

**“Support through GIAHS Programme  
the International Activities for Sustainable Family Farming”  
By the Ministry of Agriculture, Forestry and Fisheries (FY2022 Budget)  
Summary of the International Symposium  
on GIAHS and Family Farming 2022**

- 1. Date:** November 28 – 30 (Mon.- Wed.), 2022
- 2. Venue:** Hilton Hotel Odaiba; Sunrise Terrace (Hybrid style)
- 3. Participants:** Experts on GIAHS, Expert on market promotion of foods and agricultural products, Representatives from GIAHS sites, and officials from the FAO regional office. From MAFF Japan, Mr. Tanimura, Deputy Director General for Export and International Affairs Bureau, delivered an opening address.

**4. Summary:**

The symposium was organized to discuss the implementation of the pillar 7 (Multifunctional/Multi-Employed) of the global action plan of the UN Decade of Family Farming by ensuring food security through GIAHS, the sustainability of agroecosystem-friendly production by family farmers, promoting landscape management, traditional knowledge and culture rooted in different regions, and the transfer of social values. The symposium featured presentation from relevant stakeholders and their discussion.

**(1) Topics of the Sessions and Side Events**

- Actions to promote marketing for agricultural products in GIAHS sites.  
(Labeling, certification, establishment of new supply network systems, new demand, niche markets, etc.)
- Marketing strategies and challenges by farmers
- Conditions necessary for small family farmers to participate in market promotion activities and to benefit from the economic effects of these activities.

**(2) Individual comments and opinions from panelists and participants**

- Producer’s association plays an important roles for supporting marketing of family farmers due to its collective bargaining power.

- A future challenge is to how to lead consumers well understand the additional value of the GIAHS site to strengthen the impact of its certification system. Although the contents of the initiative are appreciated, most of the consumers prefer the price to be similar to that of conventional products. Moreover, the number of farmers practicing those actions has decreased in recent years due to burdensome work required to take certificate.
- It is important to promote the involvement of all stakeholder, including the tourism sector as well as the government.
- Small family farmers have difficulties in issues such as managing food quality and food security, maintaining the value chain, establishment of a standard, and public-private-sector cooperation. It is necessary to ensure empowerment of small-scale farmers through providing technical support and policy support and necessary resources.

[Speakers / panelists (Symposium and Side-events)]

Mr. Yoshihide Endo	FAO GIAHS Coordinator
Ms. Eriko Hibi	Director for FAO Liaison Office in Japan
Ms. Florence Tartanac	Senior Official, Food and Nutrition Division, FAO
Mr. Reiji Funahashi	General Manager, NPO “Fuyumizu Tanbo”
Ms. Kiyomi Sato	Director, Osaki City
Mr. Kazuhiro Takase	Section Chief, Osaki City
Ms. Mako Igarashi	Chief of Toki and Satoyama Promotion Division, Shizuoka Prefecture, Japan
Mr. Yasutoshi Sada	Deputy Director, Agriculture Support Unit, Department of Agriculture Tokushima Prefecture
Ms. Yasuyo Toyonaga	Deputy Director, Agriculture Support Unit, Department of Agriculture Tokushima Prefecture, Japan
Mr. Masahito Oshima	Deputy Director, Industry and Economics Division, Tsurugi City, Japan
Mr. Takashi Arita	Agricultural Policy Division, Shiga Prefecture, Japan
Mr. Yuzuru Matsumoto	Executive Director, Farmers Forestry Co., Ltd.
Ms. Yuko Tsuchiya	Tsuchiya Farm
Mr. Shota Fukuda	FKD farm

Professor Wenjun Jiao	Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences, China
Professor José-María García-Alvarez-Coque	Professor, Department of Economics and Social Sciences, University of Valencia, Spain
Ms. Susan Luzio	Associação de Desenvolvimento da Região do Alto Tâmega (ADRAT), Portugal
Ms. Teresa Agüero	Ministry of Agriculture, Chile
Mr. Eiji Tanimura	Deputy Director-General, Export and International Affairs Bureau, the Ministry of Agriculture, Forestry and Fisheries, Japan