

# Asian Productivity Organization

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## PROJECT NOTIFICATION

7 July 2011

1. **Project Code** 11-AG-09-GE/DC-OSM-B
2. **Title** Multicounty Observational Study Mission on Developing Reliable, Safe, Green Food Supply Chains
3. **Duration** 7–12 November 2011 (six days)
4. **Venue** Tokyo, Japan
5. **Implementing Organization** Asian Productivity Organization
6. **Number of Overseas Participants** Up to 18 qualified participants (see 13. Qualifications of Participants)
7. **Number of Local Participants** Up to six qualified participants (see 13. Qualifications of Participants)
8. **Participating Countries** Bangladesh, Cambodia, Republic of China, India, Indonesia, Islamic Republic of Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam
9. **Closing Date for Nominations** 31 August 2011
10. **Objectives**
  - a) To review the current situations of food supply chain management in terms of impacts on the environment, use of natural resources, and food hygienic levels;
  - b) To discuss issues and strategies in greening supply chains (GSC) for enhanced food safety and competitiveness; and
  - c) To observe salient features and operation of GSC in the agrifood industry in the host country.

## **11. Background**

The development of reliable, safe, green food supply chains has become a major concern of both producers and companies involved in the various activities and/or stages in the food supply chain. Such concern stems from consumers' growing consciousness of and preference for high-quality, safe food products as well as their sensitivity to the impact of the way food items are produced, handled, and delivered to the market on the environment. Thus, to remain competitive in the market, companies in the food business are now increasingly working closely with their suppliers to ensure that their activities are carried out following strict hygienic standards and appropriate environmental practices that meet the requirements of consumers.

There are already many good examples showing concrete evidence that GSC in the agrifood industry has led to improved environmental conditions and more efficient use of scarce natural resources, notably water and energy, by companies in several countries. These examples also demonstrate the benefits to companies which include economic benefits from lower costs through reduced waste, improved product quality and safety, and improved public image.

This study mission is organized to review these successful examples, especially among agrifood firms in Japan, and examine the current and prospective role of GSC in minimizing environmental impacts and contributing to more sustainable development of agriculture as well as enhancing the quality and safety of agrifood products and competitiveness of agrifood companies.

## **12. Scope and Methodology**

The study mission will consist essentially of the presentation of resource and country papers and field studies. The resource papers will discuss in detail the basic concept of GSC; recent developments (best practices) in promoting and implementing GSC in the region; their effects on the environment, food quality and safety, and economic performance of the companies; and the constraints, major issues, and challenges. The country papers will introduce efforts made by companies, industrial associations, and the government to promote GSC in the agrifood sector in each country. The field studies will visit selected companies, farms, and related institutions implementing GSC in the agrifood industry in Japan.

The tentative main topics to be covered during the study mission deliberations (paper presentations, discussions, etc.) are:

- a) Concepts and principles of establishing and developing GSC
  - definition, principles, business practices within a firm and among a network of firms; suppliers/producers that comprise the supply chain; supplier-driven chains vs. buyer-driven chains; etc.
- b) Framework for GSC
  - green procurement policies; customer relationship and service management processes; supply and demand management process; manufacturing flow management process; supplier relationship management process; product development and commercialization process;

delivery and distribution management process; supply chain management performance measurement; etc.

c) Tools for GSC

– environmental management systems; environmental management accounting; eco-labeling; eco-product design; life cycle analysis; traceability systems; pollution and waste audits; hazards assessment; ISO22000 and other food safety management systems; etc.

d) Effects of promoting GSC in the agrifood sector

– impacts on the environment; economic effects (cost and sales); reduction of waste; etc.

e) Case studies of Japanese agrifood companies engaged in GSC

The tentative itinerary and program of activities of the study mission are:

<u>Date/Time</u>	<u>Activity</u>
Sun., 6 November 2011	Arrival of participants in Tokyo
Mon., 7 November	Opening session (first hour only) Presentations by resource speakers (three to four experts)
Tue., 8 November	Field visit
Wed., 9 November	Field visit
Thurs., 10 November	Field visit
Fri., 11 November	Presentations of country reports by the participants
Sat., 12 November	Workshop discussion Summing-up and concluding session
Sun., 13 November	Return of participants to home countries

### **13. Qualifications of Participants**

The participants are expected to possess the following qualifications:

- (a) Age: Preferably between 28 and 55 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: Senior officials of government and representatives of food industry associations including agricultural cooperatives; managers and/or staff of agribusiness companies and consulting firms; and researchers involved in the development/management of green food supply chains.

- (d) Experience: At least five years of public or private experience in the fields of agriculture, the food industry, rural development, or other relevant field.
- (e) Language Proficiency: All proceedings of the study mission are conducted in English, and participants are frequently required to make oral and written presentations. They should be proficient in both spoken and written English. Those who are not proficient in English need not apply.
- (f) Health: Physically and mentally fit to attend an intensive study mission program requiring participants to complete a number of individual and group activities and strenuous field work (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental strain).
- (g) Attendance: Participants must attend all six days of the study mission to qualify for the certificate of attendance.

#### 14. Financial Arrangements

- a) **To be borne by the APO:** From the APO general budget
  - i) All assignment costs of overseas resource persons.
  - ii) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Tokyo for all participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from SMEs and nonprofit organizations from other APO member countries. As far as practicable, all participants are strongly encouraged to purchase and use discount tickets (following IATA PEX or other applicable discount fares). Please note that the arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is available on the APO website and from APO Liaison Officers in member countries.
  - iii) Hotel accommodations and per diem allowances for participants from the Republic of China, Republic of Korea, and Singapore for any additional overseas participants for up to seven days at the rate to be specified later when more than 15 participants are selected.
- b) **To be borne by the APO:** From a special grant from the Japanese Ministry of Agriculture, Forestry and Fisheries
  - i) Hotel accommodations and per diem allowances for up to 15 overseas participants, except those from the Republic of China, Republic of Korea, and Singapore for up to seven days at the rate to be specified later.
  - ii) All local implementation costs.
- c) **To be borne by participants or participating countries:**
  - i) For participants from profit-making organizations, except for SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Mongolia, Lao PDR, and Nepal:
    - 1) Round-trip international airfare between the member country and Tokyo.

- 2) Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.
- ii) For all participants:
  - 1) Participants should be fully insured in Japan, regardless of any insurance coverage obtained in their own country, against accident and illness (including hospitalization) for:
    - accidental death and dismemberment up to ¥4,000,000
    - medical expenses for accident up to ¥4,000,000
    - medical expenses for illness up to ¥4,000,000

for the entire duration of the project and travel. The APO will secure this insurance on behalf of the participants in the host country from the day before project commencement until the day after project completion. Each participant must pay the premium himself/herself out of the per diem allowances provided. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident or illness.

- 2) Any expenses related to visa fees and airport taxes.
- 3) Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever

## 15. Actions by Member Countries

### Nominations

- (a) Each member country is requested to nominate candidates for selection in the order of preference. Please ensure that candidates nominated meet the qualifications prescribed above (see 13. Qualifications of Participants).
- (b) Please note that when a candidate is nominated it does not follow that she/he is considered selected. Selection is at the discretion of the Screening Committee. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent. Sometimes, candidates are not selected because they are overqualified for the given project.
- (c) APO Liaison Officers/NPOs are reminded to make clear in their search for the most appropriate participants that only the APO Liaison Officer/NPO in their country may send nominations to the APO Secretariat. This should eliminate the mistake of various government/public/private institutions making nominations directly to the APO Secretariat.

### Required Documents

- (d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
  - i) Two copies of the candidate's biodata on the **APO biodata form** together with passport-sized photograph. The biodata form can be downloaded from the APO website.

Downloading information is also available from [www.apo-tokyo.org](http://www.apo-tokyo.org). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the **Agriculture Department**, APO Secretariat (e-mail: [agr@apo-tokyo.org](mailto:agr@apo-tokyo.org), fax: 81-3-5226-3954).

- ii) **The APO Medical and Insurance Declaration/Certification Form.** Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- (e) For reasons of expediency or because of time constraints due to approaching nomination deadlines, member countries sometimes send their candidates' biodata forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, member countries are requested to mail the originals of the documents to the APO Secretariat as well. They are needed for making clear, clean copies for the host country, especially with regard to the candidates' photos. If the documents are submitted electronically as mentioned in d)-i), there is no need to send the original by postal mail. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.

#### Nomination Deadline

- (f) Member countries are requested to abide by the nomination deadline of **31 August 2011**. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- (g) For member countries where nominations are required to be approved by higher government authorities and hence require a longer time, APO Liaison Officers/NPOs are urged to send in the names of nominees on or before the deadline, indicating that government approval will follow.

#### Others

- (h) The most qualified participant(s) from each member country will be chosen and notified through the APO Liaison Officer/NPO. Should some candidates fail to qualify or be unable to participate after selection, or should some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.
- (i) Member countries are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project. Further, if they become unable to attend the program, they should be requested to inform the APO promptly of their inability to participate and the reason for last-minute withdrawal through APO Liaison Officers/NPOs in member countries.

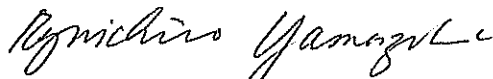
- (j) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, all candidates are expected to return home upon completion of the official project because they are visiting the host country for the specific purpose of attending this APO project.

#### **16. Country Paper Preparation**

The participants are required to prepare a country paper prior to departure for the project venue for presentation at the study mission. In preparing the papers, they are expected to follow "Guidelines for Preparation of Country Papers" to be provided later. A copy of the paper should reach the Agriculture Department, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5226-3954), no later than **31 August 2011**.

#### **17. Other Conditions**

Other conditions for participation are given in the *APO Guide for Participants*, which is available from the APO Liaison Officers/NPOs in member countries and on the APO homepage (URL: [www.apo-tokyo.org](http://www.apo-tokyo.org)) and will also be sent to the selected participants.



Ryuichiro Yamazaki  
Secretary-General