



PROJECT NOTIFICATION

Reference No.: 53

Date of Issue	31 January 2023
Project Code	23-CL-07-GE-DLN-A
Title	APO e-Course on Value-added Fruit Products
Timing	30 June 2023
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Not Applicable
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	Not Applicable
Remarks	Timing is the launch date of the e-course.

Objectives	<ul style="list-style-type: none"> - Encourage new entrepreneurs to start productive, profitable fruit-processing businesses - Showcase the value-addition potential for expanding fruit farming opportunities - Learn about business plans including equipment, technology, financing, and marketing for starting value-added fruit businesses
Rationale	Value addition in fruit processing is a transformation of raw commodities into processed products that ensure increased economic returns and increase productivity. This sector is growing rapidly in APO members. This course will assist participants in enhancing productivity and producing high-quality fruit items.
Background	Fruit farming is a profitable business that has evolved over the years from small-scale backyard gardens to a global industry. Starting a fruit farm comes with challenges but can be a profitable business venture. Aspiring entrepreneurs can either choose to start small- or large-scale fruit farms depending on their financial status or add value to fruit items to reach markets with their own brands. Local value-added food production is critical to sustain small farmers and their communities. It is important to find ways to increase farm incomes, and interest in adding value to agriproducts has grown tremendously. In addition to offering higher returns, value-added products can open new markets, increase productivity, create recognition of farms, and expand the production season, for example, by making fruit jam. Locally produced specialty food items can also provide a window into the unique qualities of communities.
Topics	<ul style="list-style-type: none"> - Importance of value addition - Opportunities and types of value addition in fruit farming - New market creation, local branding, and supply chains - Challenges, remedies, and future-proofing value-added fruit product businesses - Successful cases/models of value addition in fruit farming - Self-assessment quizzes and final examination
Outcome	This course will enable participants to create value-added fruit product businesses while ensuring safe, hygienic working conditions as well as to study technologies and marketing strategies to attract customers.
Qualifications	Open to all participants in member and nonmember countries.

Please refer to the implementation procedures circulated with this document for further details.



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Secretary-General