



Promoting regional trade and agribusiness development in the Pacific

AGRIBUSINESS FORUM: LINKING THE AGRIFOOD SECTOR TO THE TOURISM-RELATED MARKETS

Organised by CTA, PIPSO and SPC
Hotel Sofitel Denarau Island, Fiji, 1-3 July 2015

This Forum is linked to the [Brussels Briefings](#) organized by CTA, the European Commission, the ACP Group and Concord on key issues related to ARD in ACP countries. It will also bring some experiences from the Caribbean through the [Intra ACP Agricultural Policy Programme](#).

Wednesday 1st July 2015

9h00-9h30 Opening remarks

Chair: Mereia Volavola, Chief Executive Officer, PIPSO

Chris Addison, Senior Expert on Knowledge Management, CTA; Inoke Ratukalou, Director of the Land Resources Division, SPC; Renato Mele, Head of Operations, Delegation of the European Union for the Pacific; Klaus Stunzner, Chairman of PIPSO

Formal opening: Honourable Inia Seruiratu, Minister for Agriculture, Rural and Maritime Development & National Disaster Management, Ministry of Agriculture

Special guest:

What role for the agrifood private sector within the ACP-EU relations and 11th EDF?

H.E. Roy Mickey JOY, Chairman of the ACP Committee of Ambassadors and Ambassador of Vanuatu to the EU

9h30-9h50 Coffee Break and group photo

9h50-13h00 Session 1 : Opportunities for the Pacific agrifood sector in tourism-related markets

This session will give an overview of the major trends in regional trade and the main tourism-related markets through the various perspectives of research, industry, government, finance

Panelists:

- Developing tourism-market opportunities for Pacific products and promoting trade
Michael Wong, CEO, Fiji Hotel and Tourism Association (FIHTA)
- MSG trade policy: opportunities for private sector and agribusiness development
Henry Sanday, Private sector development adviser, MSG Secretariat
- Linking policies on agriculture and tourism: the case of Vanuatu
Adela Aru, Principal Product Development Officer, Manager of Vanuatu Tourism Ambassador Programme, Ministry of Tourism & Commerce, Vanuatu
- Product development to better reach new markets
Cate Pleass, Marketing Director, Pleass Global Limited
- Branding and labeling: key strategies for SIDS. The experience of the Caribbean.
Escipión Oliveira, Deputy Executive Director, CEDA

- Going organic: a comparative advantage for the Pacific agritourism sector
Karen Mapusua, POETCom Coordinator
- Main drivers of agritourism in the Caribbean
Ena Harvey, Agritourism Specialist, IICA; Kevon Rhiney, Expert Agritourism

13h00-14h00 Lunch

14h00- 18h00 Session 2: Linking agriculture and tourism : Learning from successes

This session will look at various models of linkages between the agrifood and tourism sectors which serve tourism-related markets.

Facilitator: Vili Caniogo, SPC

- **Organic Farm to Table: creating a sustainable supply chain**
Alberta Vitale, Associate Director and Kalais Stanley, Programme Manager, Women in Business Development Inc (WIBDI), Samoa

Small organic family farms, with an emphasis on youth, are at the heart of WIBDI's Organic Farm to Table programme that connects smallholder farmers to the tourism industry via hotels and restaurants. The programme has been running since December 2013 and is now expanding to include Farm to Home Table and Farm to Overseas Table.

- **Joe's Farm: Providing vegetables & salads to the tourism- markets in Fiji**
Michael Joe, Managing Director, Joe's Farm

Since its establishment in 1981, the company Joe's Farm in Fiji has evolved into a vibrantly established growth entity engaged in the production, retailing, wholesaling, distribution, importing, exporting of farm fresh produce, frozen goods, hydroponics products, processed/manufactured food, liquor, and general groceries. Clients include supermarkets, retailers, hotels & resorts, restaurants & Fast-food outlets, vessels, aviation industry.

- **Vanuatu Direct Ltd Essential and central supplier of fresh and value added food through a certified system to Vanuatu hospitality sector**
Cornelia Wyllie, Vanuatu Direct

This small business set up in 2006 supplies premium food and beverages in retail ready packs to consumers in Vanuatu, Australia and New Zealand. The company also supplies wholesale to supermarkets, hotels and restaurants as well as luxury yachts. The product range includes fresh produce from 350 contract eco-farmers, honey, shelf stable authentic tribal foods, juice, sauces and dried fruits without added sugar or chemicals.

- **Heilala Vanilla: branding and expanding markets**
Jennifer Boggiss, CEO, Director, and Co Founder

Tongan organic Heilala Vanilla is one of the Pacific's fastest rising culinary stars. The products have impressed celebrity chefs, including UK-based Kiwi chef and restaurant owner Peter Gordon who conducted culinary tours to Heilala's sustainable plantation in the village of Uguntake, where they show guests how to create veritable vanilla-infused feasts. The company has worked closely with Massey University to develop its products. Markets include New Zealand, Australia, Malaysia, Singapore.

- **Tanna Coffee serves local and regional markets**
Terry Adlington, Managing Director, Tanna Coffee, Vanuatu

Tanna coffee started almost 20 years ago and serves domestic hospitality and tourism industry in Vanuatu and in South Pacific. It grows, processes, and sells roasted and packaged pure Arabica coffee and provides equipment, and technical training to over 500 smallholder coffee farmers on Tanna Island, Vanuatu. It is the only South Pacific Company selected as a finalist in the G20 World Challenge for Inclusive Business Opportunities.

Discussion

Thursday 2nd July 2015

9h00-9h15 Short summary of Day 2: *Chris Addison, CTA*

9h15-10h45 Linking agriculture and tourism (cont.)

- **Sustainable Denis Island : A Vertical Integration Success Story of Agriculture and a Five Star Holiday Resort, Seychelles**

Guy Morel, Management and Marketing Expert; Gilbert Port-Louis, Seychelles Agricultural Agency

Denis Island is one of Seychelles' 115 islands. Once an important coconut plantation, this privately owned island in the western Indian Ocean could hold answers to some of the most troubling problems facing small island states around the world. The Mason family, the owners and managers of the island, operates an up-market resort and have opted to practice agro-tourism whereby the farm simultaneously operates in parallel with the resort, providing the hotel guests and the staff with fresh and organic produce. The approach sees Denis Island almost completely self-sufficient with pork meat, chicken, duck, rabbit, eggs, fresh milk, and a range of vegetables and fruits.

- **Linking Agrifood sector to Tourism related markets – experiences from the Caribbean Network of Rural Women Producers.**

Carmen Nurse, Novella Payne, Caribbean Network of Rural Women Producers (CANROP)

This session will share practical examples and best practices of Caribbean women's entrepreneurs in reaching tourism related markets.

10h45-11h00 Coffee Break

11h00-13h00 Session 3: Linking fisheries to the tourism-related markets

Organiser and facilitator: Erik Rotsaert, Fisheries Expert

This session will show various models of linkages between the fisheries and tourism sectors in niche products (certified, ecolabelling...), aquaculture, and ranching sectors.

- What partnership between the tourist industry and the fisheries sector?
*Georges Ringeisen, Executive Chef, The Grand Pacific Hotel *****, Fiji*
- The Crab Company, Fiji: Unique enterprise that specialises in the production of live mud crabs for the growing Pacific seafood market. It supplies crabs to major hotels in Fiji such as Sofitel, The Fijian, Hilton, Pearl, and the Wakaya Island Resort.
Dr Colin Shelley, Co-founder and Executive Director, The Crab Company of (Fiji) Ltd
- *Ronnie Hyer, FIJIFRESH Seafood*
Supplies locally caught seafood to Fiji Island customers
- *Reshika Kumar, Business Adviser, Market Development Facility*

Discussion

13h00-14h00 Lunch

14h00-16h00 Session 4: The Chefs: the link between sustainable tourism, agriculture and cuisine

Organiser and facilitator: Chef Robert Oliver. Winner: Me'a Kai: The Food and Flavours of the South Pacific: Best cookbook in the world 2010. Mea'ai Samoa: Recipe and Stories from the Heart of Polynesia Best TV Chef cookbook in the world 2013.

There is a need to upgrade farmers supply chains to larger hotels and resorts, stimulate demand of local products and its use by chefs who can promote ways to more creatively utilize local produce by the hospitality sector. It will illustrate how local food and local cuisine can be promoted in the tourism industry.

Moderator: *Chris Coker, Project Manager, SPTO*

- *Robert Oliver, Chef, author and television presenter of Real Pasifik, Pacific*
- *Shailesh Naidu, President, Fiji Chefs Association, Executive Chef, Outrigger*

- *Chef Dane Saddler, Executive Chef, Caribbean Villa Chefs, Barbados*
- *Ena Harvey, IICA agritourism expert*

16h00-16h15 Coffee Break

16h15-18h00 Session 5: Agrifinance: new opportunities for the agribusiness sector/ Partnerships and PPPs for entrepreneurship in Agritourism

Organiser and facilitator: Lamon Rutten, Manager, Policies, value chains and ICTs, CTA

This session will have a “challenge” format. This means we will take up 3-4 concrete challenges (situations in which lack of working capital finance prevents farmers and others in the value chain from benefitting from clearly visible opportunities), and have a guided discussion on what can be done by whom to provide a solution – and how such a solution can then become systematically available to all others in similar situations.

- *Tevita Madigibuli, General Manager Relationship & Sales, Fiji Development Bank*
- *Ashleigh Matheson, Chief Risk Officer, Bank of the South Pacific*
- *Aseri Manulevu; Manager Business Finance, HFC Bank, Fiji*
- *Sashi Kiran, Founder and Director of FRIEND, Fiji*
- *Eugene Williams, Local Business Banking Manager, Westpac Bank*

Discussion

Friday 3rd July 2015

9h00-9h15 Short summary of Day 2: *Mereia Volavola, PIPSO*

9h15-10h30 Session 6: Addressing the data gaps for Agribusiness/Agritourism

Organiser and facilitator: Chris Addison, Sr Coordinator Knowledge Management, CTA

This session will share the work on agribusiness platforms being developed with CABA and PIPSO and the need to strengthen key business information and data for the SMEs and partners involved in the agribusiness sector. Some insights on the use of new technologies (i.e. drones, GPS for mapping farms, mobile app) to build data will be shared.

What data for agribusiness/agritourism?

- *Chris Addison, CTA and Stephane Boyera, ICT expert, Mereia Volavola, PIPSO and Raymond Trotzt, CABA*
- *Anna Fink, SPC Expert, Agricultural Statistics*

What tools and applications to collect, manage and use data locally?

- *Amiaifolau Afamasaga Luatua, Samoa Tourism Authority*
- *Use of Drones in the Agritourism sector, Kevin Rotsaert, Skyward Industries Ltd, Fiji*
- *GIS & integrated data for sound business decisions, Faumuina F. Tafunai, WIBDI*

Tracking Demand Dynamics of Agricultural Produce in the Seychelles: A Prerequisite for Strategy Formulation, *Guy Morel and Gilbert Port-Louis, Seychelles*

10h30-10h45 Coffee Break

10h45-12h30 Focus groups session

This action-focused session will capture the key messages, recommendations and concrete deliverables needed to strengthen the sector. The groups will present their recommendations on Policy/Finance, Branding, Chefs for Development, Private Sector and ICT/Data.

12h30-13h00 Wrap up and closure

Mereira Volavola, PIPSO; Chris Addison, CTA

Closing remarks: *H.E. Roy Mickey JOY, Chairman of the ACP Committee of Ambassadors and Ambassador of Vanuatu to the EU*

13h00-14h00 Lunch

14h00-18h00 Field visit to [Joe's Farm](#), Nadi (Hydroponic production of salad vegetables).