catalogues full of detailed information, while some have seminars inviting leaders of local NGOs in third world countries that are supporting or organizing producers. On the other hand, some just have some lines of notes behind the package and saying its fair trade. "So consumers also need to have further understanding about the meaning of fair trade. They need to be educated more," Tsuboi adds.

FAIR TRADE COMPANY

Fair Trade Company's products are mainly garments made from organic cotton that are imported from India and Pakistan. Garments have ethnic tastes, which meet expectation of consumers. They also sell some food products such as herbal tea. The president of the company is British and has very good connections with British and Indian people. "Fair trade wants to build sustainable relationship between consumers and producers," says Hayashiguchi.

How to join fair trade

For producers who are looking to promote or sell their products to the fair trade market, one of the options is to join the fair trade certification system, says Mr. Hayashiguchi. "But there will be many requirements. So I am not sure if this is the best thing," he quips.

Another way is to have a good direct relationship with fair trade organizations in Japan. "You can also build good relationships with the market, or those organizations with strong social responsibility," adds Hayashiguchi

The future of fair trade

The market share of fair trade products in Japan is still small, admits Hayashiguchi. But he is quick to add, "I think the market is growing, there are now more cooperatives doing fair trade."

Website: Fair Beans (Mr. Hayashiguchi's company) <http://www.fairbeans.org/>

FIELD VISIT

Genki no Sato Direct Selling Station

(Genki means "vim and vigor". Like your Japanese greeting Ogenki desuka? Sato means home town or Land)

People who walk into the Hanamaru-ichi farmer's market of Genki no Sato are greeted by banners showing the pictures and names of farmers. Thus, they do not only get to buy fresh quality farm products, but they also get to know who produced the food that they are about to take home. This is just one of the many unique features of this very unconventional store.

Established in 2000, the direct selling station, located in JA Agri Town, is a place where farmers bring their fresh harvests and put them on the shelves, then the consumers come to buy the products from the shelves. The farmers decide on the price of their products. They get feedback from the consumers, whether

the products they put on the shelves are sold well or not. The farmers are responsible for the quality of their products and have to bring back the products that were left on the shelves. The place has a restaurant, food processing factory, food stands, flower shop, park, hot spring, and facility for training. Aside from the fresh products being processed and sold at the site, people visit the place because of the amenities to enjoy other than the direct selling shop.



Some farmers earn as much as 10 million yen a year (86,956 USD) just by selling directly at the station. In total, the station has annual sales of 2 billion yen a year (17,391,304 USD). The farmers who improve their products earn more as their sales go high. The Japanese Agriculture Ministry used to set the standards. But now the farmers are the ones setting the standards of quality.

Generally, many farm lots in Japan are abandoned. But in this direct selling station area, the farmers try to expand their farm lots because of the motivation they get from the direct selling station. There are also small farm lots for children so they can experience how to farm and know what agriculture is.

This direct selling station is setting a benchmark all over Japan. Through the Japan Agriculture Board, this kind of direct selling station is being set up all over the country so that agriculture can be promoted.

Website: <http://www.agritown.co.jp/index.html>
Contact Person: Ryoko Tsuboi

INTERACTIVE DISCUSSION

Seikatsu Club: Direct Producer-Consumer Relationship

Consumers have the power to change society's production, marketing, and consumption patterns to make it more life-promoting rather than life-destroying. This is one of the lessons that can be gleaned from the history of Seikatsu Club, a consumer movement established in Japan in 1965.

Seikatsu Club was organized by its pioneers as a community, as opposed to a mere workers' union, with the aim of improving community life.

"In the 1960's, our ancestors felt the limitation of the labor movement – it was only directed to get more money, and had nothing to do with quality of life," said Ms. Watanabe Kana, Board member of Seikatsu Club.

Milk as starting point

The club's starting activity was deceptively simple – to drink more milk. At that time, the price of milk was high. The club members grouped themselves as milk consumers and started an anti-price hike campaign.

The club started to learn about milk – from production to processing – and found out that the milk they were consuming was already processed milk. In the course of their study, they also learned about the problems of nearby milk farmers, what kind of materials they add when they process the milk, and what kind of price manipulation the milk sellers do. It was then that they decided to organize themselves as a community-based cooperative.

"We were convinced that the most important key to solve the problem was to have our own milk factory to provide consumers very healthy milk," Kana beams as she points to a small picture of the milk factory in the Seikatsu Club booklet.

The problem of spoiled milk

Looking at the factory's 30 years of successful operation, one would never suspect the problems it had to face 10 years after it was built, one of which was the problem of spoiled milk.

To understand the problem, the group inspected the whole process of how milk is processed, packaged, and delivered to family households. "We found out that the pipe in the factory was cleaned up by natural soap, but some remainders of the soap went to the milk and caused it to spoil," recalls Kana.

Normally, if such kind of thing happens in a commercial milk factory, the owners will keep it a secret. "But our policy was to make it open, tell it, and explain how we can manage this failure, and ask the consumers if they want to continue drinking our milk or not," says Kana.

That process was a big controversy between the movement's side and the consumer's side. What became apparent was that consumers themselves have to know the true quality of processed milk. Some milk are old, while some are spoiled. And consumers have no sharp consciousness about these. Clearly there was a need for consumers to know more about what they are consuming.

"So, while this was happening, we recognized that consumers themselves must learn the production process of the milk. They need to discuss with the producers from their own position. Producers and consumers must have genuine discussions and negotiate proper solutions to these problems," says Kana.





Building producer-consumer relationship

Through this experience, the consumers' group widened its perspective. The members realized that, as citizens, they must be more conscious of food self-sufficiency and know more about production and consuming cycles. Thus, they extended their activities towards this direction. They began to aim for a visible consumer and producer relationship.

The cooperative's principle or policy is to rely on its members who must have the social advocacy power. Members invest a certain amount of money in the cooperative and utilize the services of the cooperative. Also, the learning process of the cooperative must be supported by the members.

Seikatsu Club has 260,000 members, but according to Kana, there are other much bigger seikyo cooperatives in Japan.

The seikyo cooperative movement has changed the relationships among the shop sellers, supermarkets, processing factories, and even the local government.

"Our activity is based on consumer-producer relationship, and the in-between processors. The consumers and producers dialogue with each other. And because of this dialogue, many problems were solved. In the end, many things changed," says Kana.

Other advocacies

Seikatsu Club is strongly anti-genetically modified organisms (GMO) and because of the members' purchasing power, it can effectively protest against GMO. It also works for increasing food self-sufficiency.

Kana says that the seikyo movement is also related to activities of multi-national companies, which are influencing the poor people in the Third World.

"We are recognizing that our life in Japan, our movement for self-sufficiency, is related to the life of the Southern farmers and also the multi-national corporations," says Kana.

(For more information about the direct producer-consumer relationship in Japan, please see the book, Initiatives on Pro Small Farmer Trade at www.asianfarmers.org and at www.asiadhrra.org

FIELD VISIT

Ainoukai

Ainoukai was founded in 1945 by Mr. Kotani with 2 prayers:

May God help us never commit again the error of waging war, but to establish the world in which peace prevails; and, May God help us to establish with the spirit of autonomy and independence the shining agricultural communities bonded with love and cooperation.



In 1945, when Japan was in chaos due to the hunger and confusion after World War II, Ainou-kai was established by Mr. Junichi Kotani. Kotani, who was teaching in a teachers' school, believed that the "Peace of the East" that Japan was pursuing during the war can be achieved through what he was doing. After the war, Kotani realized the mistake that Japan committed and that he was also a part of it. His strong determination that they should never ever commit that mistake again and his great repentance for the war led him to start Ainou-Juku (Juku means private school) where he aimed at calling farmers' movements for their independence.

Ainou-kai was established the following year, 1946. Since then, people felt sympathy for the two prayers of Ainou and the spirit of "Love for God", "Love for Men", and "Love for Soil" spread all over Japan. In 1955, Ainou-kai was officially registered as non-profit corporate body and has been active in working for rural communities and a society that is prevailed with peace and brightness.

Ainou Kai also works together with farmers all around the world — giving support to organic farming project in India for more than 40 years; having partnership and active exchange with Seinoukai Korean organic farmers' organization; and being a member of AFA .

Ainou Kai also holds Various Seminars and Study Groups on Sustainable/Organic Agricultural Techniques and Management. It has been publishing the Ainou monthly newsletter for more than 50 years already.

When you are ask the question "What is Ainou movement", you can answer in this way: "It is a movement for cherishing life". In more concrete words, you can say "it is a movement of a desperate fight to defend Agriculture and Peace!"





Nowadays, Ainou Kai has more than 300 members. They believe that agrarian development is essential for achieving peace in the world.

In the midst of globalization, and generally stressful life of highly-modernized Japan, the members and staff of Ainoukai continue to live a simple life close to agriculture.

"Ainoukai is a very small organization, and we want to keep it that way," says Ainoukai Secretary General Yamamoto.

Contact Person: Ryoko Tsuboi

FIELD VISIT

Ainou High School

Founded by Ainoukai in 1963, Ainou High School is the only agricultural high school in Japan that focuses on organic farming. As an agricultural school, it gives highly specialized education to bring up independent farmers together with general education. But more than that, it aims to build up the personality of students based on the teachings of the Bible and the Ainou spirit of "Love for God, Love for Men, Love for Soil." Through this emphasis on agriculture and spirituality, Ainou High School helps nurture human resources who can revitalize agriculture in Japan and contribute to world peace and welfare.

Entering the campus, one can feel the refreshing rural setting, where young students can be seen comfortable in their work clothes, apparently having come from a farming class. From their boarding houses, they gather and talk every morning about the Bible, the basics of life, the spirit of agriculture and preciousness of food.



Putting more value on practice (learning by doing), students can choose one of the following 6 areas: crops, vegetables, fruits, livestock, poultry and pig farming. It helps them to get more specialized techniques and knowledge. During summer vacation, there is a training program in a real farm to practice learning by doing.



The school offers a 3-year education. After graduation, they can follow a farming and farm management practice course. It is a system where students can practically learn about farming through working in the farms and staying in the houses of Ainoukai members. This is the culmination of the student's learning.

One measure of Ainou High School's success is that its graduates continue to be involved in agriculture.

*Contact Person: Ms Michiko Koizumi
Contact Address: Ainou Gakuen Agricultural High School, 690 Befu, Iga-shi, Mie-ken, 518-0221, Japan.
Contact E-mail : aikou@e-net.or.jp*

FIELD VISIT

Moku-Moku: An Environment-Friendly Leisure Farm

In Ayama-town, in the Iga area, in the Mie prefecture of Japan, there is a farm called Moku-Moku that strongly emphasizes ecology and takes the words agriculture, home-made, and nature to heart. The various factories inside the place allow visitors to see the processes of producing food from their raw ingredients. Hams and sausages are produced from a stock farm. Cattles are raised.

Its micro-brewery produces beer using wheat produced in Mie and other areas of Japan, or sometimes in other countries.

The farm also manufactures bread using wheat locally grown in Mie. Rice is also sometimes used for producing a little seasonal bread. But rice is really mainly grown for the restaurants, direct selling shop, and mail order.



It also processes locally produced wheat for pasta. Various confectionaires are baked. People can touch farm animals inside. Events are held to understand agriculture and have fun. An outdoor bath allows people to enjoy nature at its best.

"Here people become friendly with animals and food," says Mr. Kimura., President of Moku-Moku.

Farm Experience

The food processing plant shows visitors how pork is made into various products. Near it is a

coliseum-like open air arena where pig shows are held. A small girl can be seen gently caressing a pig that wears a scarf around its neck. Her mother looks on amusedly.



Further on, there is a place where horses are kept. Cows are also raised and people can try their hand at milking the cows. A small boy smiles widely as he squeezes the mammary glands of one of the cows and milk squirts out into the waiting tin pail. Even the lady who assists him could not contain her joy at seeing the small boy experience where the milk that he drinks come from.



Houses that look like igloos sprout all over the place. Each house is equipped with a mechanism that measures the amount of electricity that is being consumed by the appliances inside. They are connected to electric generators that are powered by solar panels that also adorn the landscape like pieces of modern sculpture.

A small one-story house serves as the office and information center of Moku-Moku. Young friendly staff assists visitors the whole day and even late into the night. There is a conference hall that visitors can use for trainings, lectures, and other activities. There is also a computer and internet area that can be used up to midnight.

Beginnings of Moku-Moku

Moku-Moku was initiated by 16 pig farmers who wanted to make agriculture an economically viable option for livelihood.

In 1983, the first branded pork in Tokai area "Iga Buta" (Iga Pork) was released, packaged as a "safe," "fresh" product with "excellent taste". This would be the first step towards the complex of shops, restaurants, vegetable market, bakery,





There is a very famous Ninja
who served Tokugawa family
in Edo era.

His name is Hattori Han Zou.

And Iga is well known
as Ninja Village.

So MokuMoku made up
the cute pig-looking Ninja
character Hattori Ham Zou.



handmade farm, hotspring, that one can now find in Moku-Moku. They call it diversified agriculture. They are not only concerned about producing and selling, but also about education on the value of food.

There were five stages in its development process:

The First Stage (1987-1989): Time for establishing a public image of Moku-Moku products which are "hand-made", "pure" and "additive-free".

The Second Stage (1989-1993): Time for informing people about the image of MokuMoku as an organization which can provide "Fun" to people through many programs such as events of Moku-Moku Membership Club, Sausage Making Class, Original Character of Hattori Ham Zou and so on.

The Third Stage (1994-1998): Time for revitalizing the region where Moku-Moku is in through involving the region on their projects and programs such as rice and vegetable production, beer brewing and so on.

The Fourth Stage (1998-): Time for harmonious co-existence of Moku-Moku and Citizens producers and consumers learning together, finding the worthiness and value of agriculture together and building up life style together.

The Fifth Stage (2005-): Time for learning and establishing the new values of "rural area" and "farming" together with inhabitants through "Food-Farming Education" and establishing a new life style of "Slow Life". Since 2001, Moku-Moku members became part of the "Japan Slow Food Association".

Business Philosophy

Five hundred thousand (500,000) people visit the Moku-Moku's area every year. In this attractive place they can acquire practical knowledge. Among all the visitors, about 150,000 come to attend the classes. The rest come just to have rest, have fun.

It follows seven main principles: (1) protecting nature and rural culture, (2) tackling environmental issue, (3) producing safe and tasty products, (4) sharing the impressive feelings, (5) lively environment for staffs, (6) business operation based on democratic rule and (7) revitalization of the local.

Moku-Moku has different business lines as follows: Direct Management Farm; Direct Management Food Processing Factory; Factory Farm (Agricultural Park); Mail Order; Direct Selling Stations (2 shops in Mie prefecture); Wholesale to Mass Selling Site (big super markets); and Farm Restaurant (3 in Mie prefecture, 2 outside Mie).

It is divided in four divisions: (1) Agricultural Production: Food production (rice, vegetables and pigs) and processing (ham, sausages, tofu, bread, beer); Food education programme; (2) Distribution structure; (3) Restaurants; and, (4) Advisers to the local farmers.

Most of the products sold in their shops are produced in Moku-Moku and are free from chemical pesticides.

It has an Annual Turn Over of 3.6 billion yen (33 million \$). There are 210 staff members, 100 of whom work part-time.

Contact Person: Ryoko Tsuboi



Quang Ninh, Vietnam

NOVEMBER 13, 2006

The field visit to the Vietnam Farmers Union in Quang Ninh Province was part of the Seminar-Workshop on Organizational Management that was held in Hanoi, Vietnam last 10-14 November 2006.

There are 21 communes and towns in the district of Quang Ninh, with a population of 115,000 people. Farmer organizations are present in all the communes. There are 174 branches of farmers under the communes, 465 groups of members under the branches, with total 17,600 members. Under the guidance of VNFU at the national and provincial levels, the commune has many activities for the farmers.



The participants visited two villages in two communes. The first village was Trai Doc of Binh Khue Commune, Dong Trieu District. They interacted with two families: the family of Mr. and Mrs. Nguyen Manh Hung, who has 13 dairy cows and a lychee garden; and the family of Mr. and Mrs. Nguyen Van Huy, who has 8 dairy cows and a lychee garden too. The second village was Doan Xa in Hong Pong Commune. The participants visited the family of Mrs. Tran Thi Lieu. She has 2 hectares of pond for fish raising and grows 500 lemon and 300 papaya trees.



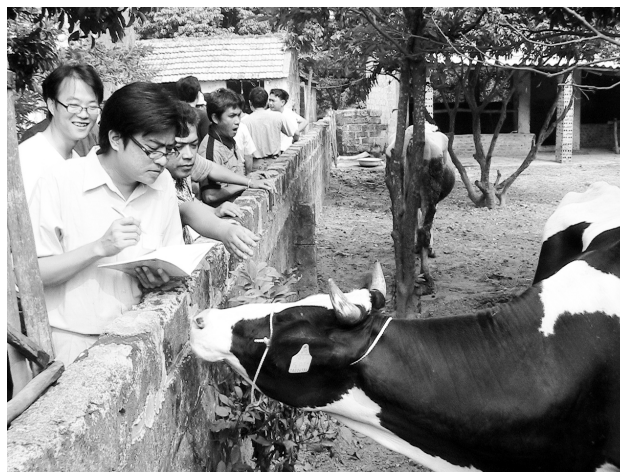
The communes visited presently focus on 3 major activities or farmers' movements.

1. Encouraging farmers to help each other in poverty reduction.

The land allocated by government to the farmers is very small. The farmers were mobilized to exchange plots of land to have bigger land. The commune has

finished the plot exchange program for farmers and has put up a 1,000 hectare aquatic farming of fresh fish.

The farmers collaborate with local authorities and the bank for agricultural social policy banking using the prestige of the Vietnam Farmers' Union as collateral . Around 105 billion dong (6,498,409 USD) has been borrowed by the farmers using this collateral. The percentage of default is under 1 percent.



The commune is also collaborating with local authorities to develop husbandry to help improve the lives of farmers.

However, the income of one person per year is still very small. It is only 6 million dong (371 USD). But the cost of living is also low: only 400 USD per person per year.



2. Motivate farmers to contribute resources to join hands with government to improve rural infrastructure

Eighty percent of rural roads are concretized.

3. Mobilize and motivate farmers to participate in security maintenance and in the program against social evils.

Percentage of farmers in crime is very small. Especially in rural areas, security is very good, there are no robbery cases.

Farmers also focus on cultural activities; every production group has a cultural team to play music and sing songs. Quang Ninh Farmers Union organized a competition of talented farmers.

Farmers are satisfied with the activities of the farmers union. The farmers union also gets strong support from local authorities and parties and collaboration from other sectors.

Bekasi, West Java, Indonesia

March 12, 2007

In the morning of March 12, the participants to the "Seminar-Workshop on SA: Developing AFA's Advocacy on Sustainable Agriculture" went on a field visit to Bekasi District in West Java Province, Indonesia, which was 1.5 to 2 hours away from Jakarta (by bus). The area was a paddy field covering around 300 hectares (mostly owned by rich people living in the cities).

Most of the peasants are landless and just rent a piece of land or work as cheap labor in the paddy fields. There are approximately 360 households living and depending on the field. There is no fresh and clean water for their daily needs. The area is affected by polluted water since it is surrounded by some elite townhouses and factories. The 360 families were also deeply affected by the floods in early February 2007.

A group of peasants in the area runs a ducks nursery (small farm of ducks). They had about 600 ducks before the flood. But after the flood that hit the village, only 60-70 ducks were left in the farm. The group lost everything they earned.

The group leaders said that they have an agreement with the local water state company to provide fresh and clean water. But the company said the peasants have to provide the pipes themselves. Therefore, the peasants formed a group to collect funds for the pipes.

Aliansi Petani Indonesia or API committed some funds to respond to the needs for water pipes. The funds came from the solidarity funds for natural disaster, contributed by several AFA members in 2006 (from AFA, AsiaDHRRA, Sor Kor Por, and KAFF). During the field visit, API symbolically turned over the pipelines to the community.



Antipolo, Rizal, Philippines

June 14, 2007

Overview

In the morning of June 14, participants to the "Regional Consultation Workshop on Farmers' Situation: Responding to Major Difficulties Faced by Farmers in Asia" traveled by bus (and then climbed uphill) to Barangay San Jose, Antipolo City, Rizal. The area is a 58-hectare hilly agricultural land located in Sitio Nagpatong. The land is owned by 42 farmers belonging to the Samahan ng mga Magsasaka sa Bundok ng Antipolo (SAMBA) or the Association of Farmers in the Mountain of Antipolo, a member organization of PAKISAMA, AFA member in the Philippines.



The farmers started farming in the area in 1993, but because of lack of water, only some of them could stay full time, while others had to find off-farm work in the nearby cities. At present there are only 6 farming families who live full-time in the area. Some of the trees planted are mango, durian, and star apple.

To address the water problem, they have submitted an PhP 800,000 or more than USD 17,000-proposal to the Peace and Equity Foundation (PEF), a local funding facility. They decided to address the water problem even before the tenurial instrument has been secured so that more farmers can start planting on the land. Some farmers use an indigenous drip irrigation system to water the plants. However, at present, the area is only arable for 6 months a year using rain water.



Story of the First Settler

The first stop of the group was the house of Maximo Galicio (Ka Emong), the first settler in

Barangay Jose and a member of SAMBA since 1993. Ka Emong, 47 years old, is one of the 6 families who now live in the area. He started to plant in 1994, going up the hill on weekends, until, after three years, he finally settled there with his family of 10 children. And he was able to raise all of his children through farming.

Ka Emong grew up in a farming family in Bicol. His father produced 'tuba', a local wine made from coconut. Farming is the only way of 'life' that he knows, and will probably continue to work on the land for the rest of his life. Life in Bicol was hard; thus, he decided to go to the capital to try his luck. He ended up living in Antipolo where he worked as a shoemaker, where he met his wife. But before they relocated to Barangay San Jose, his family and other SAMBA members lived in precarious conditions. Goons purportedly hired by a local landlord named Baltao terrorized the community where they lived. Demolition and shooting were the order of the day. One of their (SAMBA) members even died in one of the shooting incidents in the early 90s.



He recalled that the area they cultivated was filled with cogon, a coarse tall grass used for thatching. It took him and the others a year before they could plant fruit-bearing trees. Now, his land is filled with different plants and trees—fruit bearing, shrubs, and forest trees such as molave, mahogany, and narra. He said that he is now reaping the fruits of his labor.

And together with Ka Prot, one of the founders of SAMBA, he bought a water buffalo costing PhP 14,000 (300 USD) to use in the farm.

The Struggle of SAMBA for Land and Livelihood

The group then moved to the highest point of the hills where a small structure, which serves as the meeting venue of SAMBA, is located. The officials and members of SAMBA formally welcomed AFA, AsiaDHRRA and PAKISAMA to their area. This was then followed by a round of introductions.

Ka Samuel Fuela, president of SAMBA, gave a historical overview of the struggles of SAMBA and why the organization is still fighting for land (see the table below). After the presentation of Ka Samuel, the floor was opened for discussion.

CASE BRIEF

ORGANIZATIONAL TRANSFORMATION

Barangay-level/family farming started in Sitio Banaba, San Luis, Antipolo during the early 70s when then President Marcos introduced the Green Revolution. In 1975, the farming families in the area formed the forerunner of SAMBA — the Samahang Ilaw sa Karimlan. At the outset, the organization (with 25 members) had no defined objectives. But the number of farmers increased in San Luis and this presented an opportune time for them to form the Banaba Farmers Association (BFA), which existed until 1983. The membership increased from the original 25 to 168 farmers. But in 1984, the membership drastically decreased to 31, mainly due to the physical harassments, demolitions and terror caused by the men associated with Baltao, the landlord. Baltao was a real estate developer with businesses in the Philippines and Spain (Natalia Realty, Inc.) who claimed that the land tilled by the BFA members was his. He filed numerous cases of illegal entry and malicious mischief in the mid-70s against BFA members but all of which were dismissed.

Due to this deluge of legal cases, BFA leaders sought the help of NGOs such as the ALG and SCAPS (a Catholic Church-affiliate) to conduct paralegal trainings, seminars on conflict management, organizing, and sustainable agriculture practices. BFA also started its advocacy work with relevant government agencies.

In the mid-80s, BFA changed its name to SAMABA (Samahan ng mga Magsasaka sa Banaba) or Association of Farmers in Banaba, and it later on expanded to other towns/villages, forming SAMBA, a town-wide farmers' organization. SAMBA was then registered at the Securities and Exchange Commission in 1988 when the Comprehensive Agrarian Reform Law or Republic Act 6657 was enacted. The organization's partnership with NGOs such as KAISAHAN and SALIGAN continued. In 1990, it became an affiliate of PAKISAMA. In 1993/94, the farmers relocated from Barangay San Luis to Barangay San Jose where 63.5 hectares of uphill land was awarded by the Department of Environment and Natural Resources. In 1995, the SMMPPPI, an organization with members who came from the (subdivision) developed area of Sitio Banaba, was established. And in 1997, the Nagpatong Upland Farmers for Environment and Agrarian Reform (NUFEAR) was formed. Two years later, KMMP of San Ysidro united with SAMBA and this further strengthened the base of the latter.

Legal Struggles

At the height of the tussle between the BFA and Baltao in the 1980s, the Supreme Court of the Philippines passed a landmark decision more popularly known as the Natalia Doctrine. This doctrine formed the basis of a later decision, which upheld the "1997 Lungsod Silangan Reservation" covering 85,000 hectares. In that decision, the Supreme Court specified that the Comprehensive Agrarian Reform Program (CARP) does not apply in the reservation area for housing, forestry, etc. But using Presidential Proclamation 506, the farmers were able to claim 22 hectares of land by a certain Bautista under CARP. That law states that as long as there is agricultural activity in the land, it can be covered by CARP. Through this, the 58 hectares of land in Sitio Nagpatong has been awarded to the farmers of SAMBA under a Community Based Forest Management Agreement (CBFMA). This experience highlights the importance of research and investigation—making the law/legal system work for the farmers.

On the other hand, the farmers of SMMPPPI based in Sitio Banaba have struggled for the last 14 years to own the 23 hectares of land. In 2002, a Court of Appeals decision allowed 42 agrarian reform beneficiaries to receive their Certificate of Land Ownership Awards (CLOA).

What Lies Ahead

At present, SAMBA farmers are still facing the difficulties of making their land productive. But they have changed their perspective— they are now more empowered to fight for their land tenure and the support services needed (such as water). The area itself is a good site for eco-tourism where students can learn about agriculture, farmers' situations and agrarian reform issues.

What the farmers of SAMBA stressed is that the struggle for land is political, i.e. they need to organize, strengthen their rank and build alliances and use the agrarian reform law and the legal system to work in their favor. Political will both from the government agencies and the central government are needed to make CARP work.

On Mainstreaming Sustainable Agriculture in Asia

(The following is a synthesis of the results of the "Seminar -Workshop on SA: Developing AFA's Advocacy on Sustainable Agriculture" held in Batu City, Malang, Indonesia, last Sept 12-16, 2006. This synthesis will be the basis for the development of AFA's concept paper on sustainable agriculture, which can then serve as a blueprint for AFA's action and advocacy on sustainable agriculture.)

A. DEFINITION OF SUSTAINABLE AGRICULTURE (SA)

SA is a farming system that adheres to the following principles:

1. ecologically sound: application of farming technologies and systems that preserve and enrich the natural resource base; and friendly to environment
2. economically viable: farmers are encouraged to do SA because they can earn more
3. socially just and equitable: SA farming systems can only be successfully adapted by farmers if they are owners of the land they till. SA systems should be empowering the poor sectors of society and should benefit them, not only a few people.
4. culturally sensitive: should respect and incorporate existing indigenous systems of agriculture, food consumption and nutritional patterns of the people.
5. promotes appropriate technology: the technology should fit the farm, the soil, the climate, among other considerations.
6. based on holistic science: looks at the totality of all factors and parts that can affect a particular aspect in agriculture.
7. addresses total human development: motivates farmers to improve and develop themselves as farmers, leaders, teachers, entrepreneurs and innovators in their own communities and societies; the system promotes development of the body, mind and spirit of the farmer.

B. SA PRACTICES CURRENTLY PRACTISED BY AFA MEMBERS FOR POSSIBLE REPLICATION AND MAINSTREAMING:

1. natural farming
2. organic farming
3. Integrated and Diversified Organic Farming (IDOF) or multi-purpose farming
4. seed banking at the community level
5. raising of animals of native varieties
6. Sloping Agriculture Land Technology (SALT)
7. production of muscovado sugar
8. Integrated Pest Management (IPM)
9. compost fertilizers
10. genetic resource conservation
11. SA products being marketed by farmers' cooperatives

WHAT WE SHOULD PUSH NATIONAL GOVERNMENTS TO DO

We want our governments to promote sustainable agriculture by :

1. enacting a policy on management of waste from the paddy fields and sawmills and prohibiting people to export or sell the waste from the paddy fields and sawmills.
2. implementing a program on farmer field schools
3. stopping the field testing and propagation of GMO seeds, like rice and corn
4. creating a national marketing umbrella for SA products
5. creating Sustainable Agriculture councils from national to provincial levels, to become venues for policy-making
6. creating organic certification committees to certify organic products
7. ensuring access and control of lands and other natural resources for farmers, fishers and indigenous peoples
8. providing or facilitating links to available markets for SA products
9. establishing mechanisms for good governance and for cutting off corruption of government
10. improving agriculture extension programs with participatory approach
11. promoting local products, promoting fertilizers produced by farmers themselves, not by big companies
12. reducing imported agriculture produce; ensuring self-sufficiency for staple foods such as rice and corn
13. providing safety nets (e.g. subsidies) to farmers who are affected by trade liberalization
14. enacting laws that will give pension and other social services to retired farmers 60 years and above
15. enacting laws that encourage consumers to patronize local production
16. encouraging restaurants to let the consumers know what products they are using
17. integrating SA in formal and informal education in all educational levels
18. establishing mechanisms for more genuine participation of farmers in key decision making processes
19. helping farmers meet international standards for production and processing through research and extension

C. AFA MEMBERS' ROLES

1. education and awareness training
 - a. build the awareness and capacity of farmers on SA through participatory development processes
 - (i) introduce good SA techniques to members for their eventual application. For example, in Korea, 85% of farmers attend a 3-day education program, farming techniques are broadcasted in TV, radio and published in newspapers
 - (ii) conduct pilot project/demonstration farm
 - b. build awareness on international laws and treaties (FTA, WTO etc.)
 - c. raise awareness of the consumers on the benefits of organic products
 - d. develop successors for farmer entrepreneurs
2. organizing farmers
3. marketing of organic products
 - promote special branding to differentiate our products from imported products
 - set-up system to link up farmers related to marketing
 - promote our agricultural products through various means, especially mass media
4. engagement with decision-makers in government and key non-government organizations that can provide support

We can sometimes be critical of government but sometimes we can be partners of government, depending on the issues and policies government is promoting. We can link up with universities/ academicians who can give quality extension work to farmers .

D. AFA ROLE AT REGIONAL LEVEL:

1. AFA be the support center of SA information and facilitation
2. assist in fund sourcing for SA projects at national levels
3. develop effective networking strategies through exchange of expertise; encourage cooperation and interaction among the Asian countries (e.g. Conduct of specialized training on SA among sub-regions)
4. develop programs among AFA partners such as livestock raising/dairy production and marketing
5. create a youth arm / bureau among AFA members: AFA young farmers

E. PARTNER NGOs' ROLES: Give Support to AFA through

1. research and technical information
 - (i) research on supply chain for a particular product (e.g. Mango)
2. help in demanding that governments set standards
3. help in formulating country SA programs
4. connect AFA with other international networks on SA
5. promote AFA efforts on SA

F. IMMEDIATE ACTION POINTS

1. local level
 - Training of Trainers on SA
 - make pilot projects
 - education for farmers at local level
2. national level
 - develop marketing strategies and plan at country and regional level
 - create a consortium at country level that provides technical assistance to farmers
 - national workshop /education of the dangers of FTA, WTO, multi national companies
3. regional level
 - raise support fund to run the activities and pilot project – may include this in the new proposal to Agriterra, as well as fully develop proposal on SRI
 - organize conference on SA with agricultural ministers in Asian Countries
 - build up AFA website to promote SA and documentation (upload case study on transgenic seeds)
 - study rice importation and its effects to Asian countries
 - continue interaction, understanding between and among Asian countries

Pro-Small Farmer Marketing and Trading

(The following is a synthesis of the results of the "Seminar -Workshop on Developing AFA's Concept on Pro-Small Farmer Marketing and Trading" held in Aichi and Mie, Japan, last July 4-9, 2006. This synthesis outlines AFA's framework, principles, parameters/guidelines, roles, responsibilities and immediate action points that AFA will take in promoting pro-small farmer marketing and trading).

A. THE CONTEXT:

1. Small men and women farmers lack access and control over their markets due to:
 - poor physical (e.g. Bad roads) and social infrastructure (e.g. Unorganized marketing of products- farmers selling individually)
 - changing consumer taste and preferences
 - unbridled "free trade" rules giving rise to domination of big business and transnational corporations
 - lack or inadequate information about market systems and pricing
 - lack or inadequate post-harvest processing technologies and facilities
2. Our response : pro-small farmer marketing and trading

B. CORE PRINCIPLES AND VALUES OF PRO-SMALL FARMER MARKETING AND TRADING

1. Small farmers' groups are able to meet the demands of their buyers and at the same time able to negotiate the price of their products: as a result there is customer satisfaction and farmers feel they get a good, fair price for their products.
2. There is a neighbor -like relationship between the small farmers' group and the consumers.
3. The products to be marketed are safe, ideally organic, sanitary, and diversified. They are produced in a manner that is culturally sensitive, and ecologically sound.
4. Marketing and trading of products are done in an organized way , based on mutual trust and mutual benefit; where small farmers are involved and have access and control, and share the benefits in a just and fair manner.

5. Production, marketing and trading of agricultural products should adhere to the demands for food sovereignty: ensuring self sufficiency in staple foods, meeting domestic needs first before export needs, and significantly contributing to the reduction of poverty and hunger in the area.
6. Marketing and trading of small farmers must be facilitated by good marketing infrastructure, e.g. storage, transportation, marketing mechanisms.

C. BASIC FEATURES OF A PRO-SMALL FARMER MARKETING AND TRADING:
It may have all or some of the following features

1. direct relationship between producers and consumers
 - there is good relationship between producer, consumer and other stakeholders: what commodity to produce, how to produce, when to produce and who are you producing for
2. adequate awareness of producers and consumers on the product and farmer situation
3. products to be traded are safe products; ideally organic

D. MARKETING SYSTEM OPTIONS /MODELS/STRATEGIES:

1. setting up company owned by consumers and producers
2. fair trade
3. direct marketing arrangements
4. community-supported agriculture
5. formation of alliances among different industries

E. OPERATIONAL GUIDELINES:
THE MARKETING SYSTEM MUST, AS MUCH AS POSSIBLE

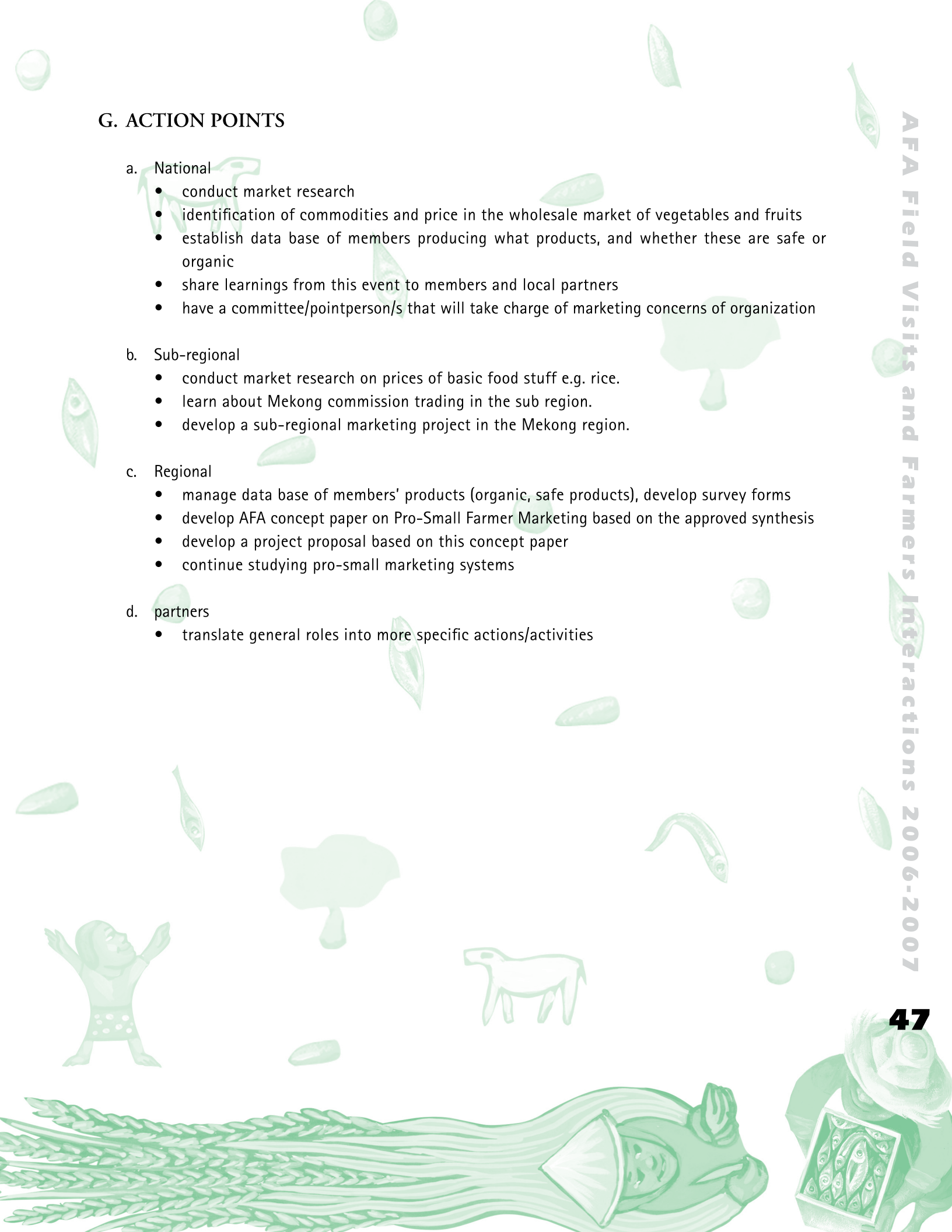
1. promote sustainable local production (uses local input, family farm labor, local capital, traditional knowledge)
2. promote sustainable consumption
3. be facilitated by a just and efficient intermediation system
4. be engaged in education / consciousness raising / value formation focusing on the children, young people and adult consumers
5. advocate for an enabling/favorable agricultural trade policy at the local, national and international level through lobbying and networking
6. explore value adding activities e.g. processing

E. ROLES OF AFA AND PARTNERS

KEY AREAS	AFA		PARTNERS
	National	Regional	
Information system	<ul style="list-style-type: none"> • get local / national information about <ol style="list-style-type: none"> a. appropriate production technology b. marketing information 	<ul style="list-style-type: none"> • coordinate, disseminate relevant production and marketing information at sub regional and regional levels (exhibition, trade fair , data bank, marketing events, with link to AFA's website) 	<ul style="list-style-type: none"> • translation and popularization of information • research and documentation (lessons, best practice, different views, opinion and paradigm) • link AFA with relevant groups • clearing house on marketing information
Formation / training / capacity-building	<ul style="list-style-type: none"> • conduct local/national training of farmers and consumers 	<ul style="list-style-type: none"> • conduct regional exchanges and trainings • help members deeply understand regional /international situations and markets 	<ul style="list-style-type: none"> • assist in the development of a training design • link AFA with training institutes and other resource agencies/persons
structure	<ul style="list-style-type: none"> • organize product • specific groups • create / build/ strengthen separate structure for marketing but closely related with the formation/training/advocacy structure at the local level 	<ul style="list-style-type: none"> • create / build/ strengthen separate regional structure for marketing but closely related with AFA 	<ul style="list-style-type: none"> • Organize coordinate / intermediation mechanism for vertical and horizontal dialogue between farmers and consumers and other key stakeholders
market linking	facilitate and coordinate meeting, contract with supermarket, company and let farmer understand this process	facilitate and coordinate meeting for Fair Trade opportunities	facilitate and coordinate meeting for Fair Trade opportunities
resource mobilization	<ul style="list-style-type: none"> • mobilize the resources for partnership and assistance from government and donors at local/ national levels 	<ul style="list-style-type: none"> • mobilize the resources for partnership and assistance from government and donors sub regional and regional levels • assist in project proposal and resource mobilization at national levels 	<ul style="list-style-type: none"> • mobilize the resources for partnership and assistance from government and donors at sub regional and regional levels
advocacy	<ul style="list-style-type: none"> > local/national advocacy/ lobbying in the areas of : — setting standards in organic product — domestic marketing issues such as (1) strong institutional support (2) infrastructure support (3) protection to stabilize prices in case of over production and import surges, esp. for important commodities 	<ul style="list-style-type: none"> > sub-regional/ regional advocacy targeting Mekong Commission, ASEAN, WTO-support piloting of marketing initiatives at both national, sub regional and regional levels 	<ul style="list-style-type: none"> > support advocacy effort > assist in doing policy researches

G. ACTION POINTS

- a. National
 - conduct market research
 - identification of commodities and price in the wholesale market of vegetables and fruits
 - establish data base of members producing what products, and whether these are safe or organic
 - share learnings from this event to members and local partners
 - have a committee/pointperson/s that will take charge of marketing concerns of organization
- b. Sub-regional
 - conduct market research on prices of basic food stuff e.g. rice.
 - learn about Mekong commission trading in the sub region.
 - develop a sub-regional marketing project in the Mekong region.
- c. Regional
 - manage data base of members' products (organic, safe products), develop survey forms
 - develop AFA concept paper on Pro-Small Farmer Marketing based on the approved synthesis
 - develop a project proposal based on this concept paper
 - continue studying pro-small marketing systems
- d. partners
 - translate general roles into more specific actions/activities



Asian Farmers' Issues, Initiatives and Perspectives in Marketing and Trading¹

A pleasant day to all of you. First of all, I would like to thank the organizers of this conference for giving us, in AFA, this opportunity to share our experiences, concerns, and proposals regarding linking farmers to markets.

Who We Are

The Asian Farmers' Association for Sustainable Rural Development or AFA is a regional alliance of farmer federations and organizations in ten Asian countries, representing 9 million farmers. Established in May 2002, our formation was a fruit of a three-year five Farmers' Exchange Visits (FEVs) organized by our strategic NGO partner, Asian Partnership for the Development of Human Resources in Rural Asia (AsiaDHRRA).

We endeavor 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. We also want to be a facilitator for our members' commercial activities in trading and marketing of sustainable agricultural products. We are also a venue for solidarity and exchange of information on agriculture and farmers' development among our members.

Where We Are

Currently, includes Aliansi Petani Indonesia (API), Pambansang Kilusan ng mga Samahang Magsasaka (PAKISAMA) in Philippines, Sor Kor Por in Thailand, Jeongkuk Sae Nongminhoe and Korean Advanced Farmers' Federation (KAFF), Taiwan Wax Apple Development Association (TWADA), Ainoukai in Japan, Farmer and Nature Net (FNN) in Cambodia, Vietnam Farmers' Union and several local-based farmers' groups in Malaysia and Laos.

¹ Paper developed by the Asian Farmers' Association for Sustainable Rural Development (AFA) and presented by Mr. Long Dimanche, Secretary of Farmer and Nature Net, an AFA member in Cambodia, during the "Sub regional Seminar on Enhancing Capacities of NGOs and Farmers' Groups to Link Farmers to Markets", May 9-12, Bali, Indonesia, organized by VECO-Indonesia.

The Issues We Face

In 2003, AFA conducted 3 sub-regional consultations among farmers in Southeast Asia, Mekong region and North Asia. From these consultations, the following common issues were identified:

- 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
- 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
- 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

What is a typical farmer from a developing country in Southeast Asia? Most of us, farmers in developing Countries in Asia, are small scale producers subsisting on one half to two hectares of land, as tenants, workers, lessees; many of us do not have adequate access and control over land and water resources. . Our farming is labor intensive, And most of us receive little support, if at all, from our governments. Budgetary problems, corruption, inefficiencies in governance conspire to deprive us of quality farm-to-market roads, irrigation facilities, communication networks, subsidies, price support, agricultural extension and other basic support infrastructures and services that many of the farmers in developed countries already take for granted.

And then, even if we comprise a large majority of the population, we, Asian farmers are poorly organized, and fragmented, if so; we thus have little influence politically and economically. We have become easy pawns in political exercises and exert little influence on governments and society as a whole. Our farmers' organizations have been beset by government interference, farmer apathy and mismanagement.

And then came agricultural trade liberalization which opened up our markets to cheaper products from farmers from more developed countries, making our products uncompetitive. Also, with globalization, markets

are getting more concentrated, with us having less and less options on where to sell our products and the consumers becoming more and more dependent on a few large food processors and distributors.

Our Efforts in Marketing and Trading

Are we hopeless? We are here today because we still think that at the village, national and international levels, we can do something to give ourselves better incomes, better living conditions. We get inspiration from what some of our members have done, or are currently doing alongside the aspect of production, then marketing and trading. These things we learn from the various Farmers' Exchange Visits we have conducted. Today, I would like to share with you the experiences of AFA members in Taiwan, Korea, and Cambodia.

Taiwan/TWADA. For one thing, we appreciated the Taiwanese (government and farmers') strategies in developing the agricultural sector. Firstly, the government successfully implemented the agrarian reform program. Then, to combat the negative effect of small farming, the government encouraged adjacent farms to form into larger production units either through entrusted farming practices or into production groups. Production groups were later expanded to include marketing activities, and thus were renamed "production and marketing teams" or PMTs. In addition to PMTs, Farmers' Associations or FAs were organized at the district, county and provincial levels. The FAs handled production and marketing activities, technical assistance (by the extension department of agricultural universities and government agencies), material supply, joint marketing services, and financial functions. The FAs likewise served as social and cultural services and were integrated in the daily livelihood of the local community.

The Taiwan Wax Apple Development Association (TWADA), an AFA member, is one of our most experienced members when it comes to marketing their produce, wax apple, both at national and international levels. Many of these wax apple farmers were previously rice farmers but have shifted to wax apple when rice was liberalized under WTO rules. With government and university support, the wax apple industry has been fully developed. They have marketed wax apple to Canada, United States, Japan, Singapore. As a national crop based organization, they do the following:

- a. Collect the wax apple industry information from domestic and international market
- b. Promote the cultivation and management technique of wax apple through various seminars and lectures and with strong tie-up with the university's² research, extension and management departments such that wax apple farmers are able to conform with the wax apple industry standards
- c. Assist in the wax apple classification ratings, sale, demonstration, promotion and publicity activities (such as holding of wax apple fairs), and in the development of a rationalization system of transportation and sale of the product.

² With the National Pintung University of Science and Technology (NPUST)

Korea/KAFF. The Korean Advanced Farmers' Federation conducts a Best Crops Exhibition every year, during harvest, since 1991. During this Exhibition, advanced farmers all over the country show the superiority and safety of their crops. This also gives farmers the chance to pioneer in the market, as well as to boost their confidence.

Korean farmers are also beset with decreasing incomes and increasing debts, mainly through the indiscreet importation of farming products and inadequate government policies and agricultural strategies. KAFF 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.

Cambodia/FNN. The Farmer and Nature Net (FNN), a network of village-based farmer associations, has emerged as the first independent and genuine nation-wide farmer organization in Cambodia. Since 2003, FNN collaborated with its NGO partner CEDAC in organizing a pilot marketing support project that has led to the establishment of a marketing enterprise. This marketing enterprise is now developing into an affiliate of CEDAC.

FNN facilitates the process of establishment of a production and marketing plan between NAP and producer groups and networks. The project purchases the paddy from the producer network directly, in close cooperation with the latter's representatives. NAP is responsible in the management of the storage and milling of paddy as well as in selling milled rice to consumers in Phnom Penh and other urban areas through its own Shop and through retailer networks. NAP is also implementing promotional, public awareness and educational activities on the project and organic SRI rice product. It is also organizing consumers and farmer meeting, including field visit to farmers' field by consumers.

The NAP and FNN has developed a three-year plan, from January 2006 to December 2008. Included in this plan is the provision of benefits to farmers by enabling them to sell rice for higher prices, then obtain share of the marketing margin or profit, which can then be invested in community development. Small farmers, generally with landholding less than 1 ha, produce surplus less than 500 kg of paddy per year. The farmers will receive 10% premium, as well as a share of the sale margin (30 riels/kg of paddy); this can be used for collective purposes. The farmers also receive training and advice on production (rice and other crops/animals) and marketing methods. Representative of producer groups and network receive training on marketing, organic SRI methods and internal control system.

As AFA. AFA conducts regional for a and training activities on global issues such as WTO-AoA, AFTA, rice industry, the Millennium Development Goals, aimed to increase the knowledge of our members on various regional issues and to help us formulate our own proposals and recommendations.

AFA is active in campaigning against unfair and unjust rules of GATT-WTO-AoA. AFA members are currently conducting consultations and information dissemination on impacts of WTO to farmers as well as a signature campaign on proposals to WTO. AFA is also engaging government negotiators on this issue, both at the local, national and regional levels.

AFA conducts Farmers' Exchange Visits to areas where sustainable agricultural practices have high chances of replication by other members. We have seen the integrated farm development practices in Thailand, the farmers' cooperatives in processing, packaging and trading in Taiwan, and farmers' networking activities for WTO issues in South Korea.

We are in the process of engaging the Association of Southeast Asian Nations (ASEAN) in a dialogue for farmers' access to production resources , mainstreaming of sustainable agricultural policies in national programs and ensuring that small farmers really benefit from regional and international trade.

This July, AFA will conduct a seminar workshop on fair trade especially for sustainable agricultural products. This seminar will hopefully result in the development of AFAs concept paper on engaging in fair trade for organic products. This is part of the 2006-2010 strategic plan of AFA, which is to provide programs and services to members in the area of alternative trade . We hope that in the near future, we are able to implement pilot projects on alternative/fair trade. What we will learn from this seminar workshop will surely be useful for us.

What Needs to be Done

Firstly, we admit that we need to increase our productivity, enhance the quality of our products, increase our efficiency in managing our farms. We are willing to build our capacities to organize ourselves into efficient production, marketing and processing units as well as effective advocacy groups able to influence appropriate decision –making bodies to adopt pro-small farmer agricultural policies and programs.

We need to build our capacities to make our governments listen to us , to make our government accountable and responsive to our needs . We need support groups who will be able to open access to governments for dialogue and lobbying work.

This is because we need government support through the following :

- 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
- explore alternative trading systems according to the principles of food sovereignty and food security so that our countries may not be dependent on other countries for our basic food requirements
- support and mainstream sustainable/organic agriculture as this cut production costs and reduce dependency on large transnational firms
- In WTO negotiations, 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

This ends my presentation. We hope that you have picked even just a little something useful in this presentation. We look forward to further dialogues and future cooperation on helping small farmers access good markets. Thank you and I wish all of you a most pleasant day!

List of Participants

INDONESIA FIELD VISIT, SEPT. 11-17, 2006

KOREA

Mr. Seo, Jung Eui (Seo), *Chairperson*
 Mr. Kim, Gi Cheol (Kim GC), *Vice-Chairperson*
 Mr. Kim, Kwang Cheon (Fredy), *Manager, Public Relations Section*
 Ms. Bomi Lee, *Translator*
 Korean Advanced Farmers Federation (KAFF)
 KAFF Bldg 71 Karak-dong, Songpa-gu, Seoul, Korea
 Tel No. 82-2-3401-6543
 Fax No. 82-2-3401-6549
 E-mail: kwak121@chol.com, fredy1002@hotmail.com, liebebom@hotmail.com

THAILAND

Mrs. Thongkam Chaicharn (Thongkam), *3rd Chairperson*
 Mr. Winit Chaichit (Winit), *Chairman, SorkorPor-Upper Northern Region*
 Mr. Chaiwat Suravicahi (Chaiwat), *Secretary General*
 SorkorPor (SKP)
 Somlak Bldg, No. 1 Soi Vipadi 42, Vipadi-Ransit Road, Kwaeng Ladyao, Khet Jatujak, Bangkok, 10900 Thailand
 Tel No. 662-579-4545
 Fax No. 662-562-0052
 E-mail: sorkorporthai@yahoo.com

PHILIPPINES

Mr. Ireneo Cerilla (Ka Rene), *National President*
 Mr. Vicente Fabe (Ka Vic), *Ex-Officio Member*
 Pambansang Kilusan ng mga Samahang Magsasaka (PAKISAMA)
 2nd Flr. 59 C. Salvador St., Loyola Heights, Q.C. Philippines
 Tel No. (632) 426-6739
 E-mail: pakisama_pilipinas@yahoo.com

Ms. Luz Angeles Almagro-Blanco (Luchie), *Visayas Regional Coordinator*
 PhilDHRRRA Visayas
 Brgy. Kalunasan, Capitol Hills, Cebu City 6000
 Tel No. (032) 2534200
 Fax No: (032) 2534200
 E-mail: visayas@phildhrra.org

TAIWAN

Mr. Tai-Neng Chen (Tai-Neng), *Former Director*
 Mr. Chin-hsiung Hsieh (Chin-Hsiung), *Supervisor General*
 Taiwan Wax Apple Development Association (TWADA)
 No.52-1, Wu Tung Rd., Ta Tung Tsun, Chia Tung Hsiang, Pingtung Hsien, Taiwan.931
 Tel No. 886-930766969
 E-mail: tcchiou@mail.ncyu.edu.tw

Mr. Tzong-Chiz Chiou (George), *Professor*
 National Chiayi University, Taiwan
 580 Hsienming Road, Chiayi, Taiwan 600, R.O.C.
 Tel No. 886-5-2732878
 E-mail: tcchiou@mail.ncyu.edu.tw

INDONESIA

Mr. Sambito Head, *Board*
 Mr. Muhammad Nuruddin, *Sec Gen*
 Mr. Jon Billy, *Board Member, Coordinator of West Nusatenggara*
 Ms. Ika Krishnayanti, *Translator Kinan (Paguyuban Petani Aryo Blitar, East Java)*
 Mrs. Bibit (Serikat Petani Gresik, East Java)
 Apidin (OTL Pasir Randu, West Java)
 Mrs. Nani (OTL Pasir Randu, West Java)
 Mustain (Serikat Petani Kabupaten Lamongan, EastJava)
 Eko Santoso (Paguyuban Bina Tani Makmur, Kediri, East Java)

Mrs. Setyastuti Orbaningsih (*Bina Desa's Field Officer/Technical Assistant of Natural Farming, former Community organizer, Banjarnegara - Central Java*).

Aliansi Petani Indonesia (API)

Jl Saleh Abud No. 18-19, Otto Iskandarinata,
Jakarta, Indonesia

Tel No. (6221) 851-9611 / 819-9749

Fax No. (6221) 850-0052

E-mail: api_bumie@yahoo.co.id;

binadesa@indo.net.id; ikank@yahoo.com

VIETNAM

Mr. Tran Van Lam (Lam), *Staff*

Ms. Nguyen Thi Viet Ha (Ha), *Staff*

Vietnam Farmers' Union (VNFU)

103 Quan Thanh, Hanoi, Vietnam

Tel No. 844.8457775

Fax No. 844.7334031

E-mail: pmqt-ndvn@fpt.vn

Mr. Huynh Van Tiep (Ba Tiep), *Chairperson*
Vietnamese Farmer Association (VFA)

96 Ly Tu Trong Street,

Ninh Kieu District, Cantho City

Tel No. 84.71.831035

E-mail: triasvict@hcm.vnn.vn

Mr. Tran Ngoc Nguyen (Nguyen), *Cadre*
Cantho Rural Development & Agriculture
Department

4, Ngo Huu Hanh street, Cantho City

Tel No. 84.71.823491

Fax No: 84.71.820800

E-mail: tnnguyen@ctu.edu.vn

CAMBODIA

Mr. Oeur Sorphorn (Sorphorn), *Chief*
Grow Farmer Association

#39, Street 528, Boeng Kokl commune, Toul Kork
District, Phnom Penh City, Cambodia

Tel No. 855-23-880 916/855-23-885 146

Fax No: 855-23-885 146

E-mail: cedac@online.com.kh

Website: www.cedac.org.kh

Mr. Lim Sokundarun (Sokundarun), *Project Officer*
CEDAC

#39, Street 528, Boeng Kokl commune, Toul Kork
District, Phnom Penh City, Cambodia

Tel No. 855-23-880 916/855-23-885 146

Fax No: 855-23-885 146

E-mail: cedac@online.com.kh

Website: www.cedac.org.kh

MALAYSIA

Mr. Ramachandran a/I Kumarasamy (Rama),
Farmer

42, Lalan Tawas Baru 1, Taman Tasek Damai,
Ipoh, Malaysia

Tel No. (6)05-7512709

Fax No. (6)05-2921867

Mr. Ismail Azziz (Ismail), *Secretary General*
DHRR Network Malaysia

No. 24, Jalan SS1/22A, 47300 Petaling Jaya,
Selangor Darul Ehsan, Malaysia

T: (6)03-78764648 / 7874741 / 78760520;

F: (6)03-78730636

E-mail: ismail@eraconsumer.org;

ismaildhrra@yahoo.com

PARTNER

Ms. Maria Elena Rebagay (Lany), *Program Officer*
AsiaDHRR

Rm 201, 59 C. Salvador St., Loyola Hts.,
Quezon City, Phils.

Tel No. (632)436-4706

Fax No. (632) 426-6739

E-mail: asiadhrra@asiadhrra.org

SECRETARIAT

Ms. Ma. Estrella Penunia-Banzuela (Esther),
Secretary General

Mr. Marciano Virola (Jun), *Technical Assistant*
AFA

Rm 201, 59 C. Salvador St., Loyola Hts.,
Quezon City, Phils.

Tel No. (632)436-4706

Fax No. (632) 426-6739

E-mail: afa@asianfarmers.org;

afaesther@asianfarmers.org;

afajun@asianfarmers.org

JAPAN FARMERS' EXCHANGE VISIT, JULY 3-10, 2006

KOREA

Mr. Seo, Jung Eui (Seo), *Chairperson*
 Mr. Kim, Gi Cheol (Kim GC), *Vice-Chairperson*
 Mr. Kim, Kwang Cheon (Fredy), *Manager, Public Relations Section*
 Mr. Jason Choi, *Translator*
 Mr. Lee Heung Se (Lee), *Vice-Chairperson*
 Mr. Park No Wook (Park), *Vice-Chairperson*
 Mr. Shin Myoung Woon (Shin), *Vice-Chairperson*
 Korean Advanced Farmers Federation (KAFF)
 KAFF Bldg 71 Karak-dong, Songpa-gu, Seoul, Korea,
 T: 82-2-3401-6543;
 F: 82-2-3401-6549,
 E-mail: kwak121@chol.com,
 Fredy1002@hotmail.com

THAILAND

Ms. Sudaporn Sittisathapornkul (Paw), *Chairperson*
 Mr. Arnon Sipeen (Non), *Secretary of SorKorPor – Lower Southern Region*
 Mr. Weraphan Prommontre (Weraphan),
Advisor/Translator
 Sor Kor PoR (SKP)
 Somlak Bldg, No. 1 Soi Vipadi 42, Vipadi-Ransit Road, Kwaeng Ladyao, Khet Jatujak, Bangkok, 10900 Thailand
 T: 662-579-4545;
 F: 662-562-0052
 Email: sorkorporthai@yahoo.com

PHILIPPINES

Mr. Vicente Fabe (Ka Vic), *Chairperson, National Council*
 Mr. Ireneo Cerilla (Ka Rene), *Vice-Chairperson for Luzon – Executive Committee*
 Pambansang Kilusan ng mga Samahang Magsasaka (PAKISAMA)
 2nd Flr. 59 C. Salvador St., Loyola Heights, Q.C. Philippines,
 T: (632) 436 -1689,
 E-mail: pakisama_pilipinas@yahoo.com
 Mr. Rolando Abando (Rollie),
Mindanao Regional Coordinator
 PhilDHRRA
 59 C. Salvador St., Loyola Heights, QC, Philippines

TAIWAN

Mr. Chin-hsiung Hsieh (Chin-Hsiung), *Supervisor General*
 Mr. Tai-Neng Chen (Tai-Neng), *Former Director*
 Taiwan Wax Apple Development Association (TWADA)
 47-2 Jwu Jan Road, Jian Gong Village, Shin Pi township, Pingtung County, Taiwan
 Tel: Tel +886-8-7703202 ext. 7828,
 Mobile +886-930766969,
 E-mail: wenchi@mail.npust.edu.tw,
 Ms. Wen-Chi Huang (Wen-Chi), *Associate Professor NPUST*

INDONESIA

Mr. Nuruddin (Uddin), *Secretary General*
 Mr. Markuat (Markuat), *Board Member*
 Ms. Ika Krishnayanti (Ika), *Translator*
 Aliansi Petani Indonesia (API)
 Sekretariat Bina Desa Jl Saleh Abud No. 18-19, Otto Iskandardinata, Jakarta, Indonesia
 T: (6221) 851-9611 / 819-9749;
 F: (6221) 850-0052

VIETNAM

Mr. Le Anh Chien (Chien), *Director, Farmer Supporting Center, 103 Quan Thanh, Hanoi, Vietnam*
 Mr. Nguyen Xuan Dinh (Dinh), *Expert, International Department*
 Vietnam Farmers' Union (VNFU)
 103 Quan Thanh, Hanoi, Vietnam
 Tel No. 844.8457775
 Fax No: 844.7334031
 E-mail: pmqt-ndvn@fpt.vn,

CAMBODIA

Mr. Chouk Vannoth (Vannoth), *President*
 Mr. Long Dimanche (Dimanche), *Secretary Farmer and Nature Net (FNN) c/o CEDAC*
 BP. 1118 Phnom Penh Cambodia
 Tel: +855 23 880 916 / +855 12 967 523
 Fax: + 855 885 146
 E-mail: tathsok@online.com.kh,
 mengse_kin@online.com.kh
 URL: www.cedac.org.kh

JAPAN

Mr. Yamamoto Kazuhiro (Yamamoto),
Secretary General

Ms. Noro Chikako (Chikako), *Board Member*
International Department

Mr. Ikeno Masamichi (Ikeno), *Director,*
Ainou Distribution Center

Mr. Ishii Yasuhiro (Ishii), *Vice-President*

Mr. Miyashiro (Miyashiro), *Staff*

Ms. Ryoko Tsuboi (Ryoko), *Magazine Editor*
Ainoukai

740 Befu, Igashi, Mie, 518-0221 Japan

Tel. No.: +81-595-52-0108

Fax No.: +81-595-52-0109

E-mail: honbu@ainou.or.jp

URL: <http://ainou.or.jp/>

Mr. Chatterjee Ardhendu Sekhar (Chatterjee),
President

DRCSC (Development Reserch Communication and
Service Center)

Mr. Samir Topno (Samir)

Allahabad Agricultural Institute

PARTNERS

Ms. Miren Larrea, *Cooperation Desk*

World Rural Forum (WRF)

Granja Modelo, s/n. 01192 Arkaute, Alava, Spain,

Tel: 00 34 945 12 13 24,

Mobile: 99 34 605 72 19 43,

E-mail: mlarrea@ruralforum.net

EVENT MANAGEMENT TEAM

Ms. Marlene Ramirez (Marl), *Secretary General,*
AsiaDHRRA

Ms. Maria Elena Rebagay (Lany), *Program Officer,*
AsiaDHRRA

Ms. Ma. Estrella Penunia-Banzuela (Esther),
Secretary General, AFA

Mr. Marciano Virola, *Technical Assistant, AFA*
AsiaDHRRA/AFA

Rm 201, 59 C. Salvador St., Loyola Hts.,
Quezon City, Phils.

Tel (632)-436-4706; F: (632) 426-6739

afaesther@asianfarmers.org, afa@asianfarmers.org

afajun@asianfarmers.org, afa@asianfarmers.org

The Asian Farmers' Association for Sustainable Rural Development (AFA) is a regional alliance of 9 farmers' federations and organizations in 8 Southeast and North Asian countries, representing 10 million farmers.

AFA endeavors to build a strong and dynamic regional lobby group for genuine agrarian reform and sustainable rural development, while facilitating the exchange of creative local grassroots' initiatives that address the root causes of poverty and inequality. AFA advocates for the rights of small-scale men and women farmers, promotes cooperation and solidarity and supports building the capacities of its members.

AFA conducts activities related to policy information, policy analysis, and campaigns; as well as dialogues with decision-makers at both national and regional levels. It develops the knowledge and skills of its leaders and members through various participatory and learn-by-doing approaches, including Farmers' Exchange Visits. It provides technical and managerial support to member's initiatives on sustainable agriculture, farmers' organizing and empowerment, agrarian reform and alternative marketing and trading; as well as develop projects along these areas that are implemented in selected countries.

AFA was established in May 2002 after a series of farmers' exchange visits over a span of 3 years, organized by its NGO partner, Asian Partnership for the Development of Human Resources in Rural Asia (AsiaDHRRA). AFA set up its own secretariat in July 2007, signalling a new and more challenging phase in its development.

Rm. 206, Partnership Center
59 C. Salvador Street, Loyola Heights, Quezon City
1109 Philippines
Tel/Fax No.: (+632)436-4640
E-mail: afa@asianfarmers.org
Website: www.asianfarmers.org

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Monograph Production

Event Documenters: Marlene Ramirez, Lany Rebagay, Miren Larrea, Meanne Manahan, Esther Penunia, Jun Virola
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Administrative Support: Shui Tsai, Agnes Ramos, Dan Adan

AFA

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