



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

10 June 2014

- 1. Project Code** 14-AG-25-GE-TRC-B
- 2. Title** e-Learning Course on Production and Certification of Organic Food for Greater Market Access
- 3. Duration** Session 1: 1–4 September 2014
Session 2: 29 September–2 October 2014 * (for Thailand)
- 4. Venues** Session 1: Bangladesh, India, IR Iran, Nepal, Pakistan
Session 2: Cambodia, Fiji, Indonesia, Philippines, Thailand, Vietnam
- 5. Implementing Organizations** APO Secretariat and the following NPOs:
- Session 1:
- | | |
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| Bangladesh: | National Productivity Organisation |
| India: | National Productivity Council |
| IR Iran: | National Iranian Productivity Organization |
| Nepal: | National Productivity and Economic Development Center |
| Pakistan: | National Productivity Organization |
- Session 2:
- | | |
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| Cambodia: | National Productivity Centre of Cambodia |
| Fiji: | National Training & Productivity Centre, Fiji National University |
| Indonesia: | Ministry of Manpower and Transmigration |
| Philippines: | Development Academy of the Philippines |
| Thailand: | Thailand Productivity Institute |
| Vietnam: | Vietnam Productivity Centre |
- 6. Number of Participants** More than 20 participants from each participating country
- 7. Closing Date For Nominations** Session 1: 15 August 2014
Session 2: 12 September 2014 (FTPI: 29 August)
- 8. Objectives**
- To acquaint participants with the standards and regulations of production and certification of organic agrifood products; and
 - To enhance participants' understanding of the management of organic agrifood products in food supply chains.

9. Background

The demand for organic food products is expected to continue growing robustly in major markets like the USA and EU. The global market for certified organic food products is expanding fast, resulting in greater opportunities for organic producers in developing countries in Asia. To take advantage of this growing export market, however, there is a need to establish credible systems of organic standards and strengthen organic certification bodies.

Organic certification is undertaken based on established regulatory and audit systems that provide operating guidelines and rules, called organic standards. Nowadays, third-party certification is prerequisite to successful sales transactions, and an “organic” claim on a product labels requires such certification under the regulations of many governments.

In many developing countries, especially those where organic food production and processing are only beginning to emerge as viable commercial ventures, there is no harmonized standard and hence organic product labeling and certification may be unreliable. This issue needs to be addressed if developing countries in Asia seek to benefit from the expanding international markets for these products. There is also a need to develop a critical mass of inspectors of organic products to facilitate the certification of growers and processors.

10. Modality of Implementation

This course is offered through videoconferencing using the World Bank’s Global Development Learning Network (GDLN) platform. GDLN centers in participating countries will be used for this purpose. In countries where World Bank facilities are not available, other service providers will be tapped.

The course will be implemented in two sessions as described above. Each country group will be moderated by a local coordinator. The main faculty for this course will come from Germany, Malaysia, and Japan.

On the last day, a written examination will be conducted to test the participants’ learning from the course. Performance in the examination will be one of the criteria for selection of the participants for a follow-up face-to-face training course. One or two of the best-performing participants in this e-learning course from each country may be selected to attend upon endorsement by the concerned NPO.

11. Scope and Methodology

Scope

The tentative modules to be covered are:

- a. Organic standard development, certification procedures, accreditation criteria, and requirements;
- b. Trends in the production and trade of organic food;
- c. Emerging demand and opportunities for exports of specific organic food products;
- d. Major challenges in marketing organic food products in overseas markets;
- e. Overview of the rules and standards for the labeling and packaging of organic products in selected major markets; and
- f. Procedures for organic product certification and labeling.

Methodology

The distance-learning course will consist of a combination of videoconferencing and offline sessions such as online lectures, online discussions, and online presentations of country case studies; group exercises, and individual assignments.

12. Qualification of Candidates

The participants are expected to possess the following qualifications:

Present Position	Officials of relevant government agencies involved in the promotion and/or regulation of organic food products, officials of organic producers' associations, and managers and staff of agribusiness enterprises involved in the promotion and management of organic food enterprises
Experience	At least one year of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They should therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who fit the above profile are typically between 30 and 50 years of age.
APO Certificate	Participants are required to complete all modules to receive the APO certificate of attendance.

13. Financial Arrangements

To be borne by the APO

- a. All assignment costs for resource speakers to prepare presentation materials and deliver presentations;
- b. Rental and other charges of the GDLN/videoconferencing centers in participating countries, resource persons' countries, and Japan;
- c. Honorarium for a local coordinator in each participating country; and
- d. Transportation costs for field visits.

To be borne by participating countries

- a. Any other local implementing costs not covered by the APO.

14. Actions by Participating Member Countries:

The NPO of each participating country is requested to nominate more than 20 participants and submit a list in the format to be provided by the Secretariat later. Please adhere to the nomination deadlines specified under section 7 of this document and ensure that candidates nominated meet the qualifications prescribed under section 12.

Each NPO will identify an appropriate local coordinator. The coordinator will moderate all technical sessions including field visits, group exercises, and individual assignments in consultation with the NPO and chief resource person identified by the APO. The group exercises will include experience sharing, views of participants on international export promotion of organic food, and review of online sessions. The coordinator will also make all necessary arrangements with the local GDLN/videoconferencing centers prior to the commencement of the training course to ensure that the facility is ready for the training sessions.



Mari Amano
Secretary-General