

Seminar Series...12

**Report of the Regional Seminar
on**

Agricultural Cooperative Marketing



INTERNATIONAL COOPERATIVE ALLIANCE

**Office & Education Centre for South-East Asia,
Singapore, 43 Friends' Colony, New Delhi-110-014.**

ICA Library
334:630(520) GUN-A
ICA 00232

Report of the Regional Seminar

on

“Agricultural Cooperative Marketing”

Tokyo, Japan

2-22 September, 1975

LIONEL GUNAWARDANA
Rapporteur



INTERNATIONAL COOPERATIVE ALLIANCE

Regional Office & Education Centre for South-East Asia

'Bonow House' 43 Friends' Colony, New Delhi-1

ICA Library



ICA 00232

Regional Seminar on
“Agricultural Cooperative Marketing”
2-22 September 1975, Tokyo, Japan

held under the auspices of
International Cooperative Alliance
Regional Office & Education Centre for South-East Asia

in collaboration with the
Central Union of Agricultural Cooperatives,
Institute for the Development of
Agricultural Cooperation in Asia (IDACA)
and
National Federation of Agricultural Cooperatives (ZENNOH)
Tokyo, Japan

Report of the Regional Seminar on

“Agricultural Cooperative Marketing”

Seminar Series...12

International Cooperative Alliance

Headquarters : 11 Upper Grosvenor Street,
London W1X 9PA.

Regional Office & Education Centre for South-East Asia
'Bonow House', 43 Friends' Colony, New Delhi-110-014

May 1976 (1000)

Price : Indian Rs. 5.00

Printed in India

At The National Cooperative Printing Press, New Delhi-110-015.

C O N T E N T S

	Page
Introduction ...	1
Objectives ...	1
Study Visits ...	2
Cooperative Marketing of Fruits and Vegetables in the Region ...	2
Problems in Agricultural Cooperative Marketing	
Small Size Farms ...	3
Uneconomic Size of the Societies ...	3
Finance ...	4
Business Techniques ...	4
Integration ...	5
Management ...	5
Transportation ...	5
Processing and Storage ...	6
Grading and Packing ...	6

Marketing Intelligence	...	6
Price Stabilisation	...	7
Farm Guidance	...	7
Marketing Research and Extension	...	8
Government Policies	...	8
Government Assistance	...	9
Merits and Demerits of Different Marketing Methods	...	10
Price Support Measures	...	12
Price Compensation Programme	...	12
Purchasing Price Programme	...	13
Land Retirement Programme	...	14
Observations in Japan	...	15
Annexe-1 : Programme	...	19
Annexe-2 : List of Participants	...	22

INTRODUCTION

A Regional Seminar on Agricultural Cooperative Marketing was held by the International Cooperative Alliance, Regional Office and Education Centre for South-East Asia, in collaboration with the Central Union of Agricultural Cooperatives of Japan, the Institute for the Development of Agricultural Cooperation in Asia (IDACA) and the National Federation of Agricultural Cooperatives (ZEN-NOH) in Tokyo from 2nd to 22nd September, 1975. Twenty-two participants from ten countries attended the seminar. The countries represented were Bangladesh, India, Indonesia, Republic of Korea, Malaysia, Nepal, the Philippines, Singapore, Sri Lanka and Thailand. The list of participants and the seminar programme are given in Annexe 1 & 2.

The Seminar was directed by Mr. M.V. Madane in collaboration with Mr. Lionel Gunawardana and Mr. H. Togawa.*

Objectives

1. To review agricultural cooperative marketing situation in South-East Asia and to identify problems.
2. To study agricultural cooperative marketing in Japan with particular reference to :
 - a) fruits and vegetables and livestock products and
 - b) the integrated system of cooperative marketing from production to marketing, and

*The designations and the names of organisations of these persons are given in the list of participants.

3. To consider steps to be taken for developing cooperative marketing in countries of the Region in the context of cooperatives in Japan.

Study Visits

In order to provide seminar participants with an opportunity of learning about the cooperative marketing activities in the Republic of Korea, a study visit programme for five days was organised by the ICA in collaboration with the National Agricultural Cooperative Federation (NACF) prior to the seminar. The seminar programme also included study visits in Japan. The participants were taken to two primary agricultural cooperatives and marketing organisations of national and prefectural federations for intensive study with the help of case studies specially prepared for the seminar.

Cooperative Marketing of Fruits and Vegetables in the Region

Production of fruits and vegetables in the South-East Asian countries is characterised by small operational holdings each growing a variety of fruits and vegetables in a cropping season. The harvesting of each crop extends upto two to three months where the supplies to the market are made almost regularly on daily or weekly basis in very small lots. The transport facilities available to the farmers are not adequate. Fruits and vegetables are normally transported from the farm to the local market place by indigenous transport methods such as bullock cart, horse carts or on back of animals or even as head-loads by farmers.

Cooperativisation in the field of marketing of fruits and vegetables in most of the South-East Asian countries is still at the infant stage. It is only in Japan, Korea and in certain parts of India and Sri Lanka that a significant impact has been made in this respect. The structure for marketing societies in Japan comprises of multi-purpose/specialised primary societies at local level, federations at prefectural and national levels. In the Republic of Korea the primary societies at myon (township) level are affilia-

ted to a national federation. In India while there are a number of fruit and vegetable societies in various States at primary market level, they are federated at State level only in a few States. There is no specific national level federation for these societies. In Sri Lanka multipurpose societies at primary level are affiliated to the national federation. In Bangladesh some marketing of fruits is being handled by the multipurpose societies acting finally through the general purpose national level federation. In Thailand three societies at the district level have been recently organised to undertake marketing of fruits and vegetables. The Cooperative Agricultural Marketing and Purchasing Federation of Thailand has also initiated action to start marketing of fruits and vegetables. In Malaysia there is no cooperative handling of fruits and vegetables but one Farmers' Association undertakes marketing of fruits and vegetables since 1974. In Singapore a producer society has been recently organised for marketing vegetables, fruits and livestock. In the Philippines a cooperative marketing society at the national level has been organised to handle all types of farm products such as fruits, vegetables and livestock. In Indonesia there is no cooperative marketing of fruits and vegetables.

Problems in Agricultural Cooperative Marketing

The Seminar discussed at length the problems faced in agricultural cooperative marketing and listed the following major problems :

Small Size Farms

As pointed out earlier the farms are very small and produce a variety of crops. In order to overcome the disadvantages of small size farm holdings, jointly managed holdings or highly efficient joint production groups should be organised within the primary cooperatives to achieve better production which is a prerequisite for effective marketing of agricultural produce.

Uneconomic Size of the Societies

Since the number of members of the societies is very small,

except in some countries where they have been expanded through amalgamation, the societies have remained financially weak and have not been able to expand their business. It is therefore necessary to bring more of the fruit and vegetable growers within the cooperative fold and where necessary and feasible area of operation should be expanded.

Finance

The agricultural cooperatives require two types of finance, one relating to production requirements of the member farmers and the other to support the business activities of the societies. The flow of production credit through cooperatives to the member farmers for raising crops remains insufficient in most of the countries in the Region. These crops being highly capital intensive their cultivation requires large funds.

For marketing purposes these societies have to build a strong capital base in order to be able to borrow from the banks for the working capital.

Where the societies undertake to set-up fruit and vegetable processing units as part of their marketing business, they need still larger funds to invest in block capital. This necessitates among other things selling out larger number of shares to individual growers.

Business Techniques

A marketing society is expected to handle produce of the members either on consignment basis or outright purchase basis. Since the prices of fruits and vegetables are subject to seasonal fluctuation, societies generally prefer consignment method in almost all the countries. It is mostly in the export trade that the higher tier societies resort to outright purchases through the primary level agricultural cooperatives.

The inadequacy of marketing expertise with the marketing societies has hindered the growth of their marketing activities and adoption of new and scientific business techniques.

Integration

The vertical integration that exists between production and marketing and also between primaries and their federations is not sufficient.

Planning of production based on demands for various products and more effective coordination of marketing activities of primaries and their federations would be needed to reduce the percentage of risk involved in the marketing of fruits, vegetables and livestock products.

Management

The Directors of the societies who are expected to promote the growth of the movement are generally uninformed and are not conversant with business methods. There is, therefore, no initiative in them for taking to modern marketing techniques.

The managerial staff of the societies in some countries is generally drawn from Government Cooperative Departments. They do not necessarily possess adequate skills in business management and consequently try to follow the conventional methods of marketing. Where the managers are recruited from the open market, the salaries paid are often too small to attract experienced and talented persons.

Efforts have been made to train the staff in certain countries in various techniques of cooperative marketing but, further concerted effort in this direction is desired. If a regular cadre of managerial personnel and the accountancy staff is built up in each country it would go a long way in promoting the growth of the cooperative marketing movement.

Transportation

Very few societies have their own transport facilities for the collection and assembling of members' produce. The provision of this facility would promote the growth of cooperative marketing.

Processing and Storage

Processing is an important service in stabilizing markets for perishables like fruits and vegetables and also in utilizing the unsalable off-grade surplus. Most of the fruit and vegetable marketing societies of the South-East Asian countries barring Japan and South Korea do not have much of processing facilities as adjuncts to their business. Where such facilities do exist, in most cases the units are too small to be viable. One of the reasons for these units not being able to function satisfactorily is the difficulty for the small units to undertake sales promotion activities. The solution to this problem lies either in pooling the products of a number of societies under one brand name which will facilitate advertisement and sale or in setting up of processing and grading units by state/national federations. Cold storage facilitates regulation of shipments to the market and help in stabilizing the prices. These are generally lacking in most of the developing countries. The major constraints in developing cold storage are lack of finance and technical know-how.

Grading and Packaging

Very little grading and proper packaging is done in the vegetable and fruit trade in the developing countries in the Region. Bad packaging results in considerable amount of avoidable waste and lack of grading in low prices. Along with intensive production programmes the farmers should be trained in quality control, grading, improved methods of packaging and in the use of equipment for protecting the products from deterioration and spoilage.

Marketing Intelligence

This is a field which has not received due attention of the cooperatives. The most important media used for dissemination of marketing information between the members and the local cooperatives is the direct contact. Between the cooperatives at different levels the contact is through post, telegraph and telephone. For certain fruits and vegetables the prices are broad-

cast on radio and television and published in the newspapers. However, the information supplied by way of market intelligence is not generally adequate or systematic. Systematic supply of price information coupled with relevant advice and guidance on marketing should be attempted.

Price Stabilization

Measures for price stabilization of agricultural produce have been undertaken in some countries by governments to a certain extent. But most of them are only in regard to foodgrains. This is a field which needs urgent attention of both governments and cooperatives. Creation of price fluctuation funds to which the societies, farmers and governments contribute, as is found in Japan, can help in protecting the farmers from the hardships caused by price fluctuations. Implementing schemes of floor prices and support prices should also be undertaken by governments wherever necessary and feasible. As stated earlier, the provision of adequate cold storage facilities, more appropriately near the consuming centres, also would help in achieving stabilization of prices.

The prices can also be stabilized through effective control of production as well as supplies by some statutory bodies like marketing boards at the national level. National level cooperative federations handling fruits and vegetables should have adequate and effective representation in such boards.

Farming Guidance

The cooperatives in most of the countries in the Region do not provide farming guidance services to their members. In a few societies, however, a start has been made. The farmer-members mostly depend for advice on farming techniques on the government agricultural departments. The services of these departments are not available easily and when required. Wherever possible the cooperatives should provide these services. In places where this is not feasible efforts should be made to enable the farmer members to use the services provided by the govern-

ment departments of agriculture effectively by working in coordination with them.

Training facilities in improved methods of agriculture available to farmers is inadequate. Programmes of farmer education need to be carried out. Commodity groups among the members raising same crops or livestock should be formed. These groups can coordinate the activities of members of the groups with the cooperatives and also are useful for extending farm guidance and extension advice.

Marketing Research and Extension

Very little research has been done on marketing of fruits and vegetables. The national level cooperatives may create cells to carry out research work. They should disseminate the results of such research to the farmers through the primary societies.

Government Policies

With a few exceptions, cooperatives are taxed in most countries. While the cooperatives meet their tax obligations such as income tax and sales tax often they face an uneven competition from the private trade which manipulates to evade payment of taxes. Government should adopt remedial measures to ease the burden that such unfair competition compels cooperatives to bear. The governments may exempt cooperatives from the payment of taxes or atleast give some tax concessions.

II. GOVERNMENT ASSISTANCE

Government assistance alone cannot bring overall development in the agricultural cooperative movement without the efforts of the cooperative leaders and members engaged in cooperative activities. In the developing countries, at the initial stage, effective assistance from the Government is, however, needed for the development of agricultural cooperatives. Such assistance should be so designed as to lead the societies on to self-sufficiency gradually. While maintaining the democratic structure and autonomy, Government may assist the cooperatives by providing:

- (i) Subsidy towards managerial expenditure,
- (ii) Loans for block capital of processing units,
- (iii) Loan and subsidy for construction of storages including cold storages,
- (iv) Loan and subsidy for transport facilities,
- (v) Assistance towards creation of price fluctuation funds,
- (vi) Crop insurance facilities,
- (vii) Training facilities, and
- (viii) Assistance in creation of technical and promotional cells in state/national federations.

In India, the Government participates in the share capital of cooperatives where necessary in order to strengthen the borrowing capacity of such cooperatives. The Seminar was divided in its opinion on the desirability of government participation in the share capital of cooperatives. The Seminar noted that in a majority of the countries, this practice is not found.

During the period in which the government financial assistance is utilized by the cooperatives, governments may be required to exercise certain supervisory and regulatory powers over cooperatives. However, it should be ensured that the cooperatives are allowed to function as autonomous bodies on the basis of cooperative principles and practices.

The government assistance should be withdrawn gradually when societies become self-sufficient and self-reliant and the regulatory power should also cease with such withdrawals.

Merits and Demerits of different Marketing Methods

The seminar discussed in detail the merits and demerits of consignment and outright purchase method of marketing and listed the following merits and demerits.

Consignment Method

Merits

1. Most of the marketing functions are carried out by cooperatives so that farmers can concentrate their efforts on productivity.
2. Volume of cooperative marketing can be expanded and marketing cost reduced by systems of circuit collection by trucks, pool accounting and joint grading.
3. Operating funds needed to carry out cooperative marketing can be reduced compared with outright purchase method.
4. Cooperatives can transfer the physical and economic risks to the member farmers and also reduce those risks by improving various marketing activities.
5. In the event of downward fluctuation of prices it would be easier to withstand the loss as it would be shared by the individual owners of the produce.
6. The producer can withdraw his produce from a particular market for sale in another market which offers a better price.

Demerits

1. Most of the small farmers need cash immediately on sale of their produce. Thus they are not interested in consignment method.
2. Farmers may fear that cooperatives cannot get high prices for them compared with prices paid by middle men because marketing shares of cooperatives are not large enough.
3. Farmers may not like pool accounting system which is a prerequisite for consignment method because of the possibility of inferior produce of others lowering the price of the entire consignment.
4. Lack of adequate cooperative marketing facilities including storage and processing facilities is a constraint for consignment marketing.
5. Involves great risk for the producer on account of (a) decline in prices, (b) shortage in transit, (c) possibility of loss in perishable produce.

Outright Purchase Method

Merits

1. Farmers can receive payment on handing over of the produce.
2. No risk of price fluctuation to farmers after the produce is handed over.

Demerits

1. Farmers themselves have to carry out some part of the marketing functions. This results in waste of time and effort.
2. The society has to invest considerable funds for the purchase of produce on cash from member farmers.
3. Cooperatives have to take over the physical and economic risks involved during the handling of the produce.

4. In the event of downward fluctuation of prices the society has to bear the full loss.

Cooperative marketing activities should be, with greater advantage, carried out on the basis of consignment method. Member farmers' trust in the cooperative is an essential prerequisite for the successful cooperative marketing based on consignment method. The Seminar recommended that in the short run, outright purchase method may be partly adopted if there are difficulties in adopting consignment method.

Price Support Measures

The Seminar considered various price support measures that can be adopted for fruits, vegetables and livestock products and the influence of these measures on stabilizing prices. Production of fruits and vegetables and livestock products is highly seasonal. Moreover, most of the small-scale farms in the South-East Asian countries sell most of their marketable produce immediately after harvest, when the market price is at its lowest, to meet the urgent cash needs for consumption expenditure, paying back debts etc. In general, market prices are low during the immediate post-harvest season when compared with the cost of production. When produce is sold at this period it leads to low level of agricultural income and ultimately to inefficient agricultural production.

It is very important, therefore, to support farm prices and stabilise them at reasonable levels. Support prices should be determined taking into account the costs of production. Some of the price support measures that can be adopted for fruits and vegetables and livestock products in the South-East Asian countries by cooperatives and the governments and the influence of these measures on stabilising seasonal and annual price fluctuations are explained in the following paragraphs.

Price Compensation Programme

In the case of highly perishable produce a price compensation programme can be adopted for the purpose of securing

and supporting the farm prices. When price is lower than the support price level, the differential can be supported by the Government according to the volume of marketing done by the farmers. In other words, farmers would sell all the marketable produce at the market price which is determined by the supply and demand for the produce in the free market, and then they receive the differential between support price and market price from the government so that prices received by the farmers can be equal to the cost of production.

The consumers also are benefitted from such programmes as they can buy the produce at the market price which is lower than the support price. However, this programme requires considerable government expenditure, hence may not be widely followed in the Region except in special cases and that too with only part of the differential being subsidized.

If this programme is adopted by agricultural cooperatives, it is desirable for cooperatives to establish a "price compensation fund". The primary source for this fund should be the contribution of the farmers at times when prices are favourable. In Korea, about 5 per cent of total gross revenues made through cooperative marketing is reserved for price compensation funds, but the funds are not big enough to cover all the products and as a result of which the scheme has not been very effective. In Japan also a similar programme has been initiated. Vegetable Production and Shipment Stabilization Fund Association gives compensation to farmers to the extent of 80 per cent of the differential between a guarantee standard price and the average selling price.

Purchasing Price Programme

Purchasing price programme can be adopted for relatively storable produce such as red pepper, potatoes, garlic etc. Under this programme government purchases a certain amount of the produce from the farmers at support price level in order to reduce heavy market supply during post-harvesting seasons. This reduces heavy market supply during post-harvesting season in

which period most of the farmers sell their marketable surplus. The government stores the produce purchased for several months and sells them in the open market when market prices rise. The government's selling price of the produce should be determined at a level at which the storage costs can be covered in order to avoid any burden from extra expenditure. The support price should be determined taking into consideration the cost of production.

This programme benefits not only the producers but also the consumers by stabilizing prices. Consumers' total utility could be greatest when prices are stabilized. They can spend more efficiently their consumption expenditures when the prices are stable.

This purchasing price programme can also be adopted by agricultural cooperatives. From 1975, the National Agricultural Cooperative Federation in Korea adopted this programme in order to support farm price during the harvest season and stabilize seasonal price fluctuations for some selected commodities such as red pepper, sesame, garlic, apple and eggs.

Land Retirement Programme

The two types of price support programmes mentioned above can be effectively utilized in the case of the commodities whose production is not sufficient to meet the demand for them. The stable prices would encourage farmers to produce more. However, in the case of the produce which have an over supply, these programmes may not function well because supply of the produce would be expended and consequently expenditure for implementing these programmes would be increased year by year. In the case of commodities which are in over production, land retirement programme can be adopted as has recently been done in Japan. The land retirement programme in Japan is aimed at planned agricultural production. According to the programme when there is an over production in any commodity the producers have to retire a part of the land under cultivation of that commodity and utilize it for other purposes. This will reduce

the total market supply of the commodity and hopefully increase the price. This programme helps in equalizing the market supply and market demand for the produce resulting in reasonable prices in the free market. Though the farmers would produce small amounts than before as a part of the land is used for other purposes, they can earn a better and stable income because of the inelastic demand for the produce. The total gross agricultural income derived when the programme is implemented would be greater than before, and the total costs of production would be reduced, resulting in higher net incomes for farmers.

However, even though farmers would be benefitted, by retiring a part of their land, they may not be willing to follow this programme unless a higher income is ensured by a responsible agency. Therefore, it is recommended that the retired land is compensated at the level of net incomes normally derived from cultivating them.

Observations in Japan

Some of the salient features of cooperative marketing of fruits and vegetables observed by the seminar participants during their various visits to agricultural cooperatives in Japan are given below :

1. The cooperative marketing structure in Japan comprises of multi-purpose societies at the primary level, prefectural federations at the prefectural level and the National Agricultural Cooperative Federation (ZEN-NOH) at the National level. In certain areas, where a particular commodity is grown predominantly, special types of commodity societies have also been organised at the primary level. There are two types of members, regular and associate, in multi-purpose societies. Full and part time farmers can become regular members. While non-farmers are admitted as associate members.

2. Significant progress has been made in linking agricultural and livestock production with the wholesale markets in the metropolitan cities and other towns through a network of coope-

ratives functioning in an integrated manner. Some of the Prefectural Economic Federations have established wholesale markets and distribution centres. While auction system is commonly followed, in some of the distribution centres, prices are settled through negotiations between the cooperatives and bulk consumers such as consumer cooperatives, super markets, hospitals, schools, etc.

3. Farm guidance for planned production and effective marketing is provided by cooperatives. The cooperatives at various levels have engaged experienced staff to guide and advise the producer-members, both in improved production techniques as well as in adopting innovations in marketing techniques.

4. As a result of effective guidance the farmers have achieved a very high level in quality production and also have taken up on a large scale the practice of grading and packaging. The societies are providing all facilities for grading and packaging to the members. Good quality packaging material is used so that the produce is not spoiled in transit. The cooperatives also provide warehousing and cold storage facilities for stocking the produce. Even refrigerated transport has been provided by a few cooperatives for haulage of perishable produce. The Government subsidises cooperative societies in providing facilities for processing and storage.

The facilities offered by the cooperatives to their members in an integrated manner for grading, packing, transport, storage and sale, and market intelligence have gone a long way in promoting integration between production and marketing and in improving marketing efficiency.

5. Most of the farmers in Japan have telephone or wire communication facilities established by cooperatives and are thus in direct touch with the cooperatives. This facilitates their receiving market intelligence.

6. The farmers generally bring the fruits and vegetables by themselves to the society for marketing. They send their

produce to the society even at short notice. A few societies also collect the produce from the farms.

7. The member farmers are informed immediately about the sales effected. From the point of production to the point of the consumer the channels are well organised and well established e.g., machinery, transportation, shipping, grading, etc.

8. Marketing of produce of different cooperatives under one brand name is practised.

9. Adequate credit is made available by multipurpose societies for raising crops. Credit facilities are also available for farm machinery and equipment.

10. The societies undertake to supply all types of agricultural inputs and consumer goods required by the farmers.

11. The cooperatives are manufacturing animal feed for supply to the farmer members.

12. Manures and fertilizers and agricultural chemicals, such as pesticides, insecticides, etc. are extensively used by farmers.

13. The majority of the farmers in Japan are part time farmers. Size of the farm holdings is small.

14. Land consolidation measures, such as land improvement, establishment of irrigation and drainage facilities have been widely undertaken.

15. Jointly managed holdings of joint production groups are organised by the cooperatives on the basis of commodities produced.

16. Farm mechanisation has been done through the use of tillers, transplanters, sprayers, tractors and combine harvestors, threshers, etc.

17. Cultivation of wheat, barley and cocoons has dropped sharply. This switch in the produce mix has made it possible off season production of items which fetch higher market prices.

18. Reorganisation through amalgamation and revitalisation of cooperatives and modernisation of agricultural and animal husbandry practices constitute the main plank of agricultural regeneration.

PROGRAMME

**Sunday, 24th August to
Sunday, 31st August 1975** } Study visits to Agricultural Coopera-
tives in the Republic of Korea.

Tuesday, 2 September 1975

10.00 a.m. (a) Inauguration
(b) Introduction to IDACA and ICA
(c) Objectives, Programme and Work-
ing Methods of the Seminar.

2.00—5.00 p.m. Presentation of Background Papers
(including report on marketing acti-
vities in areas surveyed by ICA
Teams).

Wednesday, 3 September

9.30 a.m.—12.30 p.m. Presentation of Background Papers
(contd.)

2.00 p.m.—5.00 p.m. Case Studies on Sri Lanka and Thai-
land by Mr. Lionel Gunawardana,
Jt. Director (PPR) & Specialist in
Agricultural Cooperation, ICA RO &
EC, New Delhi.

Thursday, 4 September

9.30 a.m.—12.30 p.m. Review of Agricultural Cooperative
Marketing with Special Reference to
Marketing Projects in South-East Asia
by Mr. M. V. Madane, Jt. Director
(TA & T) & Specialist in Cooperative
Trade & Marketing, ICA RO & EC,
New Delhi.

2.00—5.00 p.m. Introduction to Agricultural Cooperative Movement in Japan by Mr. H. Togawa, Managing Director, IDACA, Tokyo.

Friday, 5 September

9.00 a.m.—12.30 p.m. Production and Marketing of Fruits and Vegetables in Japan by Mr. K. Nakazawa, Senior Assistant Chief, Vegetable Section, Horticulture Department, ZEN-NOH.

2.00—5.00 p.m. Introduction to Production and Marketing of Livestock Products in Japan by Mr. S. Imali, Planning Section Chief, Feedstuff & Livestock Department, ZEN-NOH.

Saturday, 6 September

9.30 a.m.—12.30 p.m. Group Discussions

2.00—5.00 p.m. Free

Sunday, 7 September Sight-seeing in Tokyo.

Monday, 8 September

9.30 a.m.—11.00 a.m. Production and Marketing of Rice in Japan by Mr. T. Kage, Senior Assistant Chief, Rice Business Policy Coordination Dept., ZEN-NOH.

11.30 a.m.—12.30 p.m. and 2.00—5.00 p.m. Integrated Cooperative Production and Market System in Japan (Farming Complex) by Mr. K. Nagasawa, Horticulture Specialist, ZEN-NOH.

Tuesday, 9 September

9.30 a.m.—12.30 p.m. Rationalisation and Improvement of Marketing Methods with Special Reference to Regional Distribution Centres by Mr. K. Kizawa, Deputy Manager, Horticulture Business Policy Coordination Dept. ZEN-NOH.

2.00—5.00 p.m. Agricultural Marketing and Price
Stabilisation Measures by Mr. T. Goto,
Assistant Chief, Planning Section,
General Planning Dept. ZEN-NOH.

Wednesday, 10 September

9.30 a.m.—12.30. p.m. Inter-Cooperative-Trade-Retrospect &
Prospect by Mr. M. Hira-ike, Senior
Assistant Chief, Material Import Sec-
tion, Feedstuff Dept. ZEN/NOH.

2.00—5.00 p.m. Group Discussions.

Thursday 11 to } Study Visits to Agricultural
Wednesday 17, September } Cooperatives in Japan.

Thursday, 18 September

9.30 a.m.—12.00 noon Summing up by Mr. K. Fujimoto,
Manager, International Dept., CUAC.

Afternoon Group Discussions.

Friday, 19 September

9.30 a.m.—12.30 p.m. } Plenary Session (to discuss all group
12.30 p.m.—4.00 p.m. } reports)

Saturday, 20 September Drafting of the Report.

Sunday, 21 September Free

Monday, 22 September Final Plenary
Evaluation
Closing Session

LIST OF PARTICIPANTS

Bangladesh

1. Mr. Abdus Sattar Ahmed,
Chief Administrative Officer,
Bangladesh Samabaya Marketing Society Ltd.,
9/D, Motijheel Commercial Area, 4th Floor, Dacca-2.
2. Mr. Hidayet-ul Islam Khan,
Director, Bangladesh Cooperative Marketing Society Ltd.,
29, Central Road, Dhanmondi, Dacca-5.

India

3. Mr. Mahendra Shastri,
Chairman,
Rajasthan State Cooperative Marketing Federation Ltd.,
40, Raghu Marg, Alwar (Rajasthan)
4. Mr. V. I. Rajagopal,
Secretary to the Government of Rajasthan,
Departments of Industries & Mines,
Jaipur (Rajasthan)
5. Mr. S. S. Athwal,
Joint Director,
National Cooperative Development Corporation,
C-56 NDSE Part II, New Delhi-110-049

Republic of Korea

6. Mr. Eun Sung Lee,
Section Chief of Cooperative Marketing Promotion Office,
Research Department,
National Agricultural Cooperative Federation,
75-1st Ka Choongjong-Ro, Sudaemoon-ku, Seoul,

7. Mr Jung In Lee,
Section Chief of Cooperative Marketing Promotion Office,
Research Department,
National Agricultural Cooperative Federation.
Seoul.

Malaysia

8. Mr. Bukhari Bin Mohd Sawi,
Farmers Organisation Authority,
2nd Floor, Block B, Office Complex, Damansaraheight,
Kuala Lumpur.
9. Mr. Mohd Anuar B. Mohd Kap,
Secretary, Koperasi Sarbasuna Pekerja
Pekerja Kerajaan (kospek) Hilir Perak Berhad
3274 Jalan Sungai Nibong Tk Anson.

Nepal

10. Mr. Chandreshwar Prasad Sinha,
Department of Cooperatives,
Krishna Kunj, Kalika Sthan, Dilli Bazar, Kathmandu.

Singapore

11. Mr. Toh Tuck Foo,
Singapore Livestock and Agricultural Cooperative
Society Limited,
Block 205, No. 1195H Toa Payoh North, Singapore-12.

Sri Lanka

12. Mr. Nadarajah Kumaresapasupathy,
General Manager, Vali East (S.D.) M.P.C.S. Ltd.,
Neervely.
13. Mr. U.S. Appuhamy,
Inspector,
Cooperative Societies, P.O. Box 419, Duke Street,
Colombo-1.

Thailand

14. Mrs. Prakobsri Pecharasawang,
Chief of Research & Statistics Section,
Cooperative League of Thailand,
4, Pichai Road, Dusit, Bangkok.
15. Mr. Prapas Limpabandhu,
President of Sawankaloke Agricultural Cooperative Limited,
19, Kasemrat, Sawankaloke.
16. Mr. Root Suwanraks,
Chairman, Suwanraks Cooperatives Limited,
Nathorn, Ko Samui, Suratthani.

Additional Participants from ICA Teachers' Exchange (Development) Programme 1974-75

17. Mr.R. Thirunarayanan,
Lecturer, Cooperative Training College,
89, Poonamallee High Road, Madras-600010, India.
18. Mr. Imam Chourmain,
Lecturer in History & Principles of Cooperation,
C/o Dewan Koperasi Indonesia, Jalan Jenderal Gatot Subroto,
Komplek Pusdicoop, Djakarta, Indonesia.
19. Mr. In Joon Seoul,
Assistant Professor, Agricultural Cooperative College,
Kyungki Do, Republic of Korea.
20. Miss Rosa L. Niduzza,
Researcher I,
Agricultural Credit & Cooperatives Institute,
College, Laguna, Los Banos, Philippines.
21. Mr. M. G. Siriwardana,
Gampaha Cooperative Education Centre,
No. 4, Shanti Road, Gampaha. Sri Lanka

22. Mr. Thavil Larsprasert,
Senior Lecturer, Cooperative Training Centre
of the Ministry of Agriculture and Cooperatives,
4, Pichai Road, Dusit, Bangkok, Thailand.

23. Mr. M. Ebizuka,
ILO Branch Office,
Tokyo, Japan.

**Central Union of Agricultural Cooperatives,
8/3/1 chome, Otemachi, Chiyodaku, Tokyo.**

24. Mr. K. Fujimoto,
Manager, International Department.

25. Mr. S. Futagami,
Section Chief, International Department.

26. Mr. H. Nishido.

27. Mr. H. Usui.

ZEN-NOH, 8/3/1 chome, Otemachi, Chiyodaku, Tokyo.

28. Mr. Y. Hashimoto,

IDACA, 24-9-6 chome, Funabashi-cho, Setagaya-ku, Tokyo.

29. Mr. H. Togawa,
Managing Director.

**International Cooperative Alliance
Regional Office & Education Centre for South-East Asia
'Bonow House', 43, Friends' Colony, P.O. Box 3312,
New Delhi-110014 (India)**

30. Mr. M. V. Madane,
Joint Director, (Technical Assistance and Trade) and
Specialist in International Cooperative Trade & Marketing.

31. **Mr. Lionel Gunawardana,**
Joint Director (Publications & Public Relations) and
Specialist in Agricultural Cooperation.

32. **Mr. Ashok Kandhari,**
Seminar Secretary.

ICA's Publications on "Agricultural Cooperation"

Agricultural Cooperative Credit in South-East Asia	Rs. 20.00
Farming Guidance in the Cooperative Movement in Japan by S. Miyakawa	Rs. 2.50
The Role of Cooperatives in Agricultural Development (ICA/AARRO Conference)	Rs. 5.00
Farm Guidance Activities of Agricultural Coops	Rs. 10.00
Amalgamation of Primary Cooperatives—The Japanese Experience by Lionel Gunawardana	Rs. 15.00
Multipurpose Cooperative Societies with special reference to Japan—Report of Regional Seminar	Rs. 5.00
Multipurpose Cooperative Societies in South-East Asia by J. M. Rana	Rs. 20.00
Long-Term Agricultural Development Programme through Agricultural Cooperatives and Technical Assistance by M. V. Madane	Rs. 3.00
Amalgamation of Primary Agricultural Cooperatives in the Republic of Korea by Lionel Gunawardana	Rs. 12.00
Agricultural Cooperative Marketing—Report of Regional Seminar	Rs. 5.00

The International Cooperative Alliance

is one of the oldest of non-governmental international organisations. It is a world-wide confederation of cooperative organisations of all types. Founded by the International Cooperative Congress held in London in 1895, it now has affiliates in 64 countries, serving over 300 million members at the primary level. It is the only international organisation entirely and exclusively dedicated to the promotion of cooperation in all parts of the world.

Besides the Head Office of the ICA, which is in London, there are two Regional Offices, viz., the Regional Office & Education Centre for South-East Asia, New Delhi, India, and the Regional Office for East and Central Africa, Moshi, Tanzania. The Regional Office in New Delhi was started in 1960 and the office in Moshi in 1968.

The main tasks of the Regional Office and Education Centre for South-East Asia are to develop the general activities of the Alliance in the Region, to act as a link between the ICA and its affiliated national movements, to represent the Alliance in its consultative relations with the regional establishments of the United Nations and other international organisations, to promote economic relations among member-movements, including trading across national boundaries, to organise and conduct technical assistance, to conduct courses, seminars and conferences, surveys and research, to bring out publications on cooperative and allied subjects and to support and supplement the educational activities of national cooperative movements. The Regional Office and Education Centre now operates on behalf of 14 countries, i.e. Australia, Bangladesh, India, Indonesia, Iran, Japan, Republic of Korea, Malaysia, Nepal, Pakistan, Philippines, Lanka and Thailand.

ICA Library



ICA 00232