



## **2<sup>nd</sup> PACIFIC AGRIBUSINESS FORUM Organised by PIPSO, CTA and IFAD**

### **Women Entrepreneurs – Key Players in Pacific Agribusiness Development**

**Tanoa Tusitala Hotel, Apia, Samoa; 29<sup>th</sup> August 2016**

#### **1. Context**

Women play a prominent role in agricultural production, processing and trade throughout the Pacific Island region in agriculture and fisheries. In the Pacific, like in many other countries in the world, women play an important role in the private and informal sectors but they are less likely to own land, have limited access to financial sector and further entrepreneurial activities can be limited by traditional laws and practices.

Although women frequently produce the majority of food, they have far less access to further agricultural training and infrastructural support than their male counterparts, who frequently control more lucrative cash crop production. Furthermore, they are much less involved in decision-making processes at political and economic levels. Women play a key role in food and nutrition security and their work has greater beneficial impacts on community development as when women receive cash, more is spent on food, schooling and medicine, which helps to develop stronger communities.

By strengthening production and marketing of healthy local foods, women producers can contribute to reduce the dependency upon imported food and contribute to healthy food systems and diets and changes in bad food habits. Therefore, empowering women to play a greater role in the agrifood and agribusiness sector can have a multiplier effect on economic development across the Pacific islands. Additionally, there will be more opportunities for businesswomen in the Pacific to meet and network to strengthen their production, market access and value-added strategies and provide a platform to exchange best practices from farm to table and develop advocacy and communication tools.

#### **2. Objectives of the workshop**

- Develop a strategy to strengthen institutional capacities, key business information for improved market access and networking opportunities for women entrepreneurs across the Pacific;
- Promote exchanges of experience and best practices of women in agribusiness across the Pacific and establish a Pacific Women in Agribusiness network.
- Launch the Pacific women in Agribusiness Project

#### **3. Expected results**

- Women agri-entrepreneurs have greater access to business information which allows them to improve their market share in agricultural and fisheries fresh and processed products;
- A platform on women advocating for improved nutritious food through agribusiness development is established and best practices shared across the Pacific;
- Promising innovations from women's-led business are documented, scaled up and widely disseminated. It is expected to have a selection of incubators for women best practices in agribusiness; and
- A core group will define an action plan and develop strategic partnerships.

#### **4. Activities**

- (i) Study on successes by women's producers and agribusiness organisations and analysis of their products, markets which includes new opportunities;
- (ii) Strengthening women's participation in upgrading and mainstreaming value chains for improved nutrition security women through advocacy, learning spaces, exchange of experiences; and
- (iii) Gender methodology applied to the project and TORs designed.



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### Supporting Women Entrepreneurs -Key Players in Pacific Agribusiness Development

Apia, Samoa, 29<sup>th</sup> August 2016

#### PROGRAMME

**8.15am – 8.45am**                      **Registration**

*Participants to be seated*

**9.00am - 9.30am**                      **Formal Welcome & Opening Remarks  
Pacific Women in Agribusiness Launch**

- Honourable Fiame Naomi Mata'afa, Deputy Prime Minister of Samoa
- Isolina Boto, Manager & Project Leader on Regional Trade, CTA
- Mereia Volavola, CEO, PIPSO

*Followed by Group Photo and Morning Tea*

**9.30am – 10.15am**                      **At the forefront: Pacific Women in Agribusiness**

This session with the Deputy Prime Minister of Samoa will discuss key areas for women in agribusiness across the Pacific. Women-led agribusiness will present some cases followed by an interaction with the audience. The debate will assist CTA, IFAD, PIPSO and other partners in developing an action plan for the Pacific Women in Agribusiness Project to be implemented from September 2016. It aims at providing a platform to mobilise and facilitate more targeted responses for Pacific women entrepreneurs and social enterprises in agribusiness, promote increases market access and provide targeted technical support and capacity building.

- Samoa women in agribusiness: Successes, challenges and needed support to expand  
*Vargas Rasch, Senior Field Officer, Women in Business Development (WIBDI)*
- Women in agribusiness in Vanuatu: New opportunities in selected sectors  
*Carolyn Ernst, Chair Livestock Working Group, Vanuatu Chamber of Commerce & Industry*
- Supporting access to finance for women entrepreneurs  
*Janet Sape, Executive Director, PNG Women in Business*

**10.15am – 11.00am**                      **Panel discussion: Linking Agribusiness to Tourism Markets and Promoting healthy and nutritious food**

- Samoa perspective in linking agriculture to tourism and benefiting women businesses

*Sonya Hunter, CEO, Samoa Tourism Authority*

- Promoting local food and cuisine and supporting women entrepreneurs  
*Chef Myriam Malao, Vanuatu*
- Bringing the experience of the Caribbean agribusiness women in agritourism  
*Ena Harvey, Agritourism expert, IICA*

**11.00am to 12.15pm                      The Forward Agenda: Priorities for the Action Plan**

- Supporting the private sector in Farm to Table projects  
*Dr Asif Chida, Inclusive Growth Specialist, UNDP Pacific Centre*
- Supporting the promotion of local and nutritious food in women-led businesses  
*Sakiusa Tubuna, Sub-Regional Coordinator for the Pacific Asia and the Pacific Division, IFAD*
- Policies, Practices and Partnerships in support of women in agribusiness  
*Isolina Boto, CTA and Mereia Volavola, PIPSO*

**Discussion**

**12:15pm to 1.00pm                      Lunch**

**1.00pm    Industry tours/site visits**