

Farm Guidance Activities of JAs

JA's staff, called JA Farm Advisors, are consulted by and give guidance to member farmers on agricultural techniques, farm business management and agricultural marketing. Farm advisors are engaged in wide spheres of activities ranging from introduction of new crops and the most advance technology, to marketing including survey of developments taking place at markets and outlets, and to guidance on farm business management. As it is said that "farm advisors are the face of JA," they indeed play important roles as the pipe linking JA and its farmer members.

JA's farm guidance does not limit itself to giving technical and management advice to members individually, but also plays a central role for the development of area agriculture as a whole by engaging in the drawing up of area agriculture development plan, in use coordination of agricultural lands, fostering of community farming organizations, giving support to commodity-wise producer group activities, and so forth. Of late, its roles have increased importance also in the securing and fostering of core farmers and farming entities, the promoting of environment preserving type of agriculture, giving guidance on the producing of safe to eat agricultural produce.

In July 2004, "the Basic Direction in Strengthening Farm Guidance Activities of JAs," was adopted, under which JA shall undertake to clearly set out a strategy for area agricultural development, set out goals of farm guidance and introduce a system of result management.

There were 15, 579 farm advisors in FY 2002. Although the total number has been down since FY 1985, the average number per JA has increased from 4.5 then to 14.9 in FY 2002.

Trend in the Number of Farm Advisors

