



**Policy setting for improved linkages between agriculture, trade and tourism:
Strengthening the local agrifood sector and promoting healthy food in agritourism**

**Workshop organised by the Government of Vanuatu and CTA
in collaboration with IICA and PIPSO**

**Port-Vila, Vanuatu, 25-27 May
Warwick Le Lagon Resort & Spa, Erakor Lagoon, Port Vila**

Biodata of the Speakers

Terry Adlington – Managing Director, Tanna Coffee, Vanuatu

Terry's initial background is in building construction and civil and structural engineering which progressed to heavy industry raw production and mining development. His work involves now Estimating, quantity surveying commercial coffee farming and rural industry development. Terry worked in the Australian coffee industry establishment and promotion and focused on Vanuatu coffee industry revival and establishment. He manages the Tanna Coffee Development Company.

Ruth Amos – Manager of Food Centre, Ministry of Trade, Vanuatu

Ruth Amos is the Manager of the Food Technology Development Centre and Analytical Unit [FTDCAU]. She has a Post Graduate Diploma in Natural Product Chemistry from the University of the South Pacific and a Bachelor of Science degree from the University of Otago in Dunedin, NZ. Her area of interest is in Natural Product chemistry in the study of bioactive compounds in a species of the Tamanu tree called *Callophyllum neo ebudicum* which is endemic to Vanuatu and in Vanuatu's traditional drink, "Kava" (*Piper methysticum* forst). Since 2012, her team has verified the quality of kava exported through the chemical testing of kava samples for export as stipulated in the Kava Act and the chemical testing of dried Cocoa beans as per the Cocoa Regulation. Currently the FTDCAU is consulting on the Bill of Standards, which hopes to establish a national Bureau of Standards for Vanuatu and is carrying out a Baseline study on "Kava Bar Hygiene Standards and Kava Juice Quality" in the Port Vila Municipality which we hope to present during the Agri-tourism week at the end of June. It is hoped that this baseline study will give us more insight on the true level of Food Safety in Port Vila's after-hours hangout.

Jimmy Andeng – Operations Officer, International Finance Corporation (IFC)

Jimmy Andeng is the Country Officer for IFC, the private sector arm of the World Bank Group in Port Vila. Joined IFC in 2011 but prior to that held various senior positions in the Vanuatu Government, particularly Ministry of Finance and Economic Management, the Vanuatu National Provident Fund Board and also undertook a number of private consultancies in Govt and private sector. IFC investment in Vanuatu includes banking, ICT, renewable energy as well as provides advisory services in tourism, airlines, agribusinesses and financial markets and services.

Adela Aru – Principal Product Development Officer, Manager of Vanuatu Tourism

Adela is the National Coordinator at the Vanuatu Tourism Ambassador Programme 2013 to 2015. She managed the Pilot Project funded by NZ Aid Programme with linkage to transport and handicraft

industry. Some elements of the programme covered value addition on agro tourism products with the aim of improving quality of visitor experiences and income profitability of participating businesses. Adela has also been the Principal Product Development Officer at the Department of Tourism from 2008 to 2015. She managed a portfolio for developing the destination as a competitive tourism destination by developing a range of tourism products and services that will contribute to provide a diverse range of experiences for the tourist. This involves working with Department of Industry for developing linkages between tourism and agriculture. Previously, she was the Strategic Skills Development Manager- TVET Program 2012 to 2013, an Australian funded program focused on skills development with the aim for developing skills for economic development. Priority programs on tourism, agriculture and industries. In her capacity of Tourism Community Training Officer- 2004 to 2008, she managed the training division of the office by designing awareness materials on how to increase Vanuatu participation into the tourism sector.

Howard Aru – Director General of Agriculture, Ministry of Agriculture, Vanuatu

Howard Aru currently serves as Director General for the Ministry of Agriculture, Livestock, Forestry, Fisheries and Biosecurity (MALFFB) in Vanuatu. He was former Director General of Vanuatu's Ministry of Health. He holds a dual Master of Public Policy (specialising in international policy) and Diplomacy and a Post-graduate Diploma in Public Administration from the Australian National University (ANU). He also holds a BA in Geography and Management from the University of the South Pacific (USP). Howard founded and became the first CEO of the Vanuatu Investment Promotion Authority (VIPA) from 1998-2003 as part of the country's comprehensive reform program with the ADB. He has also served as Sub-regional Head of the ACP/EU Centre for the Development of Enterprise for six years after having represented CDE as Country Rep from 1996-2006. Howard is passionate about development (notably rural development) and the dire need to address the dual issues of poverty alleviation and health (notably NCDs).

Isolina Boto – Manager and project leader for regional trade, CTA

Isolina Boto is the Manager of the CTA Brussels Office. Isolina has more than 20 years of experience in development. She worked for the European Commission, various ACP embassies and NGOs in areas related to food security, rural development and trade. Within CTA, she worked in various positions at headquarters, in the Netherlands, especially on co-funded technical programmes on Agriculture and Rural Development implemented at regional level. Since 2004 she heads the CTA Brussels Office, dealing with policy issues related to the ACP-EU cooperation in the field of agricultural and rural development and leads CTA policy group on regional trade. She coordinates and organizes the regular Brussels Development Briefings on topical development policy issues (<http://brusselsbriefings.net>). The office produces a daily news service on key policy areas of ACP-EU cooperation on trade, fisheries, climate change, food security and development policy (<http://brussels.cta.int>).

Ena Harvey – Expert in Agritourism, IICA, Caribbean

Ena Harvey is passionate about linking agriculture with tourism and over the past 12 years, she has been spearheading IICA's initiative in Agrotourism linkages while serving as the Representative, IICA Office in Barbados and Hemispheric Specialist in Agrotourism, and Management Coordinator for the 14 IICA offices in the Caribbean. Her work has included strengthening of the institutional framework for linkages, sharing of best practices and success stories, and diagnostic assessments for investments in rural tourism. She has delivered numerous feature addresses and lead papers on agrotourism at national, regional and international meetings, and currently serves as IICA's representative on the Board of Directors, and the Sustainable Tourism Committee of the Caribbean Tourism Organisation. Ena holds an M.Sc. in Process Engineering and Food & Postharvest Technology from the University of Guelph, Canada, and a B.Sc. First Class (Hons) degree in Tropical Agriculture from the University of the West Indies, Trinidad. She has over 20 years' experience and has completed some 60 consultancy projects in development of the agro-industrial sector in the Caribbean.

Oliver Lato – Farm Support Association

The FSA assists farmers with extension services for poultry, piggery, agroforestry, vegetables, root crops improvement, land rehabilitation, and spice production. The association also conducts applied research on improved planting materials and vegetable production along with soil erosion control. The

FSA has been involved with Organic Internal Control systems for spices in Vanuatu for more than 20 years.

Karen Mapusua – Coordinator, POETCom

Karen is the Coordinating Officer for the Pacific Organic and Ethical Trade Community (POETCom) based in the Secretariat of the Pacific Community, Suva Fiji. For the past 10 years she has been engaged in the Pacific organic movement. Initially through her role with Women in Business Development in Samoa and then POETCom. Her work has included managing organic programmes, developing organic certification systems relevant to the region, provision of organic certification training, advocacy and strategic development for the organic movement. She was involved in developing the Pacific Organic Standard and the Strategy for Organic Development in the Pacific Islands region and has lobbied successfully for organic agriculture to be prioritised in the agricultural agenda of the Pacific Island states. She has contributed to the International Task Force for Harmonisation and Equivalence in Organic Standards, had served on the Executive Committee of the Fair Trade Association of Australia and New Zealand (FTAANZ) and currently serves Board Member of FairTrade Australia New Zealand (FANZ). Karen also contributes a chapter each year to the international publication "The World of Organic Agriculture". Karen's background includes teaching, NGO management and capacity building, media relations and peace keeping. She has completed university studies in Australia and post graduate studies through New Zealand. Karen has worked in Australia, Tonga, Croatia, Bosnia Hercegovina, Samoa and now Fiji but calls Samoa home.

Tim Martyn – FAO Sub-Regional Office for the Pacific Islands, Samoa

Dr. Tim Martyn is the Policy Officer for the FAO Sub-Regional Office for the Pacific. He has developed the 'Agriculture-Tourism Linkages' policy toolkit for Pacific Island Countries, as well as assisted the Government of Vanuatu identify the priority fruit and vegetable supply opportunities in the tourist market. He is currently managing a project supporting the off-season supply of pineapples in Vanuatu, with a particular focus on tourism and the food hospitality sector.

Henry Sanday – Private sector Development Advisor, MSG

Henry has more than 20 years of work experience on private sector development at the subnational, national and regional levels, with the Fiji Trade and Investment Board, Pacific Islands Forum Secretariat and the Pacific Islands Private Sector Organisation. He is currently the Private Sector Development Adviser for the Melanesian Spearhead Group Secretariat based in Port Vila, Vanuatu. This position is funded by the European Union through the Pacific Integration Technical Assistance Project.

Cheryl Thomas – Policy Research Officer, Pacific Agriculture Policy Project (PAPP), SPC

Cheryl Thomas is the Policy Research Officer for the European Union-supported Pacific Agriculture Policy Project (PAPP), at the Pacific Community (SPC). PAPP focusses on strengthening policy capacity, knowledge management, and smallholder farmer-market linkages. Prior to SPC Cheryl worked with a range of partners in Vanuatu to achieve international organic certification for the coconut value chain, including smallholder farmer groups, plantations and processing facilities. She worked in conjunction with the Vanuatu Agriculture College, World Vision Vanuatu and other partners to build local capacity in third party certification systems. Her background is in organic and sustainable agriculture, with a focus on smallholder livelihood development. Cheryl was formerly Certification Manager for Australian Certified Organic, and has also worked in regional development for the UK Soil Association.

Mereia Volavola – CEO, PIPSO

Mereia Volavola has been the Chief Executive Officer of PIPSO since 2010. She has vast knowledge and experience in the area of Finance and Banking. Prior to joining PIPSO, Ms Volavola held the position of CEO of the Capital Markets Development Authority in Fiji. She has also worked for the Reserve Bank of Fiji, HFC Finance Ltd and Housing Authority. Mereia Volavola holds an MBA in Banking and Finance with a Distinction from the University of Wales, UK and a Bachelor of Arts Degree from the University of the South Pacific in Economics and Business Management. She is also a Board Member of Merchant Finance.

Cornelia Wyllie – Vanuatu Direct

Cornelia is the Managing director of Vanuatu Direct Ltd 2006-2015 - promoting nutraceutical values of food.Contract grower scheme. Previously she held various positions such as curator of Rainbow Botanic Gardens from 1992 to 2009; Manager of Sovalait Dairy Company (Vanuatu) exporting camembert to Noumea. She also lectured at Rotorua PolyTech "Profit from Small Holdings" and was the Export Pack house supervisor of White Goose Orchard - Blue berries to Europe and USA. He also owned and managed Idyll Ark Orchard NZ, introducing new crops, growing systems and marketing to North Island.