

JAPANESE EXPERIENCES : FARMER' S DIRECT CHANNELS TO MARKET FARMER' S MARKET (SANCHI CHOKUBAISHO)

Facilitator: Saeko Noda, Certified SME Management Consultant
Sample hours (3 hours)

The purposes of this session

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- ◆ To understand the concept and historical evolution of farmer's market (Sanchi-Chokubaisyo) in Japan and its implications.
- ◆ To gain practical know-how through the case study of Kanuma city, one of “self-help” type of farmer's market
- ◆ To discuss the applicability of this “farmer's market concept” to participants' respective countries.

Syllabus sample

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Time flow (sample)	Contents	Methods
0.5 hour	1. Historical evolution of Farmer's market in Japan	Lectures
1.5 hour	2. Categories of farmer's market 1) "self-help" type 2) third sector driven 3) JA (Farmer's association) driven 4) Prefectural/city government driven	Lectures e.g. Kanuma buckwheat noodle, JA Oyama-cho, Antenna shop run by municipality,
1 hour	Applicability of the concept of farmer's market on above different categories to participants' country	Discussions