



**Policy Setting for Improved Linkages Between Agriculture, Trade and Tourism:
Strengthening the Local Agrifood sector and Promoting Healthy Food in Agritourism**

Workshop Programme

Organised by the Cook Islands Chamber of Commerce

**In collaboration with the Government of the Cook Islands and the Pacific Community,
CTA, PIPSO and SPTO**

Rarotonga, 25th & 26th September 2018, Cook Islands

Tuesday 25th September 2018

8h30-9h00 Registration

9h00-9h15 Opening Address

Patrick Arioka – Associate Minister of Agriculture

Address from CTA – Mereia Volavola

Housekeeping and introductions by the Moderator – Stephen Lyon

**9h15-11h Session 1: Setting the scene: what do we know about opportunities to
support linkages between agriculture, health and tourism**

This session will set the scene on the opportunities that the tourism sector can bring and the needed linkages with other sectors such as agriculture and trade. It will look at successful models in other parts of the world and what could be of interest to Cook Islands agritourism policy.

**Setting the scene: Agritourism Development, Current Status and Opportunities for
Cook Islands**

William Wigmore – Cook Islands Ministry of Agriculture

Global trends and evolution of agritourism and food tourism

Mereia Volavola – for CTA

Tourism Opportunities for Development in Cook Islands

Chris Cocker – CEO, SPTO

Agribusiness Development in Cook Islands

Teresa Manarangi-Trott – Cook Islands Chamber of Commerce

11h00-11h15 Coffee Break

11h15-13h00: Session 2: Cook Islands Context: Opportunities for Agritourism Development

This session will look at the Cook Islands context. It aims at reaching a better common understanding of the opportunities in agritourism in Cook Islands. It will assess the situation in the key areas important to set up an agritourism policy.

Overview of tourism development and opportunities for greater connection with the agriculture industry at policy level

Halatoa Fua – Cook Islands Tourism Corporation

Overview of main agricultural and fisheries fresh and processed products with potential for the tourism-related markets and exports

Stephen Hazelman - SPC Rep

Developing the Tourism Market for Cook Islands – What is currently being done and future opportunities?

Metua Vaiimene – Cook Islands Tourism Corporation

13h00-14h00 Lunch

14h00 -16h00 Session 3: Identification of priority Areas for Development for Agribusiness and Agritourism

This session will discuss key areas in agribusiness and agritourism that are priority for development support and present specific examples of what can work and already identified in the Cook Islands Agriculture Sector Plan. Furthermore to identify how development support can be better tailored in the local context.

Agribusiness key priority areas for support

Ewan Smith – Local grower

Opportunities for support to build quality seafood supplies

TBC - Cook Islands Ministry of Marine Resources

Developing Agritourism Attractions, Tours and Handicrafts

Stan Wolfgram – Te Ara Museum

16h00-17h30 Session 4: Working groups

Break out into groups and discuss each of the 3 areas to identify key elements of the strategy/policy on agritourism and proposed actions. Identify 3 or 4 key areas for priority development and support

Wednesday 26th September, 2018

9h00-11h00 Session 5: Promoting Agritourism through Value Addition, Value Chains and Safety standards

Building Sustainable Value Chain for Agritourism – What needs to be done?
Kylie Stice/ Lavenia Kaumaitotoya, PIFON

Supporting Farmers and Farmers Organisations
Don Buchanan – Growers Association

Product Development (Value Additions), Market Access and Food Safety Standards/Certifications
Apiame Cegumalua – HACCP Australia Expert

Value adding through product development
Robert Wyllie – Rito Cook Islands

11h00-11h15 Coffee Break

11h15 – 13h15 Session 6: Chefs for Development: the link between agriculture & cuisine

This session will look at the role of chefs and the hospitality sector in stimulating demand of local products and its use by chefs. It will share experiences from other regions.

Building Food Tourism in Cook Islands – Why it is important and what can be done?
Greg Cornwall

Sourcing Local Food by the Chefs – Challenges and Opportunities
Chef in Cook Islands

Promoting Food festivals and Food celebrations – Would Cook Islands be looking at this opportunity?
Rep from the Ministry of Trade, Tourism and Commerce

Challenges and Opportunities for Farmers & Farmers Organisations
Speaker from the Farmers Organisations in Cook Islands

13h15-14h15 Lunch Break

14h30-16h00 Session 7: Identification agritourism Policy Consideration and Priority Developments - Group Presentations

Key elements of the strategy/policy on agritourism and proposed actions. Identify 3 key areas for priority development and support

16h00 Conclusion: Moderator provides concluding remarks focusing on agreed future actions