



**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 - 27<sup>th</sup> May 2016  
Celebrating Vanuatu Food and Cuisine**

- The chefs should be recognised as a key value chain actor in stimulating demand of local products. The experiences shared from the Pacific, the Caribbean and other parts of the world demonstrate the value in training local chefs, and in particular, young chefs. The Vanuatu Chefs Association is already doing a commendable work in training of Ni Van Chefs on enhancing traditional food.
- Platforms and networks such as *Chefs for Development* which aims at linking Chefs and other agribusiness actors to share information and best practices should be used to promote Vanuatu achievements amongst a wider community of SIDS. A dedicated page will feature Vanuatu experience.
- Market scoping studies and surveys should be conducted in resorts and hotels to identify the needs for food supplies in the different market segments. Equally important is mapping the offer of producers and farmers and better understanding their productive capacity. Some successes (i.e. livestock subsidised transport for farmers in Vanuatu, support to collective transport and collection centres in Fiji, Samoa..) can be expanded.
- There is a need to maximise the linkages between food and tourism by helping businesses to seize new commercial opportunities. Quality Vanuatu food experience could be promoted through branding iconic industries as the “Must Have” foods for tourists to take back with them (Tanna coffee, Organic Beef Jerky, Kava, Honey) and branding of packaged products linked in with quality assurance.

- Enhancing the profile of Vanuatu as a destination where visitors can experience high-quality, locally produced food is a priority. To achieve this, business development support is needed in food preparation, food handling, menu development and food services. The existing duty free tax exemptions for producers on exports should be extended to products designed for local markets and targeted financial incentives granted for industry development (i.e. duty free import of targeted equipment/inputs). To achieve this, an advanced level of harmonisation of agriculture/trade/tourism policies and funds is needed.
- Food safety and business development trainings remain indispensable to meet the required quality standards to serve highly competitive markets. Groups of processors could be supported to get HACCP compliance, aggregation centres with cold storage facilitated. Training for high quality branded products could be a partnership with the ministry of trade, chamber of commerce, ministry of agriculture and tourism involving training, loans and co-sharing.
- Increased investment through PPPs should target processing facilities, transport and infrastructure development (the redevelopment of the airport, front sea and market would be very beneficial or the tourism industry).
- Vanuatu Week of Agritourism Week to be held in June 2016, regional agribusiness forum as well as the Pacific Week of Agriculture offer opportunities to share the Vanuatu experience in agritourism and expose the value chain actors to new trade and industry developments. The recent decision by Government to use local products when they hold functions and meetings should be implemented and widely communicated.
- Vanuatu needs to become the destination of choice for travellers seeking to enrich their understanding of diverse regions and cultures through authentic culinary tourism experiences. In this context, developing new tourism products and experiences is a priority. The Government should help to promote regional/island identities and local foods by sharing information on their history, traditional uses, nutrition values recipes... Some actions could be taken in a short term such as Vanuatu food award ("Taste Vanuatu"), Restaurant Guide, promotion booklet on key products...