



Government of Vanuatu
Gouvernement du Vanuatu



INTRACAP
Agricultural Policy Programme



**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**

Summary of discussions - 26th May 2016

Promoting agritourism through value addition, quality, branded products

- Promoting quality niche food products is considered as a key priority for an island which cannot compete on big volumes. Vanuatu has a comparative advantage with some of the products known for their quality such as beef, cocoa, cocoa but more communication and information tools have to be developed and innovation to create a diversity range of sub-products.
- More efforts have to be done on promoting the quality through branding, marketing strategies and attractive labelling. It is recommended to share stories about the uniqueness and value of the main products traded that local consumers and tourist value more the product. Stories should be promoted through the Tourism and Agriculture departments which tell the geographical origin in the islands, the production process, the story of the farmers groups and rural communities involved, the appreciation of consumers.
- Branding the country using some of its characteristics (diversity of cultures, remoteness, pride, uniqueness, nature and environment, fresh products) is considered a priority. It is proposed to have a competition to select the catchiest phrase, slogan. Tourism Ambassadors could be used.
- Competitions, awards and agricultural/food events promoting local food have to be regular and sustained. Major international events have also to be used to promote local production (i.e. World Food Day) and have "Tour – Buy – Cook – Eat" offers.
- It is also recommended to develop specific programmes for young people who are not familiar with local food. This includes adapting the curricula.

- The lack of innovation and attractiveness in preparation and presentation of local food is seen as a barrier to serving current markets and identifying new opportunities.
- The government and industry need to better know and understand the tourist markets and the needs and expectations of this market segment to adapt the offer. Traditional local food could be further developed to meet specific tastes (Asian, European, Indian..) and innovate traditional recipes. The multiculturalism of the island and Pacific region and the diversity of tourist's country of origin should be used as a further opportunity for product development.
- Some countries in the region have successfully managed to brand the country and some products (i.e. Pure Fiji). Other examples from the Caribbean were shared with had an economic impact (museums on sugarcane, sandalwood, kava)
- The government has to put in place favourable policies and regulations which support the local businesses for private sector operators be able to compete with cheap imports. In the same way further efforts should be made to export to Pacific island markets.
- To succeed, increase trainings are required on certification processes, quality and labelling training as well as and intellectual property rights to promote certification schemes. Further investments in food processing technologies are required.