



Environment, Natural Resources & Agriculture Division (SAER), SARD
Rural Development and Food Security (Agriculture) Thematic Group
Capacity Development Resource Center, INRM

Farm-to-Market Produce Logistics: Cases and Emerging Trends in Korea and India

Monday, 6 December 2021

10:00 - 12:30 PM Delhi Time/12:30 - 3:00 PM Manila Time (Virtual)

Sessions will be organized in MS Teams. Instructions to join will be shared separately.

Background

Enhancing market access and farmer incomes is essential to move the agriculture ecosystem from government supported to sustainable commercial agriculture. Development of post-harvest supply chains is an essential component of building resilience among producers, making supply chains more reliable while contributing to income gains for the farmers and reducing food loss and waste in the chain.

In Korea, parcel deliveries of food, household items and health products in Seoul surged by 50% in 2020 due to the impact of the COVID-19 pandemic. In particular, for online food sales, they were already growing before the pandemic but jumped sharply and grew by 46 percent in 2020 to \$17 billion.¹ Most importantly, online food sales are expected to remain strong after the pandemic and this is dramatically changing the way buyers and producers are collaborating or linked.

In India, food supply chains have been transforming since the advent of Green Revolution 50 years ago. The food supply chains primarily consisted of cereals, dominated by the government supported public distribution program and this trend persisted till the end of 1990's. With the increase in middle class population, the demand for higher value and nutritious products has transformed the supply chains. The food supply chains are now 80% composed of non-food grains – led by perishables and are 96% dependent on private sector – over 85% being served by the small and medium enterprises.²

In 2018, NITI Aayog, Government of India, published a report on “Demand & Supply Projections Towards 2033 (Crops, Livestock, Fisheries and Agricultural inputs). In order to synchronize demand and supply the Ministry of Agriculture, has focused on crop diversification – such as pulses, coarse cereals, nutri cereals, commercial crops, oilseeds, and horticulture, etc. To maintain the supply chain and support to the farmers in selling their perishable produce, Government announced a scheme “Creation of Integrated supply chain for Fruits and vegetables in Major cities” during 2020-21. This is complimented by steps taken to develop a robust agro-logistics system that will transport commodities from production centers to demand clusters. “Kisan Rath” mobile application (app) has been launched by the Ministry of Agriculture to facilitate producers and FPO in hiring vehicles for movement of commodities. The app has been integrated with the National Agriculture Markets (e-NAM) portal to fast-track uptake. More recently, “Krishi UDAN 2.0” was launched In October 2021, by the Civil Aviation Ministry for “improving value realization through better integration and optimization of Agri-harvesting and air transportation and contributing to Agri-value chain sustainability and resilience under different and dynamic conditions.”³

¹ United States Department of Agriculture. April 2021. [COVID-19 Impact on Food Market Trends in Korea](#). Seoul.

² “COVID-19's Disruption of India's Transformed Food Supply Chains,” Reardon, et al, Economic & Political Weekly, May 2020

³ Ministry of Civil Aviation, Government of India, October 2021. <https://pib.gov.in/PressReleasePage.aspx?PRID=1767005>



Innovations in fresh produce agri-supply chains are happening across a wide spectrum of stakeholders and channels. Direct sourcing from farmers, connecting Farmer Producer Organizations (FPO) to business and end consumers, digital supply chain management tools, engagement of e-commerce platforms in the supply chain, are all examples of the innovations. In the early days it is imperative to showcase these innovations and to identify the drivers for rapid scale up. Equally, there are good practices being followed in more developed markets where these innovations are now firmly rooted in the business practices.

This webinar introduces how fresh produce agri logistics have evolved in South Korea and India and how the new trend is emerging particularly under the COVID-19 and growing convergence with digital technology in logistics. Through these case studies, the webinar intends to discuss what the new trend means for developing countries and what opportunities are available. Speakers will explain how farmer cooperatives are formed in Korea and India, what roles agricultural cooperatives are playing in the evolvement of agri logistics, and what opportunities are being offered to farmers as new trends of agri logistics emerge.

Target Participants

The webinar is open to:

- Agriculture/horticulture department officials and agencies
- ADB agriculture/horticulture project executing agencies
- Farmer collectives/FPOs
- Agri Start-ups, Agtech companies, and companies associated with supply chain
- Agriculture/horticulture research institutes



Agenda

Time	Flow of event
10:00-10:05 AM (Delhi Time) 12:30 – 12:35 PM (Manila Time)	Welcome Remarks by Mr. Hoe Yun Jeong, Deputy Country Director, India Resident Mission, ADB Introduction to Speakers by Capacity Development Resource Centre (CDRC), INRM, ADB
10:05-10:10 AM (Delhi Time) 12:35 – 12:40 PM (Manila Time)	Opening Remarks by Mr. Sangmok Choi, President of Agricultural Cooperative University, Korea
10:10-11:10 AM (Delhi Time) 12:40 – 1:40 PM (Manila Time)	Korean Agri-logistics Case (60 min) <ul style="list-style-type: none"> • Korean Farmer Cooperative Background by Dr. Seong-jae Park (10 min) • Wholesale Markets in Korea by Prof. Sung-jun Park (10 min) • Agricultural Cooperatives' Logistics Centers Operation by Dr. Ki Seok Seo (10 min) • Emerging Agri-logistics Models in the 4th Industrial Era by Prof. Dong-Hwan Kim (10 min) • Q&A (20 min)
11:10-12:10 PM (Delhi Time) 1:40 – 2:40 PM (Manila Time)	Indian Agri-logistics Case (60 min) <ul style="list-style-type: none"> • India Agro Logistics Landscape by Mr. Raman Ahuja (10 min) • Agro-logistics Innovations in Fresh Produce Handling - the Case of Large Farmer Collective by Mr. Azhar Tambuwala (15 min) • Fresh Produce Supply Chain & Logistics from the Perspective of an e-Retailer by Mr. Vivek Nirmal (15 min) • Q&A (20 min)
12:10-12:15 PM (Delhi Time) 2:40 – 2:45 PM (Manila Time)	Feedback
12:15 -12:20 PM (Delhi Time) 2:45 – 2:50 PM (Manila Time)	Closing Remarks by Ms. Mio Oka, Director, Environment, Natural Resources & Agriculture Division, South Asia Department, ADB



Contacts

Sunae Kim, ADB (skim@adb.org)

Raghavendra Naduvinamani, ADB (rnaduvinamani@adb.org)

Krishan S. Rautela, ADB (krautela@adb.org)

Vikram Harsha Annamraju (vannamraju@adb.org)

Geeta Malhotra (gmalhotra@adb.org)

Shweta Sharma (shwetasharma@adb.org)

