

Supporting high quality rice farming for next generation on YMC

Domain (A - G): G

Keyword(s): Rice, quality, brand, regional, extension,
next generation, ICT, training

Group2 (blue)

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Why: Motivation/Needs

- Vietnam is the 2nd exporter of rice.
 - But, price of export rice is low.
 - Because of the low quality
- Quality requirement from Foreign country
 - Safety / Taste / Functional / Ethical
- Needs to educate farmers to get out from poverty
 - Rice as a daily commodity
 - Stable market / ensure their life
- Youth will learn the importance of quality through farming experience with fun

What: Research Issues/Target/Model

- Extension center / worker and farmers' kids
- Relation between rice quality and cultivation method
- Japanese/Vietnamese rice expert
 - Japanese rice experts have strong expertise in high quality rice production.
- Business model for sustainability

How: Research process/method

- Feasibility study
 - Survey/evaluation of the present situation
 - Selection of variety of rice (Japanese or local rice)
 - Implementation of YMC project in Extension Center
 - Extension center in multi-level (Province /district / village level)
 - Delivering know-how of Japanese experts to Vietnamese extension
 - Comparing weather between Japan & Vietnam via YMC (youth sensor)/Agri-server
 - Establish new/low-cost evaluation method of quality rice
 - Applying image analysis from photos taken by kids

Who & Where: Members/Location

- MARD (Vietnamese Government)
- Extension Center: (level: province, district, commune)
 - Extension worker, parents, farmers' kids
- University /Researcher
 - Japanese experts: Quality Rice, agriculture, ICT (ALFAE)
 - Vietnamese experts : Local rice/agriculture, ICT
- Company
 - Funding/Marketing
- NPO Pangaea

Why(2): Social Impact

- Rice Brand establishment
 - Efficiency of export
- Reduce the poverty
- Decrease of the environmental impact
- Facilitate to enjoy farming activity
- Sustainable
- Creating labor employment
 - (Now: Many farmers move to the city to earn)
- Preserving land
- Education of good aspect of rice farming to kids (awareness of exporting rice)

When: Schedule

- June-July 2011: Field survey, Statistics analysis, and selecting field & rice
- Late summer 2011: Writing report and applying for funding
- Spring 2012 (3month x 2 cycles): Start implementation
- Winter 2012: Evaluation of the project
- Spring 2013: Expanding to more extension centers

[Optional] How much: Funding

- 1.0 million USD/Year for 3years