

CSW62 Side event

# **The Importance of Networking for Agricultural Women in Rural Japan**

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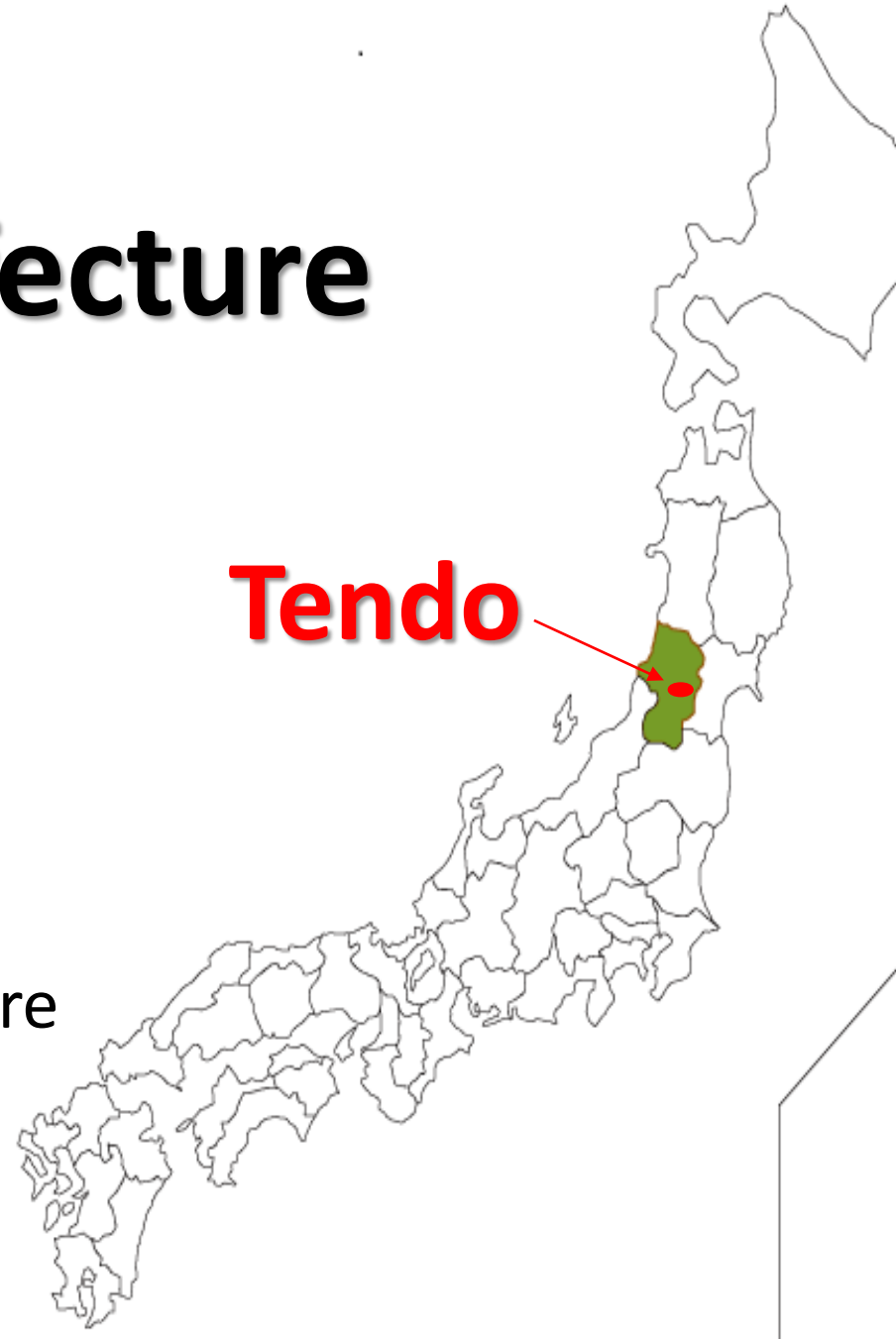
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# Tendo

## Yamagata prefecture

### JAPAN

- Mountainous area
- Good for fruit farming
- Agricultural town
  - **10%** of workers are engaged to Agriculture
  - **76.9%** are over 60 years old.



# Back to my home town and start farming!



*cherry orchard in June*



# Start business using delicious regional specialties



yamagata goodies

# Our local activity

- JA Tendo (Japan agricultural cooperatives) set up of "Fresh Ms. Group" 2years ago.

Aim to make **sustainable local communities.**

The key "Food" "Agriculture"



# “Nougyou-joshi Project”

supported by the Ministry of Agriculture, Forestry and Fisheries of Japan

\*Nougyou: agriculture/farming    Joshi: female

## <Project Mission>

- ① Highlight women farmers in the society and agricultural sector
- ② Encourage women farmers to raise their awareness and develop their management skills
- ③ Recall ‘agriculture’ into young women’s list of career choice

647 members Across Japan

Promotion in Hong Kong



農業女子PJ



# The issues faced by female farmers in Yamagata

- ① **There is little opportunity to continuously learn.**
- ② **Difficult to do anything outside work and family life** (especially in rural areas)

# Our initiative in Yamagata

1. Learn and try until results occur. (increase income)
2. Creation of our own network in our own prefecture.





# Importance of networking

To have the opportunity and to have a place where we can discuss ideas and learn from each other, and stick to the result \*

\*cultivation techniques, management skills improves, sales, reputations, confidence ⇒ increase income

**This would lead to better understanding ,support from our male counterparts and better business.**



**Growth of next generation female leaders**