



SAMOA AGRITOURISM POLICY SETTING FORUM

PROMOTING LINKAGES BETWEEN AGRICULTURE AND TOURISM RELATED MARKETS FOR IMPROVED FOOD AND NUTRITION SECURITY

Organized by STA, PIPSO and CTA

Samoa Conference Center, Apia, Samoa, 13th - 16th December 2016

Tuesday 13th December 2016

- 3.00pm** **Ava Ceremony**
- 3.30pm** **Welcoming Function**
Prayer Reverend Afamasaga Moutofu Fuimaono
Hon. Prime Minister Opening Address
Light Refreshments and Entertainment
- 6.30pm** **Night Ends**

Wednesday 14th December 2016

8am-9am **Registration**

9.00am – 11.30am **Panel 1: Policy Forum: Regional perspective on opportunities/experiences to support Agritourism development and investment**

This panel will discuss the current policies and frameworks in support of agriculture and tourism which also promote the private sector development in the Pacific both at commercial and small-scale levels. It will build upon the recommendations of the 2nd Pacific Agribusiness Forum held in Apia.

Moderator: Isolina Boto, CTA

Panellists:

- Sakiusa Tubuna, IFAD
- Mereia Volavola, CEO, PIPSO
- Kelera Cavuilati, Acting Executive Officer, SPTO
- Afuamua Lafaele Enoka, National Co-ordinator of the Samoa Agricultural Competitiveness Enhancement Project (SACEP)
- Afamasaga Toleafoa, PIFON
- Ian Buck, ADB
- Dr Jean-Hugues Hatier, Agriculture and Health in support of Tourism

- **Yvette Kerslake, Head of our Climate Change and Environment, UNDP**

10.45am Questions & Answers

11.30 pm-1.30pm **Panel 2: Mainstreaming national policies to promote opportunities in Agritourism and Agribusiness to enhance actions towards the achievement of national objectives**

This panel will clearly highlight each government agency policies and frameworks in addressing Agribusiness and Agritourism opportunities. This will address how the Government Agencies will link and coordinate strategies and programmes that prompts Agritourism and Agribusiness development.

Moderator: H.E. Fatumanava Paolelei Luteru, Samoa Ambassador to the EU

Panellists:

- **Ministry of Health** Director General & CEO, Leausa Toleafoa Dr. Take Naseri on Nutritional Frameworks
- **Ministry of Agriculture** CEO, on the Development of Agritourism as a means to enhance Agribusiness
- **Ministry of Natural Resources & Environment** CEO, Suluimalo Mr. Amataga Penaia on opportunities in linkages to tourism
- **Samoa Tourism Authority** CEO, Papalii Matatamalii Mrs. Sonja Hunter on Bridging Tourism Development to the Agriculture Sector
- **Ministry of Commerce, Industries & Labour** CEO, Pulotu Mr. Lyndon ChuLing on the Opportunities in developing the Agritourism
- **Ministry of Women, Social Community & Development** CEO, Naea Mrs. Beth Onesemo on Linking communities to the benefits of Agritourism

1.00pm **Questions & Answers**

1.30pm – 2.10pm **Lunch**

2.15pm - 4.00pm **Panel 3: Linking agriculture and tourism**

The session will explore various models of agriculture that are beneficial for the tourism experiential and niche market segments (Tours, Culinary, Organic Ingredients, Spa and Wellness)

Moderator: Edwin Tamasese, Managing Director of the Tamasese Farm and Soil Health Pacific Ltd

Panellists:

- **Ah Liki Farms**, on Current development and future prospects linking agritourism
- **Wilex Chocolate**, Managing Director Tagaloa Mr. Eddie Wilson on Enhancing the variety of Value Added Products for a successful enterprising Samoa.
- **Women In Business Development Inc.** CEO, Ms. Adimaimalaga Tafunai on Organic products Farm to table initiative and enhancing the quality culinary healthy options
- **Misiluki Spa Products**, Managing Director, Ms. Lufilufi Rasmussen on lasting beauty care and enhancements
- **Va-i-Moana Resort and Vaai Cocoa Plantation** Managing Director, Saleimoa Vaai on Agritourism opportunities enhancing business yields and passion in Agritourism

3.45pm – 5.00pm **Working groups on linking agriculture, tourism and health to identify key elements of the strategy/policy on Agritourism and proposed actions.**

5.00pm **Day 1 Ends**

Thursday 15th December 2016

9.00am – 9.15am: Summary Day 1

9.20am – 1.00pm Panel 3: Partnerships in addressing tourism-related markets

This session will build upon the successes and cooperation of the Private Sector in establishing a multisector approach in an Agritourism policy that will strengthen linkages between the agriculture, tourism, environment, trade and health sectors.

Moderator: Pulotu Lyndon – CEO Ministry of Commerce Industry and Labour

Panellists:

- **Samoa Hotel Association** CEO, Ms. Alexandra Mauli-Rankin addressing Agritourism links to Hotel and Accommodation Development
- **METI - Matuaileoo Environment Trust Inc.** Managing Director, Dr. Vermullen on Agritourism opportunities to the Health and Development of Communities
- **SAME** (Samoa Association of Manufacturers and Exporters) President, Tagaloa Mr. Eddie Wilson on the importance of Agribusiness and Agritourism to the development of Import Substitution Products
- **Samoa Farmers Association** President; Toleafoa Mr. Faamatala Afamasaga
- **Samoa Culinary Association** President, Mr. Joe Lam on the Culinary experience in Samoa and its significance to Agritourism
- **Samoa Chamber of Commerce** CEO, Mr. Hobart Vaai on Agritourism and Agribusiness Investment Prospects

11.00am Questions & Answers

11.30am - 1.00pm **Strengthening the chain actors in serving the tourism markets and branding the country as quality food destination**

Moderator: Tagaloa Eddie Wilson, President of SAME & Managing Director of Wilex Investments

Panellists:

- **STA Marketing & Promotions** Manager, Mr. Dwayne Bentley on Trends in the tourism Industry and factors influencing tourist choice of holiday destination and the influence of food. Branding the country as a quality food destination
- **STA Planning & Development** Manager, Faamatuainu Mr. Suifua Faamatuainu on Tourism Development and Linking Agriculture to enhancing the Visitor Experience in Agritourism
- **Samoa Culinary Association** Vice President Mr. Michael Hardy on Transforming local ingredients into international recognised cuisine and the importance of Quality supply and JIT systems.
- **Edwin Tamasese** Opportunities to replace imported fruits and vegetables
- **Scientific Research of Samoa** Development of Value Added Food and Non-Food Products for the Tourism Industry

1.00pm-1.45pm Lunch

2.00pm - Field trip

- **Ah Liki Farm** Taimalie Mr. Charlie Westerland *TBC*
- **Tamasese Farm** Mr. Edwin Tamasese *TBC*
- **UNDP- Key hole farming** Mr. Mikaele Maiava

3.30pm – 5.00pm **Group Discussions on linking the Sectors and the Annual Work Plans for the Collective Achievement of Health, Agriculture and Tourism Objectives.**

Friday 16th September 2016

9.00am – 9.15am **Summary Day 2**

9.15am – 11.30am **Panel 4: Agribusiness Financing: Innovative financial Solutions to support Agritourism and Agribusiness**

This session focuses on exploring opportunities for the Private Sector in debt financing of Agritourism development for commercial and subsistence farmers.

Moderator: Meraia Volavola, CEO Pacific Islands Private Sector Organisation

Panellists:

- **Development Bank of Samoa** CEO, Ms. Susana Laulu on financing Agritourism development
- **Small Business Enterprise Center** CEO, Mr. Alatina Ioelu on opportunities for small business entrepreneurs
- **Samoa Commercial Bank** Managing Director, Lemalu Mr. Ray Westerlund on Small Development Loan Scheme for the Low Income Earners (S.D.L.S.)
- **Bank of the South Pacific** CEO, Ms. Maryann Lameko-Vaai on funding Agrotourism
- **Asian Development Bank** Consultant Mr. Ian Buck on accessing financial opportunities in Agritourism development

11.30am **Questions & Answers**

12.00am – 1.30am **Developing the Agritourism Policy Framework** Based on previous contributions and discussions in working groups, this session will look at the main elements to establish an Agritourism policy. It will provide actionable recommendations for short, long and medium term.

1.30pm-2:30pm **Lunch**

2:30pm-3.00pm **Wrap up session - CEO STA / CTA**

3:00pm-4:30pm **Regional Coordinators Closed Meeting**

6.00pm **Closing Networking Reception Coordinated by the Ministry of Agriculture & Fisheries Sector Plan Working Group SPO3, STA and Members of the Private Sector. At the Samoa Cultural Village Fale.**

Thank you & God Bless!