



Brussels Policy Briefing n. 46

Agribusiness development in SIDS: the potential of tourism-related markets

Organised by CTA, the ACP Secretariat, the European Commission (DG DEVCO) and Concord

<http://brusselsbriefings.net>

BIODATA OF THE SPEAKERS

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, CTA Brussels Office, and Project Leader on Regional Trade, CTA

Isolina has more than 25 years of experience in development. She worked for the European Commission, various ACP embassies and NGOs on 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 agrifood systems and rural development and leads CTA policy group on regional trade and agribusiness, which includes agritourism. She coordinates and organizes the regular Brussels Development Briefings on topical and emerging development policy issues. The office produces a daily news service on key policy areas of ACPEU cooperation on trade, fisheries, climate change, food security and development policy.

Fiaailetoa Charlotte Chan Mow-Brunt – General Manager and co-owner of Orator Hotel, Samoa

Charlotte Brunt is an Accountant and CPA by profession but decided 10 years ago to give up on the corporate life to run her café with her husband which they opened in Aug 2001. In 2007 she decided to run it as a full time job and this is where the start of the relationship with the food industry. She graduated from Massey University with a Bachelor of Business Studies in Accountancy and Post Graduate Diploma in Accounting Profession. She is a member of the Samoa Institute of Accountants and currently Treasurer for the 3rd year in a row for Samoa Hotel Association. She and her husband are very much involved with the Farmers Association of Samoa. Mrs Brunt is currently the Secretary and the network and relationship is very strong with small and medium plantation. Charlotte is very passionate about using local produce in cooking exotic cuisines both Samoan and the ethnicity. She also loves to use fruits and vegetable as part of her beauty tips on keeping your skin clean, retaining your natural hair colour etc. She speaks about these produce available in Samoa and tips that has been passed to generation to generation. In 2014 she joined Colin Chung with other chef and hotel owners like herself to learn more about cooking local Samoan produce in many other different ways other than the traditional ways we are used. Her aim in 2017 is host with STA, Samoa Culinary Association and Samoa Hotel Association a competition for local chefs to cook a 3 course meal competition using local produce only and make it an annual tourism event.

Stephan Berrouet Durand – Executive Chef, Culinary by Design, Haiti

Stephan B. Durand is an award winning and highly acclaimed Chef who has made a name for himself as a Culinary Ambassador for home country Haiti. A Graduate of one of the top culinary schools in the USA: Johnson & Wales University, he brings over 16 year of Culinary experience to his curriculum. As the creator of the Haiti Food & Spirits Festival, his vision was to create a platform to give Haitian Culinary talent the visibility they would not normally have, to promote Haiti gastronomy through its local products and to help develop the next generation of culinarians through the support of the local culinary programs. Chef Stephan has been invited all over the world to present and promote Haiti's gastronomy at various culinary events.

Peter Edey – Executive Chef, Barbados

Executive Chef, Peter Edey, is a graduate of the International School of Culinary Arts, *Ecole de Gastronomie Francaise Ritz-Escoffier Paris*, and he is also a Certified Caribbean Hospitality Trainer. Chef Edey has worked at various hotels in Barbados, North America and the United Kingdom. In the 1980s he turned his attention to teaching and for twelve years lectured at the Barbados Community College Hospitality Institute, before establishing his own culinary operation, *The Dining Club Group of Companies* in 1999. His years of experience and expertise in the Culinary Arts have afforded him the opportunity to coordinate and execute numerous culinary event at home and internationally and he believes in sharing his knowledge and giving back to his community. Chef Edey is also the Executive Producer and Presenter of his own television programmes, all of which focus on the use of local and regional produce and products and reach local, regional and international audiences. His Junior Duelling Challenge series are culinary competitions for young people in Barbados and the Caribbean, which have been in existence for more than a decade. They were developed to encourage young persons to see the culinary arts field as a viable career choice, as well as to help them understand the importance of utilizing local and regional ingredients to create dishes. In 2014 Chef Edey developed the *Caribbean Junior Culinary Conference*, which has as its mandate to provide aspiring chefs and junior cooks from throughout the Caribbean with an educational avenue and practical insight into the multi-faceted field of the Culinary Arts through demonstrations, workshops and presentations by local, regional and international industry professionals and stakeholders. 2016 marked the 3rd staging of this event. Chef Edey's career spans thirty-five years and he remains passionate about cooking, the culinary arts, teaching and mentoring young people and promoting local and regional cuisine through the use of local and regional produce and products.

Viwanou Gnassounou – Assistant Secretary General, ACP Secretariat

Viwanou Gnassounou, from Togo, is an economist, financial expert and project manager with 17 years of experience in agricultural and natural resource policy formulation, aid programming, sectoral commodity export strategies, and trade. Before joining the ACP Management Team, he was co-manager of a Consulting firm, which provides support in the areas of development policies. He also set up and managed an agricultural products industrial processing company based in Togo. Mr. Gnassounou holds a Master's degree in Economic Analysis and Policy, a Diplôme d'Etudes Approfondies (DEA) in Development Economics (MPhil equivalent), and a Diplôme d'Etudes Supérieures Spécialisées (DESS) in Economic Development and Development Project Management (MSc equivalent) from the Centre for Research and Studies in International Development at the Université d'Auvergne, France. He is fluent in English, French and Mina (Togo), with basic knowledge of German. Mr. Gnassounou took office on 1 April 2015

Michael Hailu – Director, Technical Centre for Agricultural and Rural Cooperation (CTA)

Michael Hailu, an Ethiopian national, is the Director of the Technical Centre for Agricultural and Rural Cooperation (CTA) based in the Netherlands. CTA is a joint institution of the African, Caribbean and Pacific 2 Group of States and the European Union working under the Cotonou Partnership Agreement. Mr. Hailu has over 25 years of professional experience in agricultural research and development in Africa and Asia. Prior to joining CTA in mid-2010, he held senior leadership positions at the World Agroforestry Centre (ICRAF) based in Nairobi, Kenya and at the Centre for International Forestry Research (CIFOR) in Indonesia. Mr. Hailu has led the development and implementation of CTA's 2011-2015 strategic plan refocusing the Centre's work on three priority themes—supporting agricultural policies and strategies; enhancing inclusive value chains; and strengthening capacities of ARD institutions and networks in knowledge management and ICTs. He has degrees from the University of Pittsburgh and Addis Ababa University. He has also been trained in strategic leadership at the Stanford University Graduate School of Business.

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 agroindustrial sector in the Caribbean.

Papalii Matatamalii Sonja Hunter – Chair Lady, South Pacific Tourism Organisation

Sonja Hunter is the Chief Executive Officer of the Samoa Tourism Authority and the Chairperson of the South Pacific Tourism Organisation. She has a Master in Business Administration from the University of the South Pacific and is a graduate of the Rhema Bible Training Centre, South Pacific. Sonja Hunter has been working in Travel and Tourism for more than 25 years.

H.E Dr Pa'olelei Luteru – Ambassador of Samoa, Coordinator of the ACP SIDS

H.E. Fatumanava Dr Pa'olelei H Luteru is the Ambassador of Samoa in Brussels since April 2012. He was previously Consul (Commercial), Samoa Trade Commissioner to New Zealand and RSE Representative and Director of Oceancrest Consultancy Ltd in Fiji. From 2005 to 2009, he was inaugural Dean, Faculty of Islands and Oceans and Director of Alafua Campus (Samoa), University of the South Pacific, Fiji Islands. From 2000 to 2005 he was Assistant Secretary-General of the ACP Group, Political Affairs and Human Development in Brussels, Belgium. Dr Luteru hold various positions leading PacificEU matters in the design and facilitation of projects for Pacific ACP member states under the Lome IV Convention. The value of these projects was in excess of ECU 40 million. He holds several academic positions in the University of South Pacific such as Director of Planning and Development. Dr Luteru is Doctor of Philosophy (Flinders University, Australia) and specialised on development economics, strategic planning, management and aid policies. Flinders University, Australia. He has extensively written on the Relationship between the Development Needs of Pacific Island Countries and Donor Aid Policies and is the author of many publications related to development.

Vilma McNish – Ambassador of Jamaica to the Kingdom of Belgium, Permanent Representative to the European Union and UNESCO

Vilma McNish has served as Jamaica's Ambassador to the Kingdom of Belgium, Permanent Representative to the European Union and UNESCO since 2012. This was Ambassador McNish's second posting as Head of Mission, having served as Ambassador of Jamaica to Mexico from 2001-2005. During that time, she was also accredited to countries in Central America and was High Commissioner to Belize. A career Foreign Service Officer, with over twenty-five years' experience, Ambassador McNish was Minister and Deputy Permanent Representative of Jamaica to the Organisation of American States (OAS) in Washington (1998-2001). Prior to her posting to the OAS, Ambassador McNish was Assistant Director in the Political Division and Director of the Multilateral Organizations Department. She was also Jamaica's Deputy High Commissioner in Ottawa and Counsellor in the Embassy of Jamaica in Venezuela.

Robert Oliver – Chef, Author and Television Presenter

Robert Oliver is a New Zealand chef who was raised in Fiji and Samoa. He has developed restaurants in New York, Miami, Las Vegas and Sydney, "farm to table" resorts in the Caribbean and food programs feeding homeless people and African immigrants with AIDS in New York City. Robert returned to the South Pacific from the Caribbean to write his first cookbook with Dr. Tracy Berno and Fijian photographer Shiri Ram. Written with a development mission to connect Pacific agriculture to the regions tourism sector, "Me'a Kai The Food and Flavours of the South Pacific" stunned the food world by winning top prize, "Best Cookbook in the World 2010," at the Gourmand World Cookbook Awards in Paris, considered to be the

Oscars of cookbooks, beating the books from NOMA and The New York Times. In 2015 “Me’a Kai” was deemed by the Frankfurt Bookfair to be the 3rd best cookbook in the world in all categories for the years 1995-2015. In 2013, Robert released “Mea’ai Samoa: Recipes and Stories from the Heart of Polynesia” (Random House) at the request of the Prime Minister of Samoa. This book won the “Best TV Chef Cookbook in the World 2013” at the Gourmand World Cookbook Awards in association with his television series REAL PASIFIK- a series that travels across the Pacific Islands connecting chefs to traditional cuisine and indigenous agriculture Robert is Chef Ambassador for Le Cordon Bleu, is a judge on the hit prime time cooking show “My Kitchen Rules” and is host for the Maori reality cooking show “Marae Kai Masters”.

Rosemary Parkinson – Culinary Author & Contributor, the Caribbean

was born in Venezuela to Trinidadian parents, Barbadian grandparents and is a Permanent Resident of Barbados. Her first book Shake Dat Cocktail – published by MacMillan - travelled the Caribbean on Cocktails through photos and stories. Her inimitable style began with her first major book Culinaria: The Caribbean. Published in 1999 in seven languages and distributed worldwide, the book travels all the islands between the US mainland and South America touching on their history, traditions and culture delving not only into the pots of cooks and chefs extricating their secret recipes but telling their personal stories. Considered the precursor of the interest into the culinary arts of the Caribbean, opening the road for celebrity chefs and culinary magazines to scour the islands and change the way they themselves wrote and cooked; lauded by the likes of Chef Art Smith (Oprah Winfrey’s personal Chef); in the cookbook collection of Oprah herself as well as in the library of the White House and known to be a favourite of the late Maya Angelou; this book became a collector’s item and is still seen as ‘the book one must have’. A new publisher or funding to self-publish is being sought. Parkinson did a stint online with The Washington Post talking the Caribbean with people from all over the world becoming the Food Critic & Contributor for Food, Jamaica Gleaner in 2001. In 2008 Nyam Jamaica was self-published. Winner of Best Photography, Best Design, Best Easy Recipes it went on to win Best Design in The World (2009) and Best of The Best Design in the World (2015) at the Gourmand World Cookbook Awards held in Paris and Frankfurt respectively. Together with Culinaria: The Caribbean, her Gleaner Food articles, her many contributions to several inflight, travel and culinary magazines, her consultancy work with IICA brought on a CTO (Caribbean Tourism Award) in 2009 in New York. Another small book under her hat, Cocktails & Hors d’Oeuvres with Jamaican Chef Norma Shirley, the tome Barbados Bu’n-Bu’n was born in 2015. Called a national treasure by the government of Barbados, winning Best Photography, Best Historic Recipes, Best Design, the book went on to win Best Self-Published Book In The World at the Gourmand World Cookbook Awards in Yantai, China. Parkinson’s deep-rooted love for her Caribbean islands continues.

Winston Stona – Co-founder of the Busha Browne’s Company

Winston Stona is an international expert in the speciality food sector, the co-founder of the Busha Browne’s Company and an award-winning artisanal agro-processor. Winston Stona has over 40 years’ experience in international sales, marketing and distribution of value-added products. He is recognised regionally for his contribution to brand development, product development and strategic marketing programmes in Agro-industry. A former executive in Jamaica Tourist Board and the Jamaica Fashion Export Guild, he is also associated with the development of the Caribbean Herbal Sector through his direct involvement with the Jamaica Herbs & Spices Company, owners of Blue Mountain Aromatics –a premier range of personal care products. He currently acts as consultant in international sales & Marketing for Associated Manufacturers Limited, who have recently acquired Busha Browne’s Company and Walkerswood Caribbean Foods. As Director of the Jamaica Exporters Association and the Competitiveness Company, he is deeply committed to regional development of the region.