



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

Concept Note and Workshop Programme

Organised by the Government of Papua New Guinea

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

2-3 October 2018, Port Moresby, Papua New Guinea

Tuesday 2nd October 2018

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

Honourable Minister of Agriculture and Livestock
OR
Honourable Minister for Culture and Tourism

**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 PNG agritourism policy.

Moderator: PNG (Potential names to be provided by PNG Counterparts)

Setting the scene: Agritourism Policy for PNG

CEO for Ministry Agriculture, Food, Forests and Fisheries Ministry of Agriculture, PNG

Global Trends and Evolution of Agritourism and Food Tourism

Isolina Boto, Manager and project leader for regional trade, CTA

Tourism Trends in the Pacific and PNG – Challenges and Opportunities

SPTO

Agritourism Development in the Pacific

PIPSO

11h00-11h15 Coffee Break

11h15-13h00: PNG Context: Opportunities for Agritourism Development

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

Moderator: PNG (potential names to be provided by PNG counterparts)

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

Ministry of Culture and Tourism Office

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

Ministry of Fisheries

International Tourists Expectation in PNG – Gaps and Challenges – How can we do it better?

PNG Tourism Promotion Authority

Gaps and opportunities for market linkages of agricultural products supplies to the PNG tourist markets

Private Sector Rep

13h00-14h00 Lunch

14h00 -16h Session 2: Identification of priority Areas for Development for Agribusiness and Agritourism

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

Agribusiness key priority areas for support

Maria Linbi – President of the Papuan New Guinea Women in Agricultural Development Foundation

Building quality seafood supplies to the Tourism Industry

Private Sector Rep

Developing Agritourism Attractions, Tours and Handicrafts

PNG Tourism Promotion Authority

Opportunities for ICT in Agritourism

PNG ICT Cluster

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 3rd October 2018

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

9h15-11h00

Building Sustainable Value Chain for Agritourism – What needs to be done?

Private Sector Rep

Supporting Farmers and Farmers Organisations – Capacity Building

Representative from the farmers organisations in PNG

Product Development, Market Access and Food Safety Standards/Certifications

Apiame Cegumalua – HACCP Australia Expert

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 PNG – Why it is important and what can be done?

Robert Olivier

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

Culinary Chef in PNG

Promoting Food festivals and Food celebrations

Speaker from the PNG National Tourism Authority

Challenges and Opportunities for Farmers & Farmers Organisations in Supplying the Hotel Industry

Speaker from the Farmers Organisations in PNG

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