



NEWSLETTER NO.07 | 29 JULY 2025

ASEAN-JICA FOOD VALUE CHAIN DEVELOPMENT PROJECT

HIGHLIGHTS FROM RECENT ACTIVITIES

- ✓ **OUTPUT 1: PROGRESS REPORT** at EWG-GAP & GAP WEBINAR ON FBO
- ✓ **OUTPUT 2: SUPPLEMENTARY SEMINAR** in LAO PDR
- ✓ **OUTPUT 3: PROGRESS REPORT** at EWG-GAqP & ASWGF
- ✓ **OUTPUT 4: PROGRESS REPORT** at ASWGAC

Recent events have marked significant progress in regional cooperation and agricultural practices. In July 2025, the Good Agricultural Practices (GAP) Webinar on FBO (Food Business Operator) was successfully conducted, and the AJFVC organized a seminar in Vientiane, Lao PDR, focusing on pesticide residue analysis and management, with support from the JICA Project in Vietnam. This seminar aimed to enhance the technical skills within the Department of Agriculture, addressing critical shortcomings in pesticide management in Lao PDR. Furthermore, updates on the progress and future initiatives of the AJFVC were shared during the EWG-GAP, EWG-GAqP, ASWGF, and ASWGAC meetings with ASEAN member states.



Seminar in Lao PDR

WEBINAR ON FBOS' ROLE IN PROMOTING GAP ~PRACTICES IN JAPAN~

On July 8, 2025, the AJFVC GAP Project Team organized a webinar focused on the role of FBOs in promoting GAP in Japan. The event featured an exchange of experiences among AMSs, along with valuable insights from a certification program owner, a purchaser of GAP-certified products, and a GAP-certified producer. Presenters from the Japan GAP Foundation, Seven & i Holdings, and Tsukuba Good Farm shared their effective strategies for success.

INSIGHTS FROM CONSUMER SURVEY FOR GAP IN 6 AMSs

A recent survey across six ASEAN countries revealed that over 40% of respondents were aware of GAP, with Malaysia showing the highest awareness (62%) and Indonesia the lowest (23%). Generally, ASEAN GAP was more recognized than National GAP, except in Thailand, where GLOBAL G.A.P. was more familiar. Online platforms were the primary source of awareness for 59% of respondents. Over 90% expressed willingness to buy GAP-certified vegetables for food safety and quality. Most vegetables were purchased from local markets and supermarkets, with variations by country. The results suggest that digital outreach, especially via social media, could improve GAP recognition, and regular consumer surveys are recommended for ongoing impact assessment.

➤ [Check the full report at www.ajfvc.org](http://www.ajfvc.org)