

## Workshop on Agroforestry Product Marketing for Sustainable Rural Development of the Amazon

**< Objectives >** Commercial agroforestry systems developed by the Nikkei farmers in the Brazilian Amazon have been attracting global attention as a viable alternative to mass deforestation in the region. This workshop addresses marketing of high-mix low-volume production from agroforests, which is one of the most crucial challenges for farmers in the interior.

**< Date >** December 17, 2009 (Thursday) 13:00-17:40

**< Venue >** Tokyo University of Agriculture and Technology Fuchu Campus  
United Graduate School Building Second Conference Room  
(Broadcasted to 18 universities of Japan)

**< Capacity >** 200 people

**< Organizer >** Tokyo University of Agriculture and Technology (TUAT)

**< Collaborator >** Ministry of Foreign Affairs (MOFA)

**< Language >** Japanese

**< Admission >** Free

**< Subscription/Inquiry >** E-mail to [amazonia.tuat@gmail.com](mailto:amazonia.tuat@gmail.com) by noon of December 17, 2009, with subject WORKSHOP and write Name, Affiliation and Contact Address in the text.

**< Access >** On <http://www.tuat.ac.jp/access/index.html>, click pink-colored Fuchu Campus and open Fuchu Campus Map. Go to the 4<sup>th</sup> Floor of Building No. 20.

Take Keisei Dentetsu Bus Route Tera 91 (寺91) from JR Kokubunji Station South Exit (Bus Stop No.2) or from Keio Fuchu Station North Exit (Bus Stop No.2) and get off at Meiseigakuen or Harumicho bus stop, or walk for 10 minutes from JR Kitafuchu Station to TUAT. Ask for parking lot availability (500 yen per time) by e-mail in case you'd like to come by car.

### **< Program >**

13:00-13:10 Opening Remarks: Dr. Hidefumi Kobatake, President of TUAT

13:15-13:35 Agroforestry Product Marketing: Dr. Dennis Garrity, Director General of ICRAF

13:40-14:00 Amazon Initiative and Japanese Contribution: Dr. Roberto Porro, ICRAF/IA

14:00-17:30 Panel Discussion: Moderated by Dr. Nobuaki Hattori, Professor of TUAT

Mr. Michinori Konagano, Director of Tomé-Açu Agricultural Cooperative (CAMTA)

Mr. Ikuo Aramori, Senior Executive Officer and Managing Director, Food and Health R&D Laboratories, Meiji Seika Kaisha, Ltd.

Mr. Makoto Nagasawa, CEO & President, Fruta Fruta, Inc.

Mr. Katsumi Ootsuka, President, Non Profit Organization Mori-no-Kai

Mr. Masashi Yokota, Executive Director, Non Profit Organization HANDS

Mr. Shinji Mabe, Executive Director, Non Profit Organization Arco Iris

15:00-15:30 Coffee Break

17:15-17:30 Summary and Recommendation: Moderator

17:35-17:40 Closing Remarks: Dr. Takahiko Ono, Vice-President of TUAT