



## Concept Paper

### Regional Policy Setting Workshop:

#### Improved Linkages Between Agriculture, Trade and Tourism: Strengthening the Local Agrifood Sector and Promoting Healthy Food in Agritourism

Workshop organised by the Technical Centre of Agriculture and Rural Cooperation (CTA), IFAD, PIPSO, SPTO and The Pacific Community

1<sup>st</sup> and 2<sup>nd</sup> April, 2019, Nadi, Fiji

### 1. Background

Following the launched partnership of CTA and PIPSO at the UN SIDS Conference held in Samoa in September 2014, a number of initiatives were developed which included the Agribusiness Forums in collaboration with IFAD and other strategic partners like SPTO and the Pacific Community. From the two agribusiness forums that were held in Fiji in 2015 and in Samoa in 2016, a number of key outcomes resulted which included the need to strengthen the linkages between agriculture and tourism at national and regional level, development of policy frameworks on agritourism, building value chain supply in these two sectors and increase local production of fresh foods to supply the tourism industry and also the local markets to address the alarming increases in non-communicable diseases (NCDs) in the Pacific.

National agritourism policy setting workshops were held in eight countries in the Pacific. These countries were Vanuatu (Nov 2015), Samoa (Dec 2016), Solomon Islands (Nov 2017), Fiji (Feb 2018) Tonga (Aug 2018), Tuvalu (Sep 2018), Cook Islands (Sep 2018) and Papua New Guinea (Oct 2018). All these national consultative workshops have led to concrete policy measures, identifications of a number of projects or priority areas for development and development of each country agritourism project proposal for funding.

Other work includes chefs training to use local food in hotel menus by SPTO (162 Chefs trained across the Pacific), strengthening national chefs' association, conducting a feasibility study on the establishment of collection centres in rural areas for farmers in Fiji (2016), value chain supply training with farmers and establishment of agritourism taskforce committees in a number of countries to develop and drive the strategic agenda of agritourism at national level. The establishment of the national agritourism taskforce committee involves all key stakeholders and is multi-sectoral and inclusive.

This regional workshop is held to update on the agritourism work at national level, share learnings on the work being carried out and discuss the regional priorities and support that will drive the agritourism work at national level.

## **2. Context: Strengthening Linkages between agriculture and tourism-related markets for improved food and nutrition security**

Linkages between agriculture, health and tourism not only potentially increase opportunities for domestic agriculture earnings, new markets and product development and therefore sustainable economic growth, but also offer opportunities to help develop visitor attractions and distinctive tourism destination brands through the creative use and marketing of local produce and production techniques, and use of local landscapes. In order to acquire these benefits, the tourism industry needs to be proactive in utilizing local, high quality, healthy and niche agricultural products in touristic sites and events.

Pacific Island Countries (PICs) share common challenges that impede their efforts to achieve balanced economic growth and sustainable food security. Major constraints comprise small size, geographic dispersion, vulnerability to natural hazards and vulnerability to external economic conditions. The Pacific Region is facing many region-wide challenges, including the impact of climate change, a pressing need to generate livelihoods and populations that are more and more consuming imported, highly refined foods, accompanied by decreased local food production and consumption. The consequences are an imminent public health crisis and risks for environmental collapse.<sup>1</sup>

The two productive sectors agriculture and tourism seem to offer the best opportunities for inclusive economic growth in several Pacific Island Countries and therefore the promotion of linkages between tourism and agriculture should help create economic opportunities; build resilience in rural communities; and improve sustainable development in both sectors. In spite of the fact that agriculture remains for most countries in the region the main source of livelihood for the majority of the population, its contribution to economic value added has generally declined over the last decade, whereas the tourism sector has seen significant growth. It has become the “life blood” for several of the small island fragile economies.

The development of closer links between agriculture and tourism is critical to ensure that they develop sustainability, especially when the former has been struggling to sustain economic growth in many island nations. Synergies between agriculture sector and tourism industry has the potential to sustain future development and increase income for local communities. The strength of linkages between tourism and agriculture is influenced by factors related to demand, supply, production, as well as marketing. Nonetheless, in spite of the fact that linkages between agriculture and tourism have the ability to sustain resources for future social, economic and ecological benefits, the concept has not been exploited much in the Pacific Small Island Developing States (SIDS).

## **3. Promoting Food Tourism**

Food tourism is a growing market and is fuelling the development work on linkages of two economic sectors i.e. agriculture and tourism. This food tourism market is increasing world over in many ways and is determining the destinations of travellers. According to the UNWTO 2012 Report, the tourists taking part in this new trend to seek the authenticity of the place they visit through food. They want to know about the origin of the products and the cultural value associated with it.

In the Pacific, annual visitors arrival since the last two years were more than 2 million<sup>2</sup>. According to the World Bank report on Pacific Possible on Tourism, while the Pacific region offers sand, sun and beach which is also common with the Caribbean and some West Indies islands, the Pacific unique cultural and traditions offer something different in the global market.

Tourism is the lifeblood of many Pacific economies and agritourism provides a promising avenue for diversification and trade growth. High quality, nutritious and healthy food, available

---

<sup>1</sup> FAO, “Organic Agriculture and Fair Trade in Pacific Island Countries”, 2009, p. 3

<sup>2</sup> SPTO 2012 Annual Report

every day of the year, is critical to hotels, lodges and resorts. Often the food purchasing bill of a tourism site is large in comparison to the size of the local economy, yet surprisingly little of this is spent locally, even when supplies are available from farmers, fishermen and small-scale agribusinesses. The challenges of shifting food-sourcing to local suppliers are considerable – achieving this in a way that meets commercial needs and customer preferences and meets food and safety requirements would be one way in which tourism operations can significantly increase their contribution to local economic development.

Tourism has the potential to stimulate demand in the agriculture sector, promote healthy and nutritious food and strengthen the use of local products, so it is important to create linkages between the two, and to develop a policy on agritourism. In addition to the strong economic value of developing a sustainable tourism sector, enhancing the linkages between tourism and agriculture represents an important potential mechanism to stimulate and strengthen traditional local producers and processors and to improve the distribution of benefits along the chain as well as generate investment incentives for local production. The trade policy environment should be more favourable to the private sector and investment, while supporting local entrepreneurs and SMEs through appropriate measures that address import substitution, notably in the form of tariff and non-tariff barriers.

According to the UNWTO<sup>3</sup>, there are five key important elements in the development of food tourism industry in a country and these are:

- a. **Cultural heritage:** the culture and traditions of a place is very important. Food tourism would not be successful if it fails to consider the cultural and historical traditions. Food tourism allows visitors to access the cultural and historical heritage of the destinations through tasting, experiencing and purchasing.
- b. **Sustainability:** Food tourism is not about creating something new but rather attracting visitors to participate in the destination's own cultural reality, which fully explains the values and traditions of the people and place, through cuisines, local products and the services and activities that surround it. In this way it addresses cultural and environmental concerns and sustain the existing cultural practices existing for many years.
- c. **Quality:** Providing quality food and services is important for food tourism. This require the protection and recognition of local products, the development of a competitive offering, the professionalism of human resources throughout the value chain of food tourism through training and retraining, and consumer protection and reception in order to increase visitor satisfaction.
- d. **Communication:** Marketing food destinations is vital and destinations must articulate a credible and authentic narrative of their food tourism offerings. Social media plays an important part as travellers shares their experiences and provides reviews on destinations.
- e. **Cooperation:** it's very important that all actors and stakeholders like farmers, agro producers, agribusiness, fisher folks, chef, hotels restaurants, cafes, agri-tours operators, government ministries to be involved in the management of the food tourism product offerings. Hence it's a multi-sectorial and multi-stakeholders efforts.

### 3. Context : Objectives of the Regional Forum

The Regional Agritourism Forum will update on the progress of the work from various pacific countries, take stock of lessons learned from national agritourism workshops and the implementations of actions after the workshops. It will also explore and discuss successful agritourism framework models in local, regional and tourism-related markets. It will consider the key drivers of change for the development, expansion and profitable exploitation of these links to support sustainable economic and nutritional goals objectives in the region. A review

---

<sup>3</sup> UNWTO Global Report on Food Tourism AM Reports: Volume Four 2012

and debate of the necessary inputs for realising better organised, integrated and competitive value chains in the Pacific agriculture and agribusiness sectors will be considered – notably skills development, finance/investment, data and information services and favourable policies.

The specific objectives are:

- Review the progress of the agritourism policies in Pacific countries and the work of the task force committee.
- Review policy and marketing strategies that can help PICs to realise and increase demand for higher quality and healthier foods and agricultural products.
- Review progress on the development for linking small-scale farmers to domestic consumers in local, regional and the tourism industry in the Pacific.
- Generate ideas for a regional project to support the national agritourism work.
- Identify support, institutions and strategic alliances needed to strengthen relations between chain actors on selected markets in the Pacific.

**Target group** Around 60 experts representing private sector, farmers' organizations, policy-makers, research networks, development practitioners, and international organizations.



## Workshop Programme

**Regional 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 Technical Centre for Agriculture and Rural Cooperation (CTA), IFAD, PIPSO, SPTO and The Pacific Community**

**1<sup>st</sup> and 2<sup>nd</sup> April, 2019, Nasau Villa Nadi, Fiji**

### Monday 1<sup>st</sup> April 2019

**8h30-9h00 Registration**

**9h00-9h30 Opening Address** – Francois Martel, Secretary General  
Pacific Islands Development Programme

*Followed by group photo*

### 9h30-11h Session 1: Setting the scene: Agritourism Development in the Pacific

Moderator: Ms Alisi Tuqa (PIPSO)

**Key Note Address:** *Ambassador* Roy Mickey Joy, Director General Trade of Vanuatu Ministry of Trade - Agritourism Development in the Pacific - linkages to Trade and the importance of the Support of the EU and ACP

#### **Promoting Agritourism Development in ACP Small Island Developing States**

Ms Isolina Boto, Technical Centre for Agricultural and Rural Cooperation ACP-EU

#### **Branding the Pacific as Delicious Food Destinations**

Ms Christina Gale, South Pacific Tourism Organisation

#### **Strengthening the Linkages of Farmers and Hotels Industry – Fiji Case Study**

Mr Alika Cooper, International Finance Corporation

#### **Supporting Agribusiness and Farmers to Reduce Importation**

Mr Stephen Hazelman, The Pacific Community

#### **Update on PARDI Regional Agritourism Initiative**

Marita Manley, Pacific Agribusiness Research for Development Initiative

#### **Discussions/Q&A**

11h00 -11h30 Morning Tea Break

**11h30-13h Session 2: Agritourism Development - linkages between national and regional developments**

Moderator: Ms Isolina Boto (CTA)

**Regional Strategies in Building the Agriculture, Fishing & Food Industries and its connection to the Tourism Industry**

Mr Moses Amos, Director General, Vanuatu Ministry of Agriculture and Fisheries

Ms Lita Pita, Resort Owner, Afetelina Island Resort, Tuvalu

Ms Dawn Gibson, Senior Lecturer, Faculty of Tourism & Hospitality, University of the South Pacific

Mr John Magnifico, CEO, Solved (Fiji) Pte

**Discussions/Q&A**

13h00 – 14h15 Lunch Break

**14h15-15h30 Session 3: Agritourism Development at National level**

This session will hear about work being undertaken in various countries on agritourism and the actions being undertaken to strengthen the needed linkages with other sectors such as agriculture and trade. Furthermore each country to outline what some key challenges are and where they see opportunity to leverage off and/or through regional level support and interventions for local growth.

Moderator: Mr Stephen Hazelman (SPC)

*Country representatives (Government, Private Sector et al) get together for 20 to 30 minutes to discuss and consolidate thoughts/positions on agribusiness/agritourism developments and impact. Then each group can share/present this back to plenary.*

**National Country Updates and Areas for Regional Support**

Samoa, Vanuatu, Fiji, Solomon Islands,

Tonga, Tuvalu, Cook Islands, Kiribati, Papua New Guinea

Regional agencies & partners group

**15h30-17h00 Session 4: Support Services & Capacities Development for Agritourism**

This session will discuss various key components to building food/culinary tourism and supporting services/infrastructure to strengthen the linkages between agribusiness and the tourism industry.

Moderator: Ms Mereia Volavola (Consultant)

**How APTC is supporting private sector and the agritourism industry and opportunities to build on this**

Mr Jovesa Saladoka, APTC Country Director – Fiji and Tuvalu

**Building Value Chain Supply to increase farmers production and quality of products**

Ms Lavenia Kaumaitotoya, Project Manager, Pacific Islands Farmers Organisation Network

**Regional Support to Build Capacity of Value Addition of Products and Food Certifications**

Ms Apiame Cegumalua, HACCP Expert

**Chefs Capacity Building – How and Where to?**

Mssrs Greg Cornwall & Colin Chung, Pacific Resorts Consultant

**Creating New Value in Agriculture Supply Chains using Blockchain Technology**

Mr Kenneth Katafona, CEO Traseable Ltd (pre-recorded)

*Break to get afternoon tea and head back to session*

**Discussions/Q&A**

**WRAP UP DAY ONE**

*End of Session on Day One*

**Tuesday 2<sup>nd</sup> April, 2019**

**9h15-12h30 INDUSTRY SITE VISITS**

Lunch will be served as we return to the hotel.

**Afternoon session to resume after lunch.**

Facilitator: Mereia Volavola with PIPSO and CTA

**14h30-16h30 Group activities/working sessions: Identification of Regional Agritourism Policy Consideration and Priority Developments**

Key elements of the regional strategies and proposed actions. Identify 3 or 4 key areas for priority development and support and we will workshop these concepts.

**16h30-16h45** Forward Agenda: what happens next

Workshop closes