

# OVERVIEW OF AGRITOURISM INITIATIVES IN THE PACIFIC

## Vanuatu Agritourism Workshop



# Background

- Pacific Agriculture Policy Project
  - Evidence-based policy
  - Research, Extension, Knowledge Management
  - Market Linkages – domestic markets, organic, agritourism, FOs, MIS...
- Pacific Community Agritourism Week – Nadi, July 2015
  - SPC, CTA, PIPSO, SPTO, USP

# National Agriculture Policy Banks

## WHAT'S IN THE BANK? - VANUATU KEY SECTOR POLICIES



### KEY POLICIES

Vanuatu Agriculture Sector Policy 2015 - 2030	+
Ce qu'il faut savoir sur la Politique agricole de Vanuatu 2015 - 2030 (French)	+
Vanuatu Agriculture Sector Policy Outline 2015 2030 (English)	+
Vanuatu Agrikalja Sekta Polisi Aotlaen 2015-2030 (Bislama)	+

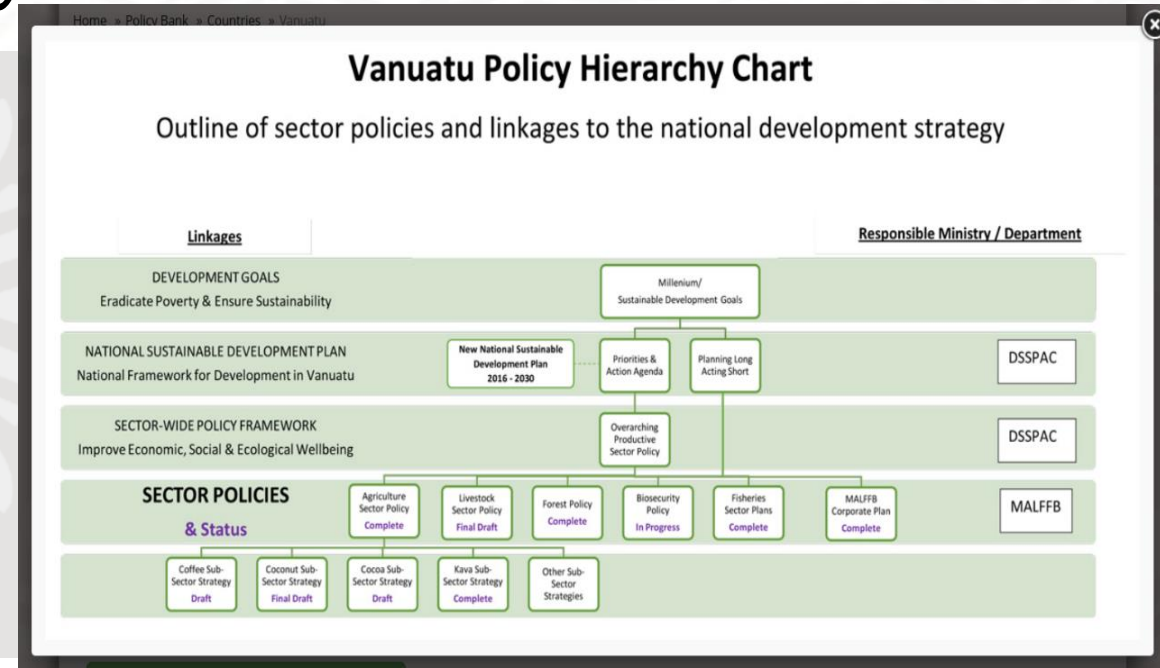
#### Key Policies

Sub-Sector Strategies

Legislation and Regulations

Statistics

Useful Resources



### Transparency International Vanuatu Press Release (10 October 2015)

***“What we have today in Vanuatu is a step forward in a positive direction; accessibility is a key factor for national productivity. As an online library, this agricultural resource site is accessible to everyone. This is a good start in the government as it shows some progress to address a long time issue in the public sector; the difficulty to accessing information. TIV released a National Integrity System (NIS) report in 2014 and one issue identified in this report is the lack of easy access to information as well as information dissemination.....Where there is accessibility there is transparency...”***

Vanuatu Government Promotes Access to Agricultural Information <https://tivnews.wordpress.com/2015/10/01/increasing-access-to-information/>

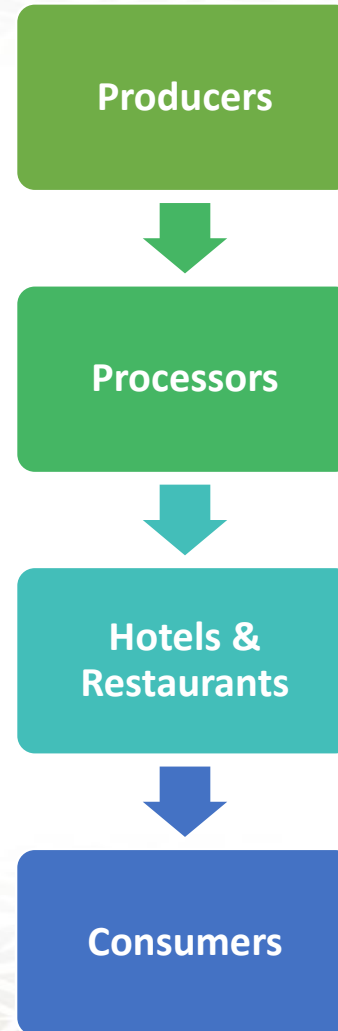
# Pacific Tourism

- Hilton Worldwide Survey (2014):
  - over a third (36 per cent) of tourists visiting Asia-Pacific voted food and drink as a critical determining factor in their choice of destination.
  - 43 percent of respondents allocate up to half of their total holiday budget for food and drink
- Tourism in the Pacific Island Countries is growing:
  - Grew by an average of 3.5 per cent pa over 2008-2012 – in line with global growth rates.
  - The total value of tourism sector in the Pacific is expected to nearly double –from an estimated \$2billion at present to close to US\$4 billion by 2019.
- Regional Agriculture Policy Analysis:
  - 5 countries identified agriculture-tourism linkage priorities

# **Agritourism - Common Issues**

- Volume
- Consistency & continuity of supply
- Food safety (HACCP etc)
- Transport & infrastructure (incl. cold storage)
- Lack of coordinated approach

# Pacific Agritourism Initiatives – A Value Chain Approach



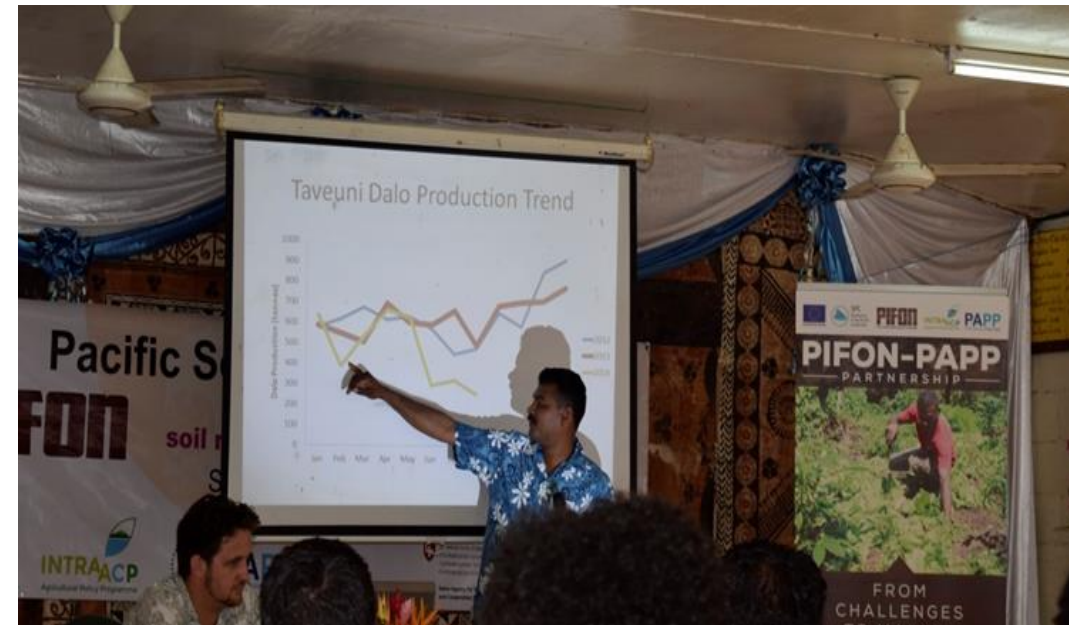
# Producers

- Partnership with Pacific Island Farmers Organisation Network (PIFON)
  - Strengthening national FOs incl. FSA
  - Value chain training
  - Protected cropping



# Producers

- Participatory Extension
  - PIRAS – strategy, capacity building
  - SPC LRD
- Buyer-Seller Marts
- Municipal markets study  
& good practice guide



# Processors & Middlemen

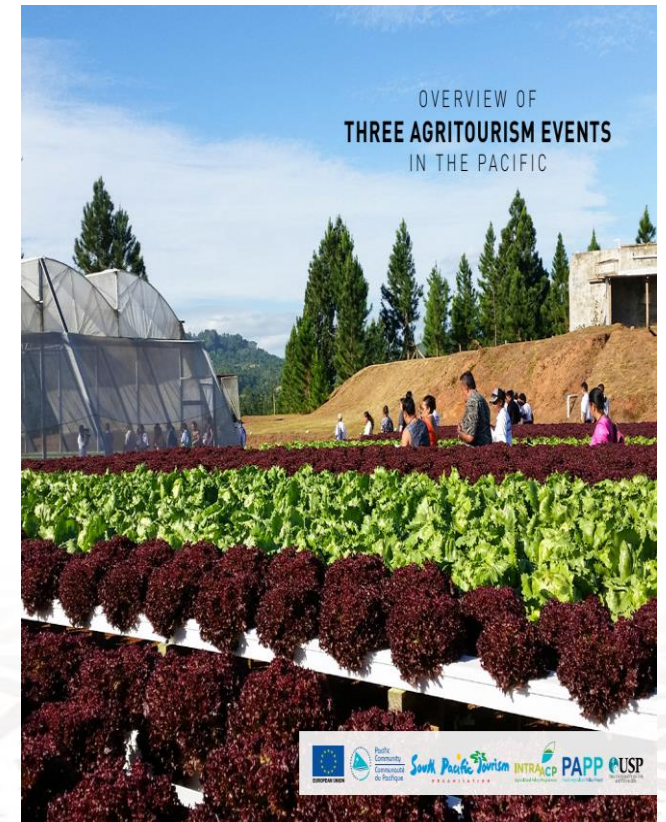
- HACCP – Fiji
  - Consultation – value chain approach (cooperation)
  - HACCP Manual
- Feasibility study with PIPSO
  - Fresh produce collection centres, Fiji
- AgINTEL – Cook Islands
- Value chain studies

**Ag**INTEL  
**COOK ISLANDS**



# Hotels / Restaurants

- Pacific Organic Tourism & Hospitality Standard – POETCom
  - Pilot implementation in Vanuatu and Fiji
  - Young farmer market linkages (Farm to Table project)
- Chef surveys
  - Pacific and Caribbean



# Consumers

- Pacific Organic Tourism & Hospitality Standard
- Demand Studies
  - Chefs
  - Aus/NZ consumer surveys



## What's Next?

- Organic Tourism Standard
- Municipal markets youth pilot
- Collection centre feasibility study
- Vanuatu strategy
- Pacific Week of Agriculture 2017

**Tankiu Tumas**

**Any questions?**

**[www.spc.int/pafpnet](http://www.spc.int/pafpnet)**

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