



Concept Note for Global Action on Green Development of Special Agricultural Products:

“One Country One Priority Product” (OCOP)

Plant Production and Protection Division (NSP)

1. Background Information

The **FAO Strategic Framework for 2022-31**, endorsed by the 42nd FAO Conference in June 2021, focuses on the transformation to MORE efficient, inclusive, resilient and sustainable agri-food systems for **Better Production, Better Nutrition, a Better Environment and a Better Life**, leaving no one behind. This Framework is a guiding tool and an innovative business model for how FAO will support the achievement of the 2030 Agenda. In this context, FAO will assist its Members in addressing the interlinked economic, social and environmental dimensions of agri-food systems to produce more with less through innovative and sustainable approaches.

Agricultural production systems encompassing crop, livestock, fisheries and forestry production, play an essential role in meeting the increasing demands for food, feed, fiber and fuel, which are closely linked to the rapid global population growth and substantially contribute to various UN **Sustainable Development Goals** (SDGs) for the 2030 Agenda, particularly SDG 2, aiming to eliminate hunger.

Crop production establishes a foundation for sustainable agricultural production as it accounts for over 80 percent of the calories in human diets. It is estimated that by 2050 food production will have to increase by over 50 percent to meet current demand patterns and 80 percent of this will need to come from plant products. **Livestock** production contributes to 18 percent of global food energy and 34 percent of protein consumption, and provides essential vitamins, and various bioactive compounds. **Fish** protein is recognized as a valuable ingredient in a balanced diet, and the dietary pattern with a high percentage of fish protein intake contributes to long life expectancy. **Forests** are not only a source of timber, but non-wood forest products equally play a key role in sustainable food production.

Achieving productivity increases and healthy diets, while enhancing the livelihoods of the world’s small-scale agricultural producers and other agri-food actors under a continuously changing climate and environment, are global challenges. However, agricultural production systems still lack integration, optimization, diversification and innovation, while relying on the intensive use of agricultural inputs and natural resources. Today, global food supplies increasingly rely on just a few crops and food products. Moreover, the yield potential of traditional major food crops (rice, maize and wheat) is limited, with an annual increase of about 1 percent while a nutrition gap still exists due to the insufficient supply of nutrient-rich foods.

Special Agricultural Products (SAPs) are the agricultural products with unique qualities and special characteristics associated with geographical locations and cultural heritages. They are an important example of underutilized resources that can significantly contribute to ensuring food security and healthy diets, supporting farmers’ livelihoods and economic growth while protecting the environment and biodiversity. SAPs include all kinds of agricultural products, recognized (or having the potential to be recognized) as symbolic national or local agricultural products, but have not benefited from local agricultural and rural development programmes to the extent of commonly grown staple crops (e.g. rice, wheat, maize, soybean and potato). SAPs have huge potential to be integrated into local, regional, and global markets and trade. Development of SAPs can help address the challenges mentioned above,

including natural resource constraints, environmental pollution, ecological degradation, and climate change.

Green Agriculture is a key approach for sustainable development in the context of the current global challenges. Based on FAO's definition, "**Green Agriculture**" refers to the employment of agricultural practices, technologies and innovations that enhance productivity in a sustainable manner, increase resilience and food security, and ensure higher incomes to small scale producers. Accordingly, the **green development of SAPs** pursues knowledge, technology, innovation and practices that can lead to more environmentally friendly and ecologically responsible decisions and production systems to sustain natural resources for current and future generations. In this context, a **Global Action on Green Development of Special Agricultural Products** (hereafter "GA") has been initiated and developed based on the new FAO Strategic Framework.

The GA will promote inclusive, profitable and environmentally sustainable food systems through green development of SAPs that include: **optimizing** the structure, functionality, and service of SAPs production systems; **minimizing** losses of crop yields and biodiversity, food loss and waste and misuse of agricultural chemicals; and **maximizing** integrated agricultural profits to enable the transition to MORE efficient, inclusive, resilient and sustainable agricultural production.

2. Overall Objectives

The GA pursues **four objectives**: **i) contributing** to achieving the **SDGs**, especially SDG 2 and SDG 1, by promoting green innovation for sustainable agricultural production; **ii) supporting** the implementation of FAO's Strategic Framework 2022-31 by promoting transformation to MORE efficient, inclusive, resilient, and sustainable agri-food systems through delivering results of **Better Production**; **iii) strengthening** FAO's programmes at the country level by assisting its Members to contribute to their priorities through efficient implementation of the Country Programming Frameworks (CPFs); and **iv) facilitating** the development of small-holders and family farming by putting these production models at the centre of interventions and leveraging their unique potential.

3. Inclusive Scopes

The GA has **four areas of inclusiveness**: **i) country inclusive**, where all FAO Members are encouraged to join the GA based on their own demand and comparative advantage, while each Member should focus on at least one priority product for demonstration, so called "**One Country One Priority Product**" (**OCOP**); **ii) product inclusive**, where the priority lies with crops but it also includes other types of products as requested by Members, and countries can use the platform to target more than one SAP, but FAO will support or coordinate only one priority SAP ("**1 + N Model**"); **iii) food system inclusive**, where all the aspects of food systems are addressed, such as production, storage, processing and marketing, and each Member should focus on at least 1 to 3 key aspects with the most need; and **iv) stakeholder inclusive**, where all relevant stakeholders are encouraged to build partnerships, exchange knowledge and disseminate innovation, including governments, agricultural research, education and extension, agribusiness, NGOs, development organizations, resource partners, and private sector.

4. Key Strategies

The GA has been developed and will be implemented by applying **four key strategies**: **i) collaborative design and country-led implementation**, where the development of the GA is led by a Task Force at FAO-HQs through a series of consultation/modalities, while the implementation of the GA at country level will be executed by participating Members; **ii) demand-driven and comparative advantage-oriented**, where all Members are encouraged to join the GA based on their own demand, priority and

comparative advantage; **iii) product-mainstreamed and production-prioritized**, where the core activities will cover the production of the selected SAP without excluding other aspects of the local food systems; and **iv) innovation- and dissemination-focused on green agricultural technologies**, where the main focus will be on integration, demonstration, validation and extension of green technologies, green inputs and green enablers.

5. Expected Outcomes

The GA has **three expected outcomes** for enhancing: **i) economic competitiveness**, where the productivity and quality of SAPs are increased by 5-10 percent, crop and food loss and waste are decreased by 10-30 percent, investment in agricultural inputs is reduced by 10-30 percent, and farmers' income is increased by 30-50 percent; **ii) social inclusiveness**, where the technical capacity and innovative science and technology are enhanced at the national, institutional and individual levels, youth and women are involved significantly, and rural livelihoods are improved sustainably; and **iii) environmental sustainability**, where the land degradation and biodiversity loss is reduced and input costs are saved by 5-10 percent, and application of chemical fertilizers and pesticides is reduced by 10-30 percent.

6. Expected Outputs

The implementation of the GA will produce **five outputs in each pilot country** in an inclusive and collaborative manner: **i) Green Innovation Centres** (at least one per country) are established, composed of 3 to 5 pilot sites; **ii) a series of Green Tech Packages** is widely extended, including production, storage and processing; **iii) a set of Green Enablers** are developed, including policies, standards, and standard operating procedures (SOPs); **iv) an effective market access platform** is set up nationwide; and **v) an efficient coordination mechanism** is set up to promote green development of SAPs nationwide.

7. Thematic Areas

The GA includes **four thematic areas** to be carried out based on local demand of each participating country, including integration, demonstration, validation and extension of: **i) green production technology and relevant green enablers**; **ii) green storage technology and relevant green enablers**; **iii) green processing technology and relevant green enablers**; and **iv) green market access and relevant green enablers**.

8. Budget Planning

Resources will be mobilized at the global, regional and national levels by synergizing internal and external funding sources. As a guideline for allocation of resources, the following share of FAO contributions to the overall budget in **four groups of countries** are proposed: **i) 80-90 percent** of the project funding for the **Least Developed Countries**, while at least 10 percent is self-supported; **ii) 60-70 percent** of the project funding for the **Developing Countries**, while at least 40 percent is self-supported; **iii) 20-30 percent** of the project funding for the **Middle-income Countries**, while at least 70 percent is self-supported; and **iv) up to 10 percent** of the project funding for the **Developed Countries**, while at least 90 percent is self-supported.

9. Timelines

The GA has been designed as a **five-year programme (2021-25)**, with major activities to be carried out for each year: **i) in 2021**, the GA is developed, a launch event is organized, and a coordination mechanism is established at the global, regional and national levels; **ii) in 2022-23**, pilot projects are implemented for integration, demonstration and validation of green development practices for the selected SAPs in pilot countries; **iii) in 2023-24**, dissemination, extension and scaling up of the outputs of the GA are conducted in all participating countries, including potential additional SAPs; and **iv) in 2025**: advocacy and conclusion of the GA.

10. Organization and Coordination

An effective organization and coordination mechanism will be established for implementation of the GA at **three levels**: **i) a Global Steering Committee** with an affiliated Coordinating Office (**OCOP Office**) will be set up at FAO headquarters to oversee the implementation of the GA; **ii) a Regional Organizing Group** with an affiliated Working Team (**OCOP Team**) for each region will be established to organize the implementation of the GA within its region; and **iii) a National Task Force** with an affiliated Working Group (**OCOP Group**) for each participating Member will be formulated to carry out the implementation activities in its country.

11. Internal Synergies

The GA has close links with all relevant **FAO initiatives and programmes**, such as the Hand-in Hand, Green Cities, 1000 Digital Villages, Technical Cooperation, South-South Cooperation, Sustainable Dryland Agriculture, Fall Armyworm Control, Globally Important Agricultural Heritage Systems, etc. All relevant FAO Divisions, Centers, Offices and Units will be actively engaged to build **technical synergies on existing and potential initiatives and programmes** to support and contribute the implementation of the GA.

12. External Collaboration

The implementation of the GA will be promoted and facilitated by strengthening external cooperation in **three major areas**: **i) technical cooperation** where various technical resources will be mobilized worldwide from research and training institutions, and technical inputs from various private sectors; **ii) financial resources**, where fundraising will be carried out at the global, regional and national levels through donations from financial institutions, development organizations, foundations, NGOs, and the private sector; and **iii) human capacity** where various types of in-kind contribution of human resources are welcomed to be engaged in supporting and contributing to the implementation of the GA at the national, regional and global levels.

13. Communication and Outreach

All kinds of relevant media sources at various levels will be explored to actively promote the implementation of the GA with a focus on **three major activities**: **i) to raise awareness** of the importance of the GA in contributing to the SDG, FAO's Strategic Framework 2022-31, Members' CPFs and farmers' livelihoods; **ii) to update and disseminate** the progress, achievements, experience and lessons in implementing the GA; and **iii) to promote and facilitate** the market access and efficient trade of the green SAPs at local-community, national, regional and global levels.