

ICREA 1st Open Seminar in AY2019

GTR-ICREA-ITbM Seminar

Date&Time	13:00 - 14:30, July 10 (Wed.), 2019
Venue	Lecture room, ITbM
Language	Japanese (slide is written in English)
Lecuturer	Dr. Manabu Ishitani (Agrobiodiversity Research Area International Center for Tropical Agriculture)

Next 4 Billion Lessons Learned and Future Directions in Ag R&D

More than 70% of 4 billion low-income layer in the world, called base of the economic pyramid (BOP), are thought to be small-scale farmers in developing countries. The environment surrounding this small-scale farmers has undergone remarkable changes in recent years. Urbanization and changes in eating habits due to growth of the middle-income class. This is a new growth opportunity for the agricultural sector in developing countries. That is, it is a shift from "agriculture as a way of life" to "agriculture as a business." This transformation is rapidly progressing from agricultural production to consumption in developing countries through the introduction of ICT and IoT technologies such as smart phones.

In this seminar I would like to introduce the challenges and prospects in Ag R&D from the efforts undertaken by the International Tropical Agriculture Center in Colombia, South America.



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