



WFP China COE captures the wealth of best practices and lessons learned from the Global South to benefit maximally developing countries. WFP China COE provides an inventory by taking stock of China's good experience to match local development needs in other developing countries.



## Value Chain Development for Smallholders

### South-South Cooperation Technical Solutions

**Value Chain Development for Smallholders** features technology transfer, capacity building, and participatory development of value chain strategies in China.



#### Solution 1

### Rural E-commerce Development and Smallholder Marketing Capacity

**Topic 1:** National Policy and supporting system for rural E-commerce development - [Policy Level](#)

**Topic 2:** Rural E-commerce Promotion & Support in less developed area - [Policy Level](#)

**Topic 3:** Rural E-commerce: Youth entrepreneurship (role model showcase) - [Grassroot Level](#)



#### Solution 2

### Farmer Aggregation and Organizations Enhancement

**Topic:** National agricultural technology extension system and new vocational farmer training - [Policy Level](#)



Photo courtesy of Longnan E-commerce Office



## Solution 3 Rural Entrepreneurship Fostering for Rural Transformation

**Topic 1:** Diversified agrobusiness management & rural entrepreneurship - *Policy Level*

**Topic 2:** Specialised Farmer Cooperatives for rural transformation - *Institutional Level*

**Topic 3:** Rural youth development (New vocational farmer training) - *Policy Level*

**Topic 4:** Women's empowerment for rural transformation - *Institutional Level*



### Key Partners

#### Strategic Partner:

- Ministry of Agriculture and Rural Affairs, P.R. China (MARA)

#### Technical Partners:

- Central Agricultural Broadcasting and Television School
- Chinese Academy of Tropical Agricultural Sciences
- Henan University of Technology
- Ministry of Agriculture and Rural Affairs
- Nanjing Agricultural University
- Nanjing University of Finance and Economics
- Northwest Agriculture and Forestry University
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## Solution 4 Science and Technology Empowering Rural Transformation

**Topic 1:** Digital Technology for Rural Development (Digitalised Countryside in China) - *Policy Level*

**Topic 2:** Farmer's Information Service - *Policy Level*

### WFP China COE Four Thematic Areas

1. Value Chain Development for Smallholders

2. Post-harvest Loss Management and Food Systems

3. Disaster Risk Reduction and Climate Change Resilience

4. Innovative Poverty Alleviation Initiative

### Contact Us

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