Discussion framework and guiding question

The discussion framework helps participants to keep our goals (data-driven policy actions and consumer trust in the food system) in mind, providing the following three discussion themes:

➢ Accuracy of primary data:

In this session, speakers and participants will discuss the bottleneck to ensure the accuracy of data, in particular from the perspective of measurement methodology and standardization (with examples of specific calculation tools).

✓ What is the bottleneck to disseminate the one measuring method?
✓ What are the challenges to make a guideline at farm level or for agriculture?

➢ Access to secondary data inventory:

In this session, speakers and participants will discuss how to develop an accessible and easy-to-use data inventory, and how to incentivizes data measurement and reporting.

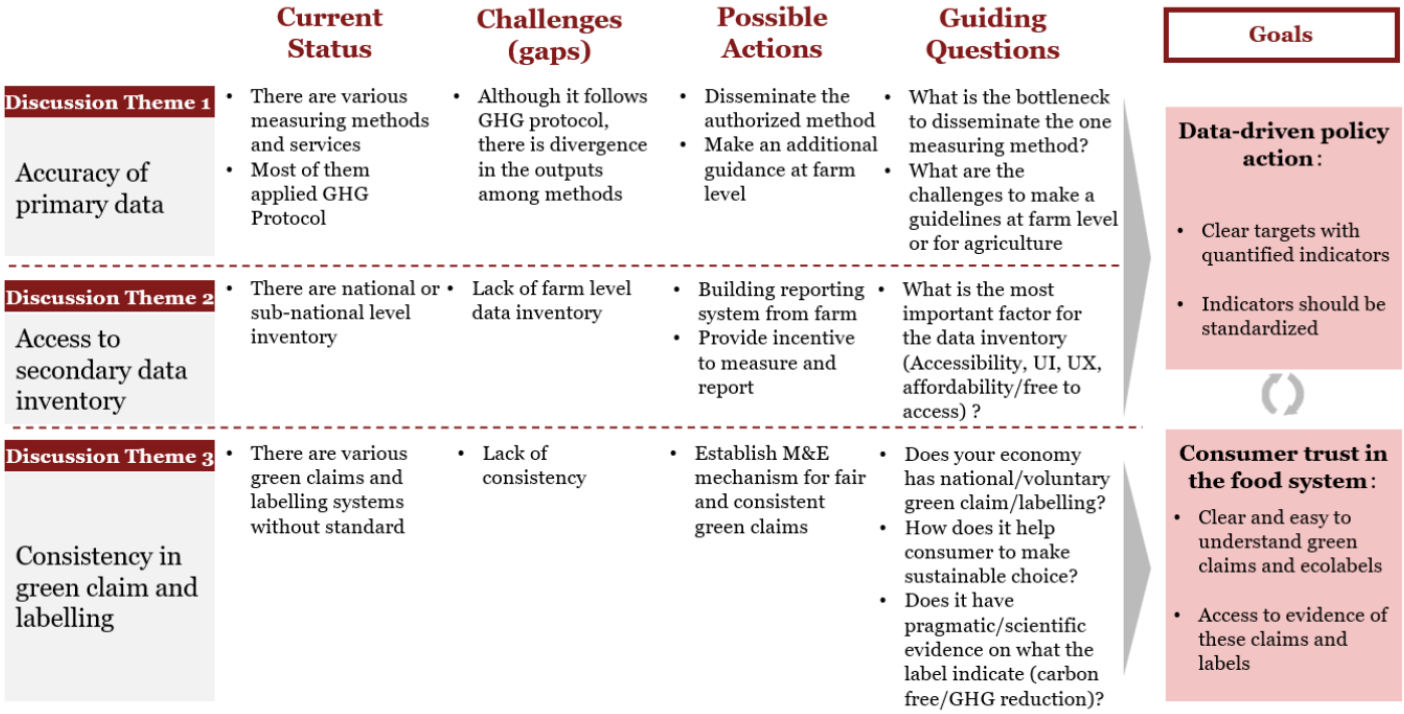
✓ What is the most important factor for the data inventory (Accessibility, UI, UX, affordability/free to access)?

➢ Consistency in green claim and labelling:

In this session, speakers and participants will share green claims and ecolabels in their respective economies and discuss how they can help to build consumer trust in the food system.

✓ Does your economy have economy/voluntary green claim/labelling?
✓ How does it help consumer to make sustainable choice?
✓ Does it have pragmatic/scientific evidence on what the label indicates (carbon free/GHG reduction)?

Graph1. Discussion framework



1. Speakers

Graph2. Speakers List

No	Name	Job title/organization	Economy	Theme	Presentation title
1	Mr. Shunsuke Tsuboi,	CEO, Sagri	Japan	**1. Accuracy of primary data**	Promoting carbon farming through the utilization of smart agriculture method using satellite data and AI in the APEC region - Japanese startup, Sagri approach in APEC
2	Dr. Yasuhito Shirato	Senior researcher, National Agriculture and Food Research Organization	Japan	**2. Access to secondary data inventory**	Modelling soil carbon for National GHG inventory, NDCs, and decision-support tool
3	Mr. Wes Hanson	Agricultural Economist, U.S. Department of Agriculture	United States		Quantifying Greenhouse Gas Fluxes In Agriculture and Forestry: Methods for Entity-Scale Inventory (Second Edition)
4	Mr. Li Xun	Principal Scientist, China Agricultural Machinery Distribution Association	PRC		Building a low-cost and accessible data infrastructure for small stakeholders
5	Dr. Michael Crawford	CEO, Cooperative Research Centre for High Performance Soils	Australia		Improving access to soil data for improved decision making
6	Ms. Katina Dove Hanson	Acting Senior Advisor, U.S. Department of Agriculture	United States	**3. Consistency in green claim and labeling**	Expanding Climate-Smart Markets through Partnerships for Climate-Smart Commodities in the U.S.
7	Mr. Masayuki Oda	MAFF officer, Ministry of Agriculture Forestry and Fisheries	Japan		Visualization of Environmental Burden Reduction Efforts in Japan