In 2013, FFTC expanded its scope of information network to embrace agricultural policy issues in the Asian and Pacific region by establishing an agricultural policy (AP) information platform.

Initially, the project focused on Japan, Korea, the Philippines and Taiwan. The AP website was launched in June 2013. The following year, AP increased the number of countries from four to eight to include China, Indonesia, Thailand and Vietnam. To create more impact and become a leading website in the region, the AP website may need to offer more comprehensive information and find ways to present the information in more interesting and practical forms. This workshop aims to improve the quality of the data collected to be used in the AP information platform and find ways of presenting them in more attractive forms.
Major findings and recommendations:

- Develop a strategic plan on how to best promote the AP website in the Asia Pacific region;
- Figure out ways to make the AP website more accessible and user friendly to the general users;
- Strengthen the AP platform by reviewing and evaluating the contents of papers submitted by the AP contracted partners;
- Compile and document feedback from readers and make this the benchmark for improving the form and content of the website.
- Use the popular and more simple form of writing in order to reach out to a broader mass base of readers;
- Explain the more technical policies in more friendly language and relate it to everyday life so that it will be more easily understood by the target audience.

Collection of relevant agricultural policy information and its practical use

Held in Taichung, Taiwan, 12-16 August 2014

No. of participating countries: 9 (Australia, USA, Japan, Korea, Taiwan, Philippines, Malaysia, Thailand and Vietnam)
No. of papers presented: 15
No. of participants: 15 speakers from 9 countries and 40 local participants

Co-organizers: Taiwan Agricultural Research Institute (TARI), Council of Agriculture (COA), Rural Development Foundation (RDF)
List of papers

Resource papers

KREI and its involvement in establishing national agricultural policy
- Sei Kyun Choi

Resource and country papers

1. Frame of agricultural policy and recent major agricultural policies in Japan
   - Akihiko Hirasawa
2. Frame of agricultural policy and recent major agricultural policies in the Philippines
   - Albert Perez Aquino
3. Frame of agricultural policy and recent major agricultural policies in Taiwan
   - Hwang-Jaw Lee
4. Frame of agricultural policy and recent major agricultural policies in Thailand
   - Itthipong Mahathanaseth
5. Frame of agricultural policy and recent major agricultural policies in Vietnam
   - Dinh Thi Bao Linh
6. Frame of agricultural policy and recent major agricultural policies in China
   - Zhen Zhong
7. Frame of agricultural policy and recent major agricultural policies in Korea
   - Jeong-Bin Im
8. Frame of agricultural policy and recent major agricultural policies in Indonesia
   - Tahlim Sudaryanto

For further information, contact Dr. Chan-Ik Chun, FFTC agricultural economist

Workshop participants discuss ways to develop a strategic plan on how to best promote the AP website in the Asia Pacific region

Dr. Sei Kyun Choi (left), President, Korean Rural Economic Institute (KREI), and a resource speaker, receives a plaque of appreciation from FFTC Director Dr. Yu-Tsai Huang