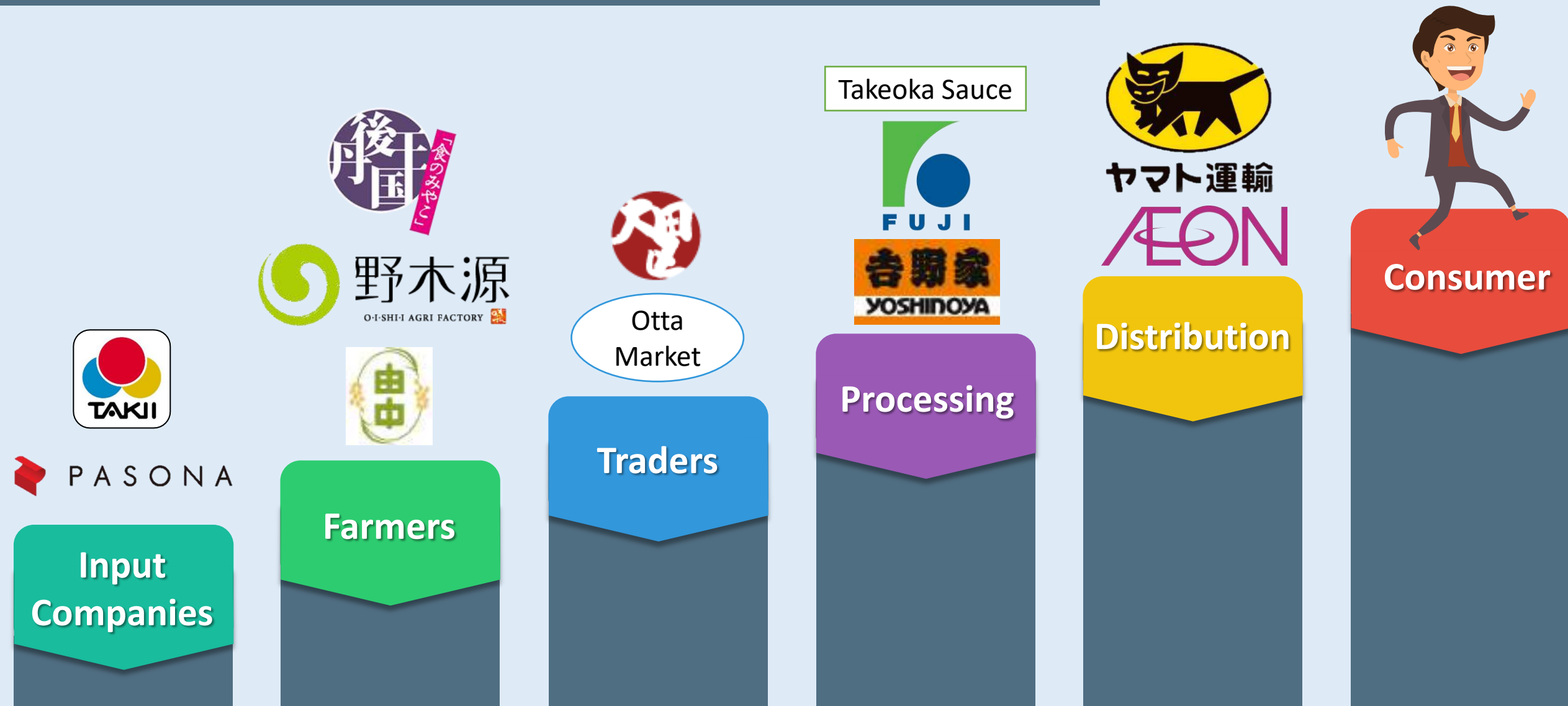
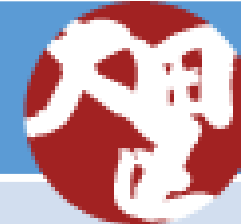


Lessons Learned from Japanese Factory Visit: Global Value Chains Perspectives





- A stable supply of superior seed
- Contribution to society through the creation of stable supply of high quality and excellent seed varieties
- Kaizen, always supply breeding varieties against diseases and tolerant to a range of environmental conditions

- A leading global recruitment company working with the world's top employers
- Revitalization of local business and tourism-related business

- Use non-tillage cultivation rice as the way to minimize the cost of production
- Efficient in using raw material supply, their sourcing comes from JA Group.

- Customer healthy awareness
- Use social media to promote their products
- Utilizing high technology in order to increase its competitiveness

- Revitalization of local business and tourism-related businesses
- Example of "Sixth sectors industrialization concept" to promote local agriculture

- The largest fruit, vegetable and flower market
- Nation-wide network of Agricultural Cooperatives (JAs) and producers
- Able to attract the finest varieties of farm products
- Strategic location



Takeoka Sauce



- A leading fast food restaurant chain based in Japan
- Providing variety of food items and global network
- Focuses on six core values:
 - tasty, low price, and quick
 - Originality
 - Integrity
 - Greater number of customers
 - Importance of HR
 - Challenges and innovation

- Apply long-period fermentation for healthy purpose
- Focusing on B2C (Business to Consumer) in order to implement efficient supply chain

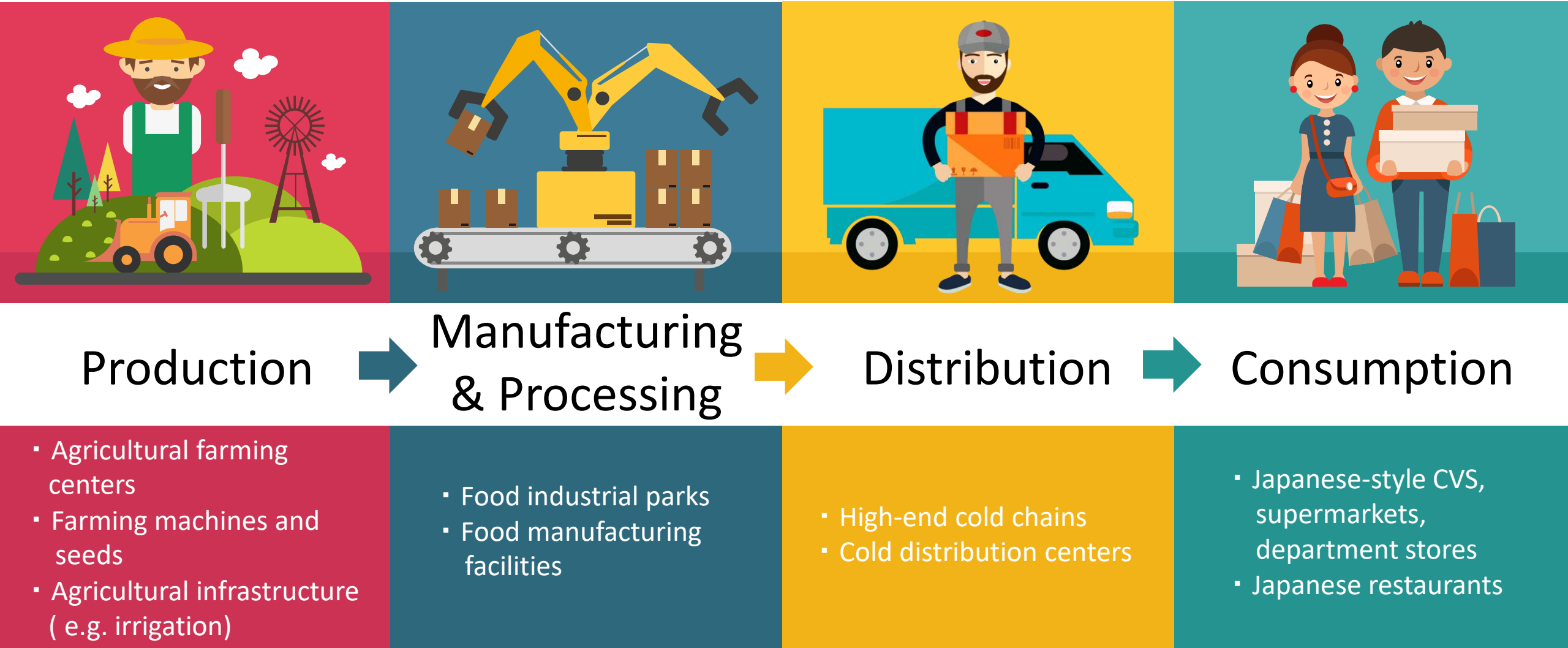
- Serving the world as a global supplier of intermediate food ingredients
- Innovative and high value-added R&D (unique research and development)
- Safety, quality, and environmental integrity for markets development

- The number one company in the parcel express home delivery service
- Supporting customer's cross border business with fully maintained logistics
- Latest technologies in supporting their operation and services

- The largest retailer in Asia
- Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point of view as its core
- Customer-first priority
- Sustainable management by creating shared values

The Food Value Chain

-Convey The Value Created By Producers Through To Consumers-



How to Improve Their Value Chains?

-
?



Coffee

A map of Indonesia is shown in the background, with various regions colored in shades of orange, yellow, and green. Overlaid on the left side of the map are four large, dark brown coffee beans. The word 'Coffee' is written in a large, white, sans-serif font across the middle of the beans.



Palm Oil

A map of Indonesia is shown in the background, with various regions colored in shades of orange, yellow, and green. Overlaid on the right side of the map are illustrations of palm oil products: a large orange plastic bottle, a red plastic jug, and a red funnel pouring orange liquid into a glass. The word 'Palm Oil' is written in a large, white, sans-serif font across the middle of these illustrations.

Major growing regions for coffee



KEY

- Central & South America
- Africa
- India & Indonesia



TOP TEN COFFEE-PRODUCING COUNTRIES

(based on the number of 132-pound (60-kilogram) bags produced during the 1997-98 crop year, according to the U.S. National Coffee Association)

MEXICO

5 million bags

00000

HARVEST:
November - January



COLUMBIA

10.5 million bags

000000
00000

HARVEST:
October - February & April - June



GUATEMALA

3.5 million bags

0000

HARVEST:
October - January



BRAZIL

22.5 million bags

000000
000000
000000
00000

HARVEST:
March - October

CÔTE D'IVOIRE

3.3 million bags

0000

HARVEST:
November - March



ETHIOPIA

3.8 million bags

0000

HARVEST:
August - January



UGANDA

3 million bags

000

HARVEST:
September - December

INDIA

3.8 million bags

0000

HARVEST:
December - March



INDONESIA

8.7 million bags

000000

HARVEST:
June - October

VIETNAM

5.8 million bags

000000

HARVEST:
October - February



THE BEAN BELT

The Bean Belt is the latitudes in which all coffee plants are grown. The area is between the Tropics of Cancer and Capricorn.



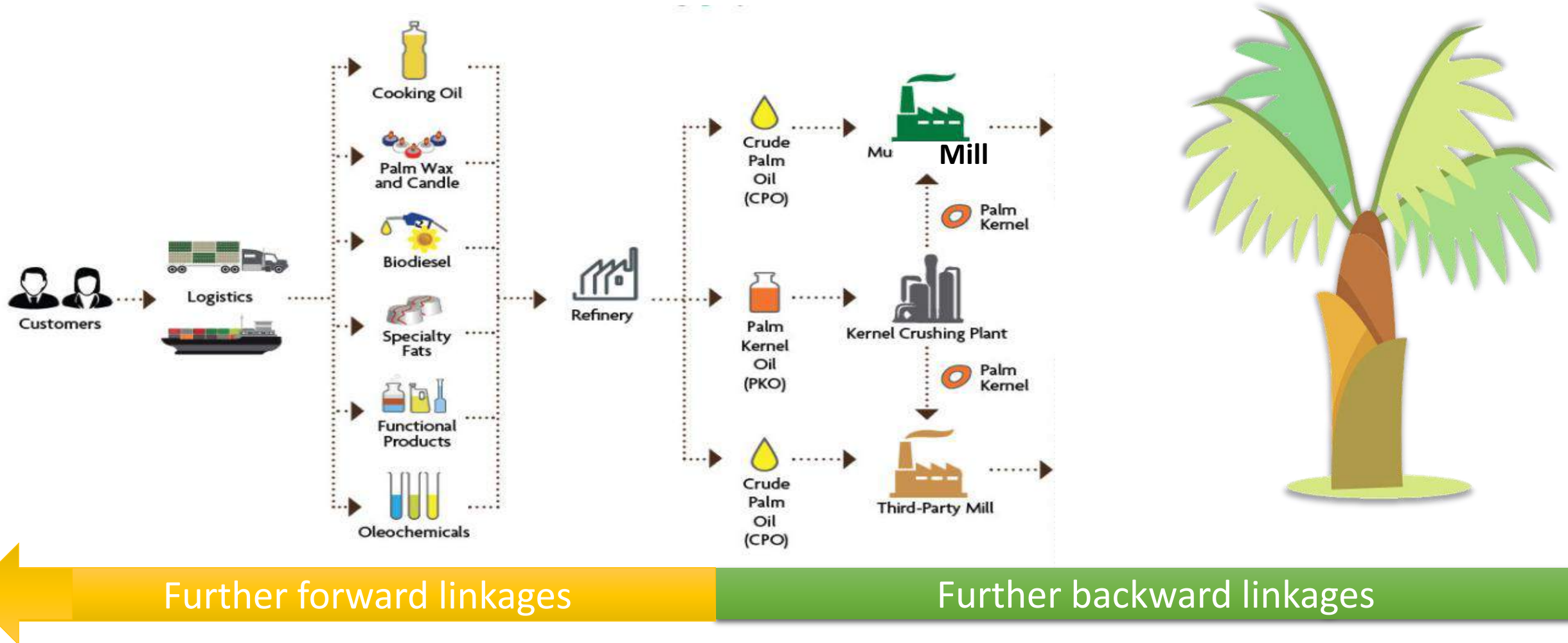
Value chain of Indonesia coffee



Opportunities to add value activities along the chain (backward and forward linkages)

Availability: From volume to value, economies of scale, encourage sustainability, increase productivity; **Accessibility:** Improve transport and infrastructure, reduce waste, links farmers to market; **Quality and Food Safety:** Improve infrastructures/hygiene food safety

Value Chain of Palm Oil

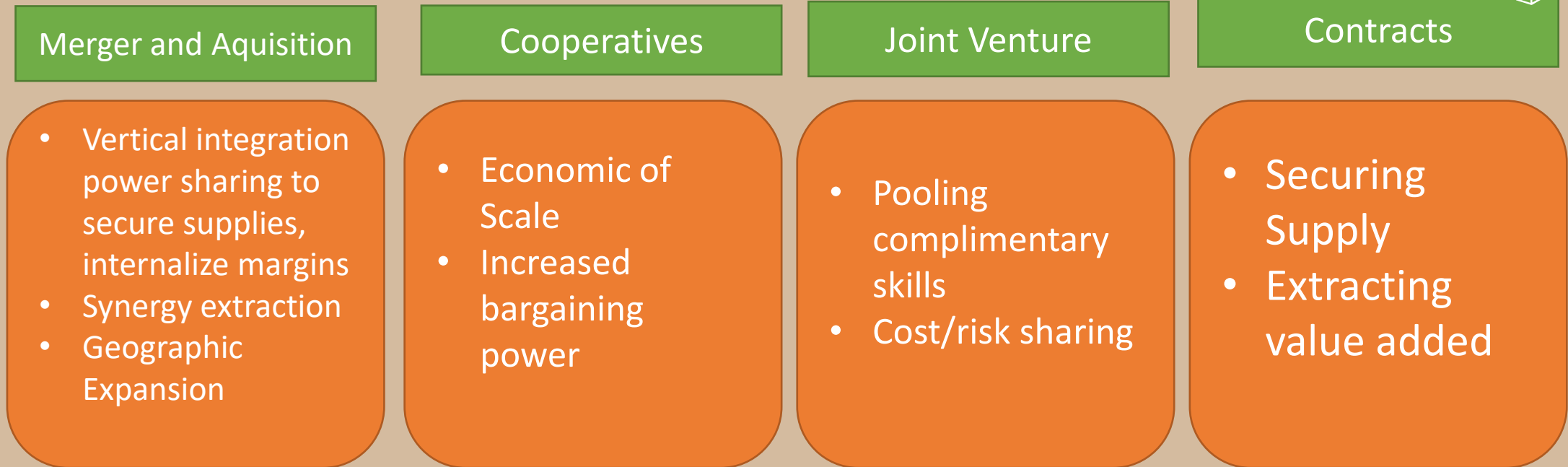
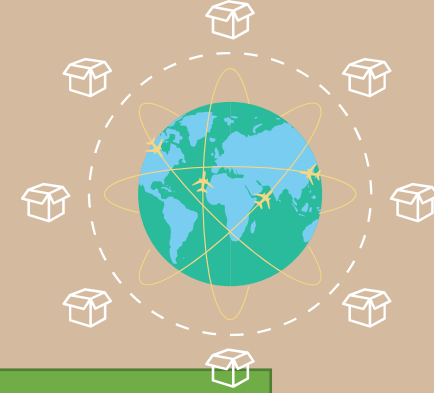


Availability: Reduce waste, encourage sustainability, increase productivity;
Accessibility: Improve transport and infrastructure, reduce waste, links farmers to market; **Quality and Food Safety:** Improve infrastructure/hygine food safety

Concluding Remarks

1. The principle of six industrialization concept is appropriate approaches to food security, i.e. moving towards multi-sector and integrated solutions
2. Modernization of the food value chain to support the food security requires many government institutions to work together and with the private sector to address a system with many inter-links
3. Collaborative works between Indonesia-ASEAN-Japan Countries are needed

Types of Collaborative Work of Multi Cross Country



Source: KPMG, 2013



Terimakasih