



**Linking Agriculture and Tourism through Policy Setting  
Organised by IICA, the Government of Vanuatu and CTA**

IICA Office, Baobab Tower, St. Michael, Barbados  
3-4 November 2015

**Promoting agribusiness development through linkages with the tourism-related markets**

High quality food, every day of the year, is essential to hotels, lodges and resorts. Often the food purchasing bill of a tourism site is large in the context of the local economy, but surprisingly little is spent locally, even when supplies are available from farmers, fishermen and small-scale agribusinesses. The challenges of shifting food-sourcing to local suppliers are considerable, yet if it can be done in a way that meets commercial needs and customer preferences. This is one way in which tourism operations can significantly increase their contribution to local economic development.

Tourism has the potential to stimulate demand in the agriculture sector, so it is important that linkages are created between the two sectors and a policy on agritourism developed. In addition to the strong economic value of developing a sustainable tourism sector, enhancing the linkages between tourism and agriculture represents an important potential mechanism to stimulate and strengthen the traditional local producers and processors and to improve the distribution of the benefits along the chain.

Linkages between agriculture and tourism not only can potentially increase opportunities for domestic agriculture earnings, new markets and products development and therefore sustainable economic growth, but also offer opportunities to help develop visitor attractions and distinctive tourist destination brands through the creative use and marketing of local produce and use of local landscapes. In order to acquire these benefits, the tourism industry needs to be proactive in utilizing local quality and niche products and agriculture sites and events as tourist attractions.

**Policy setting for improved linkages between agriculture, trade and tourism**

The 1<sup>st</sup> Agribusiness Forum in Fiji organised by PIPSO, CTA and SPC in July 2015 highlighted successes in strengthening links between agriculture and tourism industries in the Pacific region. A major challenge identified was the lack of favourable policies in place to encourage linkages between agriculture, tourism and trade policies and the need to design and develop Agritourism policies which would facilitate linkages between agriculture and tourism at national and regional levels.

The Forum recommended that the first pilot be launched in Vanuatu with two immediate actions: (i) a selected group of stakeholders involved in the development of the policy will visit the Caribbean where policies are in place and meet their Caribbean counterparts and learn from the process; (ii) a policy workshop will be held in Vanuatu in 2015 for the launch of the policy design process.

On the occasion of the 2<sup>nd</sup> Caribbean Agribusiness Forum to be held on 5-6 November 2015 in Barbados, a selected group of experts from Vanuatu will visit Barbados to learn from the Caribbean counterparts' experience.

Selected experts from Seychelles, in the Indian Ocean region, will also join in view of developing in 2016 agritourism framework in their region as well.

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## Programme

The experts will discuss in half-day session the experience of the Caribbean region. They will have presentations from and discussions with the relevant Ministries (Agriculture, Trade, Tourism), regional organizations (IICA, CABA, FAO, CTO) and agribusiness actors. They will also have field visits to selected production, trade and tourism areas in Barbados.

The Vanuatu delegation will be headed by H.E. Roy Mickey Joy, Ambassador of Vanuatu to the EU and Howard Aru, the Director General of Agriculture of Vanuatu.

Ms Ena Harvey, Agritourism expert and IICA representative in Barbados, will organize the field visits on November 3rd and 4th.

### Welcome & Opening Remarks

Chair: Ena Harvey

H.E. Roy Mickey Joy, Vanuatu Ambassador to the EU

Dr. Victor Villalobos, IICA Director General (tbc)

Michael Hailu, Director of CTA

### Plenary sessions

Chair: Gregg Rawlins, IICA Representative Trinidad and Tobago

- Presentation on the Regional Agrotourism Policy and Strategy for the Caribbean (policy design, consultation process, implementation) – Ena Harvey
- Policy efforts in linking agriculture to trade and tourism  
Howard Aru, Director General of Agriculture of Vanuatu
- Lessons learned and success stories in the Caribbean
  - o St. Vincent & the Grenadines – Michael Dalton, IICA Coordinator
  - o Barbados – Roxanne Waithe, Technical Specialist & Shanise Taylor, BTPA
  - o Jamaica – Shauna Brandon
  - o Bahamas – Manuel Messina
- Needs assessment in Vanuatu on agritourism and plans ahead  
Adela Aru, Principal Product Development Officer, Ministry of Tourism, Vanuatu
- Discussion (with agency contributions from CTO, FAO, BAS, BHTA, IDB, Ministry of Agriculture).
- Identification of areas for collaboration between the two regions and action plan:  
Government of Vanuatu, IICA, CTA,

The outcomes will feed the workshop in Vanuatu supporting a consultative process towards the agritourism policy design and implementation. It is foreseen to have preliminary results to share at the 2<sup>nd</sup> Pacific Agribusiness Forum.

### Field visits

- **Armog Farms Ltd**, Armog Manufacturing Ltd  
Processing of various ground provisions, including yam, cassava and sweet potato.  
French fries made from locally grown sweet potatoes
- **Barbados Agricultural Development and Marketing Corporation (BADMC)**  
processing of root crops and breadfruit into flour
- **Green Monkey Chocolatier – chocolate manufacturer**
- **Purity Bakery - production of cassava bread**
- **Mt. Gay Rum Tour (November 3<sup>rd</sup>)**

### Press conferences and Media support

A series of interviews and press conferences will be organized under the leadership of Ambassador Joy with Caribbean and Pacific media.

### Participants

#### Vanuatu

- *H.E. Roy Mickey Joy, Ambassador of Vanuatu to the EU*
- *Howard Aru, Director General, Ministry of Agriculture, Livestock, Forestry, Fisheries, and Biosecurity (MALFFB)*
- *Adela Aru, Principal Product Development Officer, Ministry of Tourism, Vanuatu*
- *Senita Malas, HR Manager, Evergreen Ltd.*
- *Terry Adlington, Managing Director, Tanna Coffee*
- *Isaac Boyle, Vanuatu Chefs Association*
- *Voutasi MacKenzie-Reur, Lapita Café & Lapita Lodge*

#### Seychelles

- *Guy Morel, Principal Consultant, SGM and Partners Consulting (Seychelles):*
- *Keith Andre, Business owner and Skipper/fisherman*
- *Jean Paul Jeffroy Farmer and Entrepreneur*
- *Mr. Bernard Monnaie, Head of Business Program, University of Seychelles*
- *Richard Mathiot Executive Chef and Principal Lecturer at Seychelles Tourism Academy: Cuisine Adapte -Up-positioning Traditional Farm Produce in Five Star Resorts*
- *Jose Guerreio, Deputy Director Extension Services*

#### Caribbean

Michael Dalton, IICA Coordinator, St. Vincent & the Grenadines  
Carol Thomas, Hemispheric Specialist, AHFS  
Janet Lawrence, Project Manager, EU SPS Programme  
Roxanne Waithe, Technical Officer, IICA Barbados  
Damien Hinds, Technical Officer, IICA Barbados  
Raeann Beckles, Agrotourism Intern, IICA Barbados  
Wynelle Savory, Technical Officer, Ministry of Agriculture  
Shanise Taylor, Technical Officer, BTPA  
Rhea Gilkes, Slow Food Barbados Chef  
James Paul, BHTA  
Shauna Brandon, IICA Office in Jamaica  
Manuel Messina, IICA Office in Bahamas  
Deep Ford, FAO Sub-Regional Director  
Bonita Morgan, CTO  
Davina Layne, CTO  
Vassel Stewart, CABA  
Ruth Houlston, IDB