



*Connecting people, agriculture and the environment through appropriate technologies*

**Appropriate  
Agriculture  
International  
Co., Ltd.**

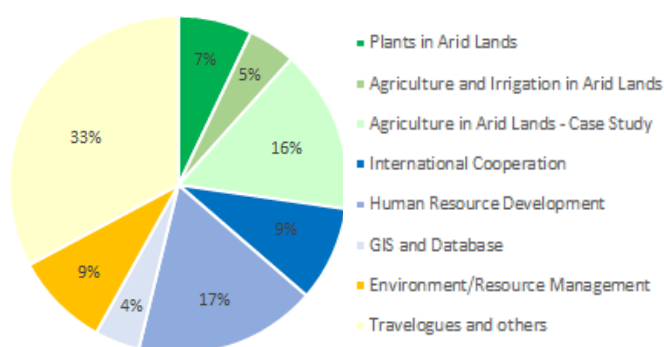
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## On the occasion of issuing Newsletter No. 100

Since launching the first issue of AAINews in October 1995, this four-page A4 newsletter of “AAINews” has described our members’ experiences, thoughts, and feelings gained through their work.

Originally, this newsletter was designed as a tool for exchanging information among the AAI members who rarely met each other in the head office due to having different overseas assignments. As the number of newsletter destinations has gradually increased, it is now also becoming an important tool to convey our ideas, know-how, and past and current work to our stakeholders.

On the occasion of the 100<sup>th</sup> issue, we looked back on the contents of past newsletters. The memorial edition was published on the company's 30<sup>th</sup> anniversary in 2014, in which articles were divided into chapters on arid land plants, arid land agriculture, international cooperation, human resource development, GIS & databases, resource management, etc. Based on this classification, articles from the first issue to the 99<sup>th</sup> issue were classified as shown in the following figure.



Travelogues and others occupy 30% of the whole and are allocated to the first page of each issue and some of the 4<sup>th</sup> page, describing topics at that time. Dryland-related articles also account for nearly 30% of the whole, which clearly shows that AAI has been focusing on technical cooperation activities in the world’s arid areas. As for the articles related to international cooperation and human resource development, many significant series have been planned and published including accounts of overseas

technical cooperation projects and training activities at the JICA Tsukuba Center. In addition, past stories also revealed that AAI has been involved in not only agriculture but also environmental conservation and resource management making use of GIS and databases in various projects/activities. In this way, the classification of the past news articles clearly illustrates the many footprints and paths trodden by AAI.

Common to many articles are viewpoints reflecting the themes of “appropriate technology”, “optimal scale”, and “participatory approach”, which are encapsulated by the word “appropriate” that also exists in our company name, “AAI”. For example, “Arid land plants” emphasizes the importance of appropriate technology through utilization of plants as a regional resource. “Agriculture and irrigation” offers in-depth discussions on the appropriate scales from the perspective of sustainability. Further, in “International cooperation and human resource development”, we have proposed working with NGOs and grassroots cooperation, and have emphasized the importance of participatory approaches in lots of training & extension activities with which we have involved.

The so-called “Arab Spring” has brought with it uncertain situations in the Middle East regions, and accordingly, our target areas are shifting to East African countries. The contents of work are also changing from desert greening/agriculture and irrigation development to other areas such as livelihood improvement and natural resource management. Even if regions or fields are changing, we keep going with the thoughts and principles that have been cultivated so far and will continue to deliver news “from the field” now and in the future. On this occasion, we renewed editorial design of the newsletter with a refreshed mindset. We look forward to receiving your continued feedback and suggestions on the newsletter.

(February 2018 by Onuma)