



**Policy setting for improved linkages between agriculture, trade and tourism:  
Strengthening the local Agrifood sector and promoting healthy food in Agritourism**

**Concept Paper**

**Workshop organised by the Government of Tonga**

**In collaboration with and Pacific Community, CTA, PIPSO and SPTO**

**Nukualofa, 7<sup>th</sup> & 8<sup>th</sup> August 2018, Tonga**

**Tuesday 7<sup>th</sup> August 2018**

**8h30-9h00 Registration**  
**9h00-9h15 Opening Address**

**Honourable Minister of Agriculture, Food, Forests and Fisheries- Mr Semisi Fakahau**

**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 of interest to Tonga agritourism policy.

Photo Session (Honorable Minister with Participants)

Moderator: Emeline Tuita

**Setting the scene: Agritourism Policy for Tonga -**

*Viliame Manu CEO for Ministry Agriculture, Food, Forests and Fisheries Ministry of Agriculture, Tonga*

*Overview of Fisheries Policy and linkages to the Tourism Industry*  
*Mr Poasi Ngluate Acting CEO Ministry of Fisheries*

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

*Acting CEO – Pulupaki Ika - Ministry of Tourism*

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

*Ministry of Trade and Economic Development*

### **11h00-11h15 Coffee Break**

#### **11h15-13h00: Tonga Context: Opportunities for Agritourism Development**

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

Moderator: Emeline Tuita

#### **Gaps and Global trends and evolution of agritourism and food tourism**

*Mereia Volavola – CTA Consultant*

#### **International Tourists Expectation in Tonga – Gaps and Challenges – How can we do it better?**

*Katie Sillicock – General Manager of Scenic Hotel*

#### **Opportunities for market linkages of agricultural products supplies to the Tonga tourist markets**

*Nishi Trading*

#### **Agribusiness Key Priority Areas for Support**

*Pousima Afeaki of Tinopai*

### **13h00-14h00 Lunch**

<b>14h00 -16h Session 2: Identification of priority Areas for Development for Agribusiness and Agritourism</b>
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#### **14h00 – 16h00 Identification of Priority Areas for development and support for Agribusiness and Agritourism Development**

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 Tonga Agriculture Sector Plan and Tourism Sector Road Map. Furthermore to identify how development support can be better tailored in the local context.

#### **Agribusiness Support in Tonga**

*PHAMA/ FAO – Pau Likiliki*

#### **Building quality seafood supplies to the Tourism Industry**

*Taeisiina Fuko – Fuko Enterprises Ltd*

#### **Developing Agritourism Attractions, Tours and Handicrafts**

*Jessica Fry Afeaki – Engine Tonga*

16h00-17h30 Working groups in 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 8<sup>th</sup> August 2018

### 9h00-13h15 Session 3: Promoting Agritourism through Value Addition, Value Chains and Safety standards

9h15-11h00

#### **Tourism Trends in the Pacific and Tonga – Opportunities & Development**

*Christina Leala Gale, South Pacific Tourism Organisation (SPTO)*

#### **Agritourism Development**

*Bou Tuiloma Pacific Islands Private Sector Organisation (PIPSO)*

#### **Supporting Farmers and Farmers Organisations**

*Lakai Fonua – Tonga Chamber of Commerce and Industry*

#### **Securing Market Access and Complying with Bio Security**

*Dr Viliame Kami – Ministry of Agriculture/Quarantine Division*

### **11h00-11h15 Coffee Break**

#### **11h15 – 13h15**

#### **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 Tonga – Why it is important and what can be done?**

*Tuiohu Mafi – President of Tonga Chefs Association*

#### **Best practices and new opportunities in sourcing local food by the Chefs**

*Heleni - Ahaopani Lolo Technical School*

#### **Promoting Food festivals and Food celebrations**

*Linda Mawe – Trainer/Tour Guides – Nusi Faifio*

#### **Challenges and Opportunities for Farmers & Farmers Organisations**

*Tom Nakao – Growers Federation*

### **13h15-14h15 Lunch Break**

#### **14h30-16h00 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

**Conclusion**—Moderator provides concluding remarks focusing on agreed future actions