

Pacific Organic Tourism & Hospitality Standard



Who is POETCom?

(Pacific Organic & Ethical Trade Community)

- Peak body for organic agriculture in the region
- 43 member organizations in 14 PICS
- Housed in SPC
 - a public private partnership



Our Mission

Through coordination, Information sharing, networking, capacity building and establishing a regional certification scheme;
grow the organic and ethical trade movement
and contribute to a productive, resilient, sustainable and healthy
Pacific Island region

What is Organics ?

- **Health** – organic agriculture sustains and enhances the health of the soil, which enables the production of healthy plants and animals to enhance the lives of people and their environment, as one and indivisible.
- **Ecology** – organic agriculture is based on living ecological systems and cycles, works with them, emulates them and helps to sustain them.
- **Fairness** – organic agriculture builds on relationships that ensure fairness with regard to the common environment & life opportunities. The key role of farmers & rural communities are recognised and benefits shared equitably with them.
- **Care** – organic agriculture is managed in a precautionary and responsible manner to protect the health and well-being Of current and future generations and the environment.
- **Culture and traditions** – Pacific organic agriculture recognises the value of contributions from traditional agriculture and Pacific cultures.



What about organic tourism ?

- Grew from the environmental movement & the food tourism movement
- Italy is the leader – over 1200 organic tourism experiences
- Includes: farms; homestays; food tasting; farm experiences
- A tool for sustainable development



Organic tourism?

*It represents our **Values** and the values of our people*



*It represents our **Identity***



*Creates a market
for our **Products***



*It tells our **Story***



It facilitates sustainable development

organic tourism

- Activities based on organic farming
- Activities managed in accordance to principles of eco tourism
- Emphasis on environmental protection & conservation
- Respect & promotion of traditional cultures
- Certified by a recognised body
- Use of natural/traditional building material & architecture.



the challenges

- Cost of certification & complexity of maintaining certification
- Unsubstantiated claims of organic
- Menus not suiting ingredients that grow well locally
- Small supply base



examples



- Wakaya Island- Island certified organic
- Island Spirit Taveuni - WFTO
- Homestay Loyalty Islands New Caledonia – B&B on organic farms, all meals prepared with home grown produce
- Iririki Resort Vanuatu – Market tours followed by “Real Pasifk” tasting dinner
- Nourish café Samoa – farm to table project Women in Business Development
- Aviva Farms – organic farm tours and horseback riding
- Abaiang organic beach resort



providing a customer guarantee

Pacific Organic Guarantee System

- Development of Pacific Organic Standard
- Partner Certification Bodies
- Local Auditors
- Participatory Guarantee Systems
- Organic Pasifika Marks
- ***Organic Tourism Standard***



The Organic Tourism Standard

- This Standard has been developed to help protect the character and reputation of the Pacific tourism and hospitality sector as well as provide the opportunity to continue to protect and enhance the core values that has made destinations in the Pacific so desirable.
- Another key driver for the development of this Standard is to develop markets for locally produced organic food. Small farmers grow much of this organic food and the establishment of local markets provides an accessible pathway for assisting them enhance their family and community livelihoods.
- The standard has also been developed to also meet the Global Sustainable Tourism Criteria for Hotel and Tour Operators

Aims of the Standard are:

- To ensure that sustainable production systems are developed and maintained.
- To protect consumers against deception and fraud in the market-place and against unsubstantiated claims.
- To protect producers of organic produce against misrepresentation of other agricultural produce as organic.
- To ensure that all stages of production, processing, storage, transport and marketing are subject to inspection and comply with this standard.
- To assist in informing consumers about the character of organic production in the Pacific.

Three types of certification are available:

1. Pacific Organic Tourism and Hospitality Standard – full certification

This requires compliance with the whole standard. This is available for eligible tourism and hospitality providers including large and small operators such those operating lodges/ retreats, eco/nature resorts, accommodation houses in villages, backpackers/hostels, hotels/resorts, health spa`s and cruise ships.

2. Pacific Organic Tourism and Hospitality Standard – Certified Organic Dish.

Individual dishes can be certified as organic if they comply with relevant sections sections of the Standard.

3. Pacific Organic Tourism and Hospitality Standard – Certified Organic Restaurant.

A restaurant can be certified organic if they comply with relevant sections of the Standard.

NEXT STEPS

- *POETcom is now developing the mechanisms for inspecting and certifying to the Tourism Standard.*
- *It will be piloted in Vanuatu, Fiji and Samoa through the UNDP Farm to Table project starting last quarter 2016.*

Organics and ethical trade: the key contributor to sustaining our cultures and communities; improving farmer livelihoods, people's health and the environment in the Pacific.

