



One Country One Priority Product

Key Components on Global Action
Plan on Green Development of
Special Agricultural Products:

One Country One Priority Product (OCOP)

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1. WHY: Rationale

- **Challenges:** Increase productivity and ensure healthy diets; Reduce crop and food loss; Save water and optimize land uses; Minimize agricultural chemical inputs; and Mitigate and adapt to climate change.
- **Solutions:** Green agriculture is a key approach for sustainable development in the context of the current global challenges by ensuring food security, improving human welfare and providing decent work for all, without depleting natural resources, while maintaining the healthy Earth's ecosystems.
- **Green Development of Special Agricultural Products (SAPs):** Promote all kinds of agricultural products with unique qualities and local characteristics having potential to be integrated into local, national, regional, and global markets, by optimizing positive components, minimizing negative impact, and maximizing integrated agricultural profits.



1. WHY: Objectives

- *Facilitate the development of sustainable and inclusive value chains for family farming and smallholders* by putting the **family-based production model** at the center of interventions.
- *Support the Members* by assisting the implementation of the **Country Programme Frameworks (CPF)** more concretely.
- *Strengthen the implementation of FAO Strategic Framework 2022-31* by supporting the transformation to **MORE efficient, inclusive, resilient and sustainable agrifood systems** for Better production, Better nutrition, Better environment and Better life, leaving no one behind.
- *Contribute to achieving the UN SDGs for the 2030 Agenda (SDGs 2 and 1)* by promoting **green innovation** for sustainable agriculture production.



2. WHAT: Key Principles

- *A collaborative design and country-led implementation:* GA developed through **consultations**; Its implementation driven by **FAO Members**.
- *A demand-driven and comparative advantage-oriented approach:* All Members opened to join GA based on **their demand and comparative advantage**.
- *Integration production with value chain approach:* Focused on **production** of the selected SAP but also covers other aspects of **value chains (storage, processing, and marketing)** depending on availability of resources.
- *An approach centred on agro-ecological regions and production systems to promote green technologies:* Focused on **tropical, dryland and mountain** region with application of green technology throughout value chain.
- *A multidisciplinary approach and engagement with different stakeholders:* **Government-research-extension-NGO-PPP**.

Inclusiveness:

- **Country inclusive**
(all relevant Members)
- **Product inclusive**
(all relevant kinds)
- **Value chain inclusive**
(all relevant aspects)
- **Stakeholder inclusive**
(all relevant stakeholders)



2. WHAT: Thematic Areas

Value Chain	Technologies with Relevant Green Enablers
Green production (5 key techs)	Variety and seed; Crop system management; Integrated pest management; Soil, fertilizer and water management; Mechanization and digitalization
Green storage (3 key techs)	Postharvest handling and treatment; Sorting and packaging; Low-carbon storage
Green processing (3 key techs)	On-site processing; Low-carbon and high-efficiency processing; By-product value-added processing
Green marketing (4 techs)	Green price mechanism; Green marketing strategy; Green brand strategy; Green service strategy

Theory of Change:

- **From production orientations to market**
- **From technical streamline to product**
- **From single element to entire value chain**
- **From high-input tech to green tech**



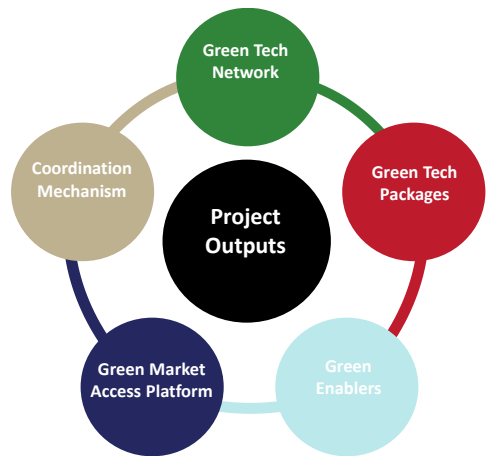
2. WHAT: Expected Outcomes

- **Productive and resilient production systems are created.** Productivity increased by 5–15 percent and value addition by 30-50 percent through processing of selected SAPs (**Better production**).
- **Food security and nutrition is ensured.** Increased quality, productivity and diversity of selected SAPs, in combination with reduced crop and food loss/waste by 10-30 percent, and fair and efficient market access and trade (**Better nutrition**).
- **The environment is substantially improved.** The use of agricultural inputs is reduced by 10-30 percent, reduced GHG emission, land degradation and biodiversity loss (**Better environment**).
- **Inclusive economic growth is ensured.** Livelihood of smallholder and family farmers improved through the creation of decent jobs and an increased income by 30-50 percent, as well as increased involvement of different ethnic and social groups, youth, girls and women in promoting the GA (**Better life**).



2. WHAT: Expected Outputs

- **Establish Technical networks** for innovation and transformation of green development of SAPs with 3-5 pilot sites.
- **Disseminate** A series of **technical packages** for green development of SAPs.
- **Produce** A set of **green enablers** for green development of SAPs.
- **Formulate** An effective **market access platforms** for green development of SAPs.
- **Set up** An efficient **coordination mechanism** for green development of SAPs nationwide.



2. WHAT: Budget Planning

Countries' Categories (UN Systems)	Project Support (%)	Co-Funding (%)
<i>Least developed</i>	80–90	10–20
<i>Other developing</i>	60–70	30–40
<i>Economies in transition</i>	20–30	70–80
<i>Developed economies</i>	< 10	>90



3. WHEN: Activity Planning



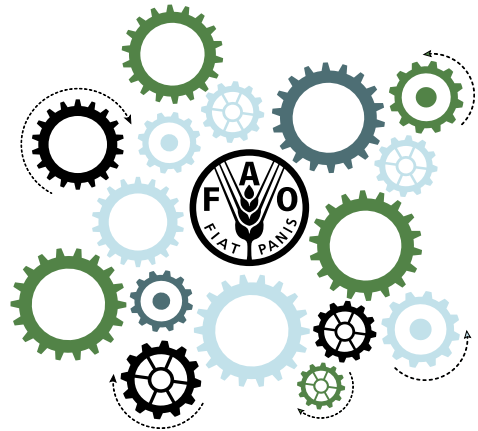
4. HOW: Coordination and Implementation

- **Global level:** A **Global Steering Committee (SC)** set up at FAO-HQ to oversee the GA implementation; **chaired by DG**; composed of relevant core leaders, five regional ADGs, and major Divisional directors; and supported by **Scientific Advisory Group (SAG), Resource Mobilization Group (RMG) and OCOP Secretariat**.
- **Regional level:** A **Regional Organizing Group (OG)** set up in each region to coordinate the GA implementation; **chaired by the regional ADG**; composed of members from **FAO regional and country offices**; and supported **OCOP Working Team**.
- **Country level:** A **National Implementing Task Force (NITF)** set up to organize the implementation action; **chaired by the senior officer of responsible ministries**; composed of members from **relevant ministries, FAO country office and local governments**; and supported by **OCOP Working Team**.



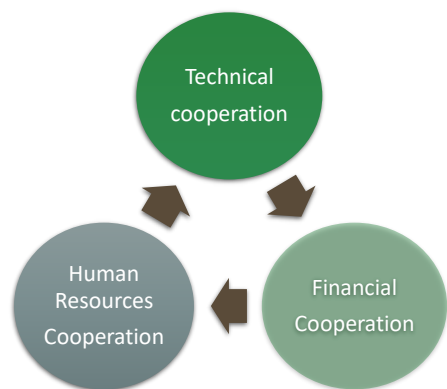
4. HOW: Internal Synergies

- **Linking with relevant FAO initiatives:** Hand-in-Hand, Green Cities, 1000 Digital Villages, etc.
- **Linking with relevant FAO programmes:** Technical Cooperation (TCP), South-South Cooperation (SSC), Sustainable Dryland Agriculture, FAW control, Globally Important Agricultural Heritage Systems, etc.
- **Building technical synergies with** all relevant FAO initiatives and programmes at global, regional and national levels to support and contribute to the implementation of the GA.



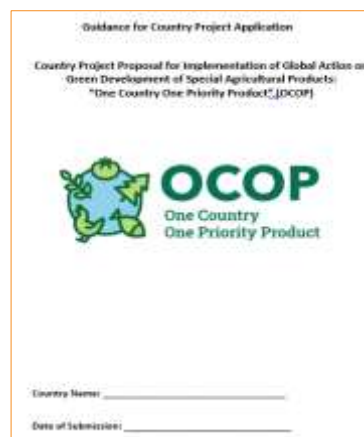
4. HOW: External Collaboration

- **Technical cooperation: Mobilizing** technical resources from research and training institutions, as well as various technical products from the private sector at global, regional and national levels.
- **Financial cooperation: Fundraising** globally through donations from financial institutions, development organizations, foundations, private sectors, etc.
- **Human resources cooperation: Welcoming** various types of in-kind contributions worldwide to support and contribute to implementing the GA.



5. WHO: Application of the Country Project

- **Participation of Members:** All Members eligible to join the OCOP with priority ones located in **tropical, dryland and mountain regions**.
- **Number of supported SAPs:** Only ONE SAP to be supported for each Member, with more selections allowed through the Member's own funding (**1+N model**).
- **Type of selected SAPs:** **Plant products** (food, cash, horticulture and forest) to be supported at the 1st phase, with **animal products** (livestock and fishery) at the 2nd phase.
- **Area of support:** The **production** of value chain to be supported plus 1–2 aspects of storage, processing and/or marketing), with more selections allowed through the Member's own funding support.



5. WHO: Concept Note on the Country Project

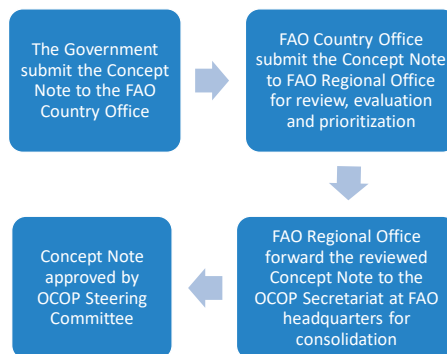
- **Design of country project:** Make a clear description of each section and subsection based on the information requested in each part, especially the rationale (Section 2), the expected results (Section 3), the major activities (Section 4), the support requested (Section 5), and the organization and coordination (Section 8). In the technical areas, the country project proposal should focus on integration, dissemination, extension, and outreach of green technologies and enablers (Section 4.1-4.4).
- **Implementation of country project:** Establish a **National Task Force (NTF)** with an affiliated National OCOP Working Team (Section 8) to take a full responsibility for implementing the OCOP in the country together with the relevant local government, and make effective coordination and communication with the Regional Organizing Group and the OCOP Secretariat in FAO headquarters.

Section	Content
1	Background Information
2	Rationale
3	Expected Results
4	Major Activities
5	Support Requested
6	Timeframe
7	Feasibility
8	Organization and Coordination
9	Submission



5. WHO: Submission and Approval of the Country Project

<i>Section 9. Submission, Evaluation, Consolidation, and Endorsement</i>	
9.1 Submission from Member to FAO Country Office (Comments and signature)	<i>March-June 2022</i>
9.2 Evaluation by FAO Regional Office (Comments and signature)	<i>April-July 2022</i>
9.3 Consolidation by FAO OCOB Secretariat (Comments and signature)	<i>May-August 2022</i>
9.4 Endorsement by FAO Steering Committee (Conclusion and signature)	<i>Sept.-Dec. 2022</i>



For further information, please contact:



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or

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Thank you