



GLOCALISING PACIFIC AGRI-FOOD THROUGH TOURISM






29 June – 3 July, 2015 • Nadi, Fiji



The Pacific Community Agritourism Week is a joint collaborative effort of the European Union funded Pacific Agriculture Policy Project (PAPP) implemented by the Secretariat of the Pacific Community (SPC) and the European Union funded Pacific Regional Capacity Building Programme implemented by the South Pacific Tourism Organisation (SPTO) as well as the School of Tourism & Hospitality Management, University of the South Pacific (USP). The ACP-EU Technical Centre for Agricultural and Rural Cooperation (CTA) and the Pacific Islands Private Sector Organisation (PIPSO) are other strategic partners, providing technical and business perspective to the events. The week's objective is exploring an innovative way to reduce poverty through linking smallholder agriculture to the tourism industry. This goal is consistent with the European Union Year of Development theme "Sustainable growth, decent jobs and businesses" and the Small Island Developing States policies on improving economic growth and inclusive development.

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DAY 1

MONDAY 29 JUNE 2015

9:30 AM - 10:30 AM Official Opening

Venue: Ballroom 2 Sofitel Resort

- Welcome Remarks by **SPC Land Resources Division, Dr Ken Cokanasiga**
- Statement by the **Delegation of the European Union for the Pacific, Head of Operations, Renato Mele**
- Opening Statement by Chief Guest, **Mr. Aiyaz Sayed-Khaiyum**
Hon Attorney-General and Minister for Finance, Public Enterprises, Public Service & Communications

10:30 AM - 11:30 PM Morning Tea / Group Photo

11:30 AM - 5:00 PM Agri-Food Display opens to all participants

Agri-Food Display Opens 11:30am - 5:00pm

TIME	EVENT	DETAILS	FACILITATORS	VENUE
11:00 AM - 5:00 PM 11:30am 12:30pm 1:30pm 2:30pm 3:30pm	Chefs Excursion • Farmboy • Lautoka Market • Fiji Meats • Fish Market • Farm Visit	By Invitation (Refer to page 10)	Colin Chung SPTO & USP	N/A
11:30 AM - 5:00 PM	Regional Farmers Knowledge Exchange Workshop (Market Linkages)	By Invitation (Refer to page 12)	SPC-PAPP	Ballroom 3
2.00PM - 5.00PM	PAPP Project Steering Committee Meeting	By Invitation (Refer to page 18)	SPC-PAPP	Ballroom 2
6:00 PM - 8:00 PM	Welcome Cocktail	By Invitation	SPTO, SPC & USP	Sofitel Resort
END OF DAY 1				



Agri-Food Display Opens 11:30am - 5:00pm

DAY 2

TUESDAY 30 JUNE 2015

TIME	EVENT	DETAILS	FACILITATORS	VENUE
8:30 AM - 4:30 PM	Regional Farmers Workshop (Market Linkages)	By Invitation (Refer to page 13)	SPC-PAPP	Ballroom 3
9:00 AM - 9:30 AM	Theory- Adaptation Of Local Produce For International Visitors Into Pacific Cuisine	By Invitation (Refer to page 10)	Colin Chung SPTO & USP	Fiji National University, Nadi Campus
9:30 AM - 12:30 PM	Forum Elevating The Importance Of Connecting Agriculture To Tourism • The Pacific Tourism Strategy 2015- 2019 <i>Presentation by Ilisoni Vuidreketi, CEO, SPTO</i> • Regional Tertiary Capacity Strategy for Tourism <i>Presentation by Marcus Stephenson, USP</i>	All Participants	SPC & Ministry of Agriculture , Fiji	Ballroom 2
9.30-10.00 AM				
10 AM-10.30 AM				
10.30AM – 11.00 AM	Morning Tea			

Agri-Food Display Opens 11:30am - 5:00pm

TIME	EVENT	DETAILS	FACILITATORS	VENUE
11.00-11.30 AM	<ul style="list-style-type: none"> Developing Agricultural Market Pathways – Fiji <i>Presentation by Ms Sovaia Marawa, Chair, Fiji Market Access Working Group.</i> 			
11.30 AM – 12PM	<ul style="list-style-type: none"> Chambers of Agriculture – Sharing the New Caledonia experience. <i>Francois Japoit, Project Manager, Chamber of Agriculture of New Caledonia.</i> Promoting Farmer Exchanges and Offseason Cropping <i>Presentation by Moses Palemo</i> 			
12NOON – 12.30PM	<p><i>Pacific Island Farmers Network (PIFON)</i></p> <p><i>Panelists: Sairusi Bulai, SPC, Samson Vilvil, CTA and Howard Aru, DG Agriculture, Vanuatu, Marcus Stephenson, Ilisoni Vuidreketi.</i></p> <p><i>Facilitator: Vili Caniogo, Adviser/Team Leader, SPC Pacific Agriculture Policy Project</i></p>			
9:30 AM - 12:30 PM	Practical- Adaptation Of Local Produce For International Visitors Into Fijian Cuisine	By Invitation (Refer to page 10)	Colin Chung	Fiji National University, Nadi Campus
12:30 PM - 1:00 PM	Lunch	By Invitation	SPTO Trainees Only	Fiji National University, Nadi Campus
1:00 PM - 4:30 PM	Practical- Adaptation Of Local Produce For International Visitors Into Pacific Cuisine	By Invitation (Refer to page 10)	Colin Chung	Fiji National University, Nadi Campus
2:00 PM - 5:00 PM	PAPP Project Steering Committee Meeting	By Invitation (Refer to page 18)	SPC-PAPP	Ballroom 3
END OF DAY 2				



Agri-Food Display Opens 11:30am - 5:00pm

DAY 3

WEDNESDAY 1 JULY 2015

TIME	EVENT	DETAILS	FACILITATORS	VENUE
9:00 AM - 5:00 PM	Agrifood/Agribusiness Forum - Case Studies & Experiences	All Participants (Refer to page 14)	SPC, CTA, PIPSO	Ballroom 2
9:00 AM - 9:15 AM	Buyer - Seller (Farmer-Chef) exchange	By Invitation (Refer to page 11)	SPC-PAPP, MoA, SPTO	Sofitel Resort
10:00 AM - 1:00 PM	Regional Farmers Workshop (Market Linkages)	By Invitation (Refer to page 13)	SPC-PAPP	Ballroom 3
10:00 AM - 5:00 PM	Buyer - Seller (Farmer-Chef) exchange	By Invitation (Refer to page 11)	SPC, SPTO & USP	Sofitel Resort
1:00 PM – 2:00 PM	Lunch	By Invitation	Prepared by Celebrity Chefs & FNU Students	Sofitel Resort
5:00 PM - 7:00 PM	Networking Function	By Invitation (Refer to page 11)	SPC, SPTO & USP	Sofitel Resort
END OF DAY 3				

Agri-Food Display Opens 11:30am - 5:00pm

DAY 4

THURSDAY 2 JULY 2015

TIME	EVENT	DETAILS	FACILITATORS	VENUE
9:00 AM - 5:00 PM	Agribusiness Forum Linking the Agrifood Sector to the Tourism Related Market	All Participants (Refer to page 16)	SPC, CTA, PIPSO	Ballroom 3
9:00 AM - 9:30 AM	Theory- Adaptation Of Local Produce For International Visitors Into Pacific Cuisine	By Invitation (Refer to page 11)	Shailesh Naidu SPTO & USP	Fiji National University, Nadi Campus
9:30 AM - 12:30 PM	Practical- Adaptation Of Local Produce For International Visitors Into Pacific Cuisine	By Invitation (Refer to page 11)	Shailesh Naidu	Fiji National University, Nadi Campus
10:00 AM - 5:00 PM	Agri-Food Display	All Participants	SPC, CTA, PIPSO	Mountain Veranda
12:30 PM - 1:00 PM	Lunch	By Invitation	SPTO Trainees Only	Fiji National University, Nadi Campus
1:00 PM – 4:30 PM	Practical- Adaptation Of Local Produce For International Visitors Into Pacific Cuisine	By Invitation (Refer to page 11)	Shailesh Naidu	Fiji National University, Nadi Campus
5:00 PM - 6:30 PM	Wine Tasting – SPTO Trainees Only	By Invitation (Refer to page 11)	Victoria Wines	Fiji National University, Nadi Campus

END OF DAY 4



Agri-Food Display Opens 11:30am - 5:00pm

DAY 5

FRIDAY 3 JULY 2015

TIME	EVENT	DETAILS	FACILITATORS	VENUE
8:30 AM - 12:00 PM	Chefs Prep For The Finale Dinner	By Invitation (Refer to page 11)	Colin Chung, Robert Oliver & Shailesh Naidu	Fiji National University, Nadi Campus
9:00 AM - 4:00 PM	PAPP Project Steering Committee Meeting	By Invitation (Refer to page 19)	SPC, CTA, PIPSO	Ballroom 3
9:00 AM - 12:30 PM	Agrifood/Agribusiness Forum - Case Studies & Experiences	All Participants (Refer to page 17)	SPC, CTA, PIPSO	Ballroom 2
10:00 AM - 1:00 PM	Farmer field visit	By Invitation	MoA, SPC	Field Visits
12:00 PM - 1:00 PM	Lunch	By Invitation	SPTO TRAINEES ONLY	Fiji National University, Nadi Campus
1:00 PM - 4:00 PM	Chefs Prep For The Finale Dinner	By Invitation (Refer to page 11)	Colin Chung, Robert Oliver & Shailesh Naidu	Fiji National University, Nadi Campus
2:00 PM - 4:30 PM	Field Visits For CTA Invitees	By Invitation (Refer to page 17)	SPC, CTA, PIPSO	Joe's Farm-Nadi & Papaya Organic Farming
4:00 PM - 5:00 PM	Group Evaluation Session with Chefs	By Invitation (Refer to page 11)	SPTO & USP	Fiji National University, Nadi Campus
7:00 PM - 10:00 PM	Celebrating Pacific Cuisine - Dinner/Certificate Presentation	By Invitation	SPC, SPTO & USP	Tanoa International
END OF DAY 5				

Agri-Food Display Opens 11:30am - 5:00pm



South

ORGANISATION

Secretariat
of the Pacific
Community



Pacific Regional Tourism Capacity Building Programme (PRTCBBP)

PACIFIC CULINARY TRAINING WORKSHOP

29 June – 3 July 2015, Sofitel Hotel, Nadi, FIJI

Programme

DAY 1 – Monday 29th June • Venue - Sofitel Fiji Resort & Spa
Theme: "Glocalising Pacific Agri-Food through Tourism"

11:00-5:00 pm	Excursion - Facilitator: Celebrity Chef - Colin Chung <ul style="list-style-type: none"> • 11:30am - Farmboy • 12:30pm – Lautoka Market • 1:30pm – Fiji Meats • 2:30pm – Fish Market • 3:30pm – Herb Farm Visit
6:00-8:00 pm	Welcome Reception – Sofitel Fiji Resort & Spa (Hosted by SPC-PAPP) EVENING FREE

DAY 2 – Tuesday 30th June • Venue-FNU Campus
Facilitator: Celebrity Chef Colin Chung

9:00-9:30 am	Theory- Adaptation of local produce for international visitors into Pacific Cuisine
9:30-12:30 pm	Practical- Adaptation of local produce for international visitors into Pacific Cuisine
12:30-1:00pm	Fijian Cuisine LIGHT LUNCH- Trainees Only
1:00-4:30pm	Practical- Adaptation of local produce for international visitors into Pacific Cuisine
EVENING FREE	

DAY 3 - Wednesday 1st July • Venue- Sofitel Fiji Resort & Spa
Buyer Seller Mart (SPTO-PRTCBP & SPC-PAPP)

9:00-9:15 pm	Opening Remarks by PAPP-SPC
9.15-1:00pm	Buyer- Seller Mart – Organised by SPC-PAPP /SPTO-PRTCBP
1:00-2:00pm	Lunch – Hosted by SPTO-PRTCBP- Prepared by Celebrity Chefs - Robert Oliver and Colin Chung with FNU students at FNU
2:00-5:00pm	Buyer- Seller Mart – Organised by SPC-PAPP/SPTO-PRTCBP
5:00-6:00 pm	Refreshments and networking – Hosted by SPC-PAPP & SPTO-PRTCBP-Finger Food prepared by Celebrity Chefs - Colin Chung and Robert Oliver with FNU students and at FNU

DAY 4 – Thursday 2nd July • Venue- FNU Campus
Facilitators: Celebrity Chef - Shailesh Naidu

9:00-9:30 am	Theory- Adaptation of local produce for international visitors into Pacific Cuisine
9:30-12:30 pm	Practical- Adaptation of local produce for international visitors into Pacific Cuisine
12.30-1.00pm	LIGHT LUNCH- Trainees Only
1.00-4.30pm	Practical- Adaptation of local produce for international visitors into Pacific Cuisine
5.00-6.30pm	Wine Tasting at FNU Namaka Campus – Trainees Only EVENING FREE

DAY 5 –Friday 3rd July • Venue: FNU Namaka Campus & Tanoa International Hotel
Facilitators: Celebrity Chefs Robert Oliver, Shailesh Naidu & Colin Chung

8.30-12.00pm	Chefs prepare - dinner at FNU Campus– Facilitators-Celebrity Chefs: Robert Oliver, Shailesh Naidu & Colin Chung
12.00-1.00pm	LIGHT LUNCH- Hosted by SPTO-PRTCBP
1.00-4.00pm	Chefs prepare - dinner at FNU Campus– Facilitators-Celebrity Chefs: Robert Oliver, Shailesh Naidu & Colin Chung
4:00-5:00 pm	Group Evaluation Session- SPTO-PRTCBP/USP/SPC-PAPP
7.00-10.00pm	Celebrating Pacific Cuisine – Dinner/Certificate Presentation at Tanoa International Hotel (Hosted by SPC-PAPP and SPTO-PRTCBP) End of Workshop





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SPC Pacific Agriculture Policy Project (PAPP)

Regional Farmers Knowledge Exchange Workshop [Market Linkages]

29 June – 3 July 2015, Sofitel Hotel, Nadi, FIJI

The European Union and SPC's Pacific Agriculture Policy Project (PAPP) is helping farmer's better link to markets – such as tourism. The objective of this workshop is to explore Fiji's fresh produce value chain to the tourism sector, using local case studies of the crop, livestock and floriculture experiences, together with learnings from the region in agri- tourism, current best practices/ models and the development of crop calendars by each farmer as a market information tool.

DAY 1		
Monday 29th June		
Time	Agenda	Facilitator/Presenter
11.30	Opening remark by Chief Guest Mr. Uraia Waibuta, Permanent Secretary, Fiji Ministry of Agriculture	TBC from MAFF
Session 1 11.40 – 12.00	Background on Fiji's current National Agriculture Policy Agenda 2020 and status [including linkages to the tourism sector]	Pauliasi Tuilau, Acting Chief Economist, Fiji Ministry of Agriculture
12.00 - Lunch		
13.00-15.00	<ul style="list-style-type: none"> • Exploring Fiji's fresh produce value chain • Linking local fresh produce to the tourism sector – Experience of Farmboy • Linking local livestock to the tourism sector – Experience of Vuda Piggery • Linking to the hotels- Experience of WIBDI • Post-Harvest Experience – Gains & Losses 	Elenio Yap, SPC IACT Kamlesh Prasad, Farmboy Simon Cole/ Talica, Vuda Piggery WIBDI Luke Berrell, Consultant
15.00 – 15.15 BREAK		
Session 3 15.15- 15.50	<ul style="list-style-type: none"> • Key challenges to sourcing local produce- experience of a hotel purchasing officer • Farm Products Marketing tips – order forms, contracts, pricing 	Amit Kumar ,Sofitel Resort Greg Cornwall, USP
Session 4 16.00 – 17.15	<ul style="list-style-type: none"> • Presentation of an introduction to designing a crop calendar – contents. • Break Out Session - Farmers Develop their Crop Calendar • Group Exercises – Value Chain from farm to hotel: Identify what each actor contributes, their costs , their risks and their rewards 	Elenoa Tamani- Fuli, PAPP Partnership; Luke Berrell & Elenoa Tamani- Fuli

DAY 2 Tuesday 30th June		
Time	Agenda	Facilitator/Presenter
08.30-9.00	Recap of Day 1	Jacquie Burrell
Session 5 9.00-10.00	Farmer Knowledge Exchange Key learnings from the region in market linkages	<ul style="list-style-type: none"> • Nishi Trading - Tonga • Samoa Farmers Association – Samoa • Kastom Garden – Solomon Is • PNG Women in Agriculture – PNG
Session 6 10.00-10.30	Presentation on Query analysis “ Linking farmers to the Tourism market” via PAFPNET	Elenoa Tamani/Jacquie Burrell
Session 7 11.00 -12.30	Field visit to practical site in Nadi: <ul style="list-style-type: none"> • Farm Boy – walking the value chain links of a vegetable farmer 	Kamlesh, Farmboy
	LUNCH AT VUDA MARINA	
14.00- 16.30	Field Visit to practical site in Lautoka : <ul style="list-style-type: none"> • Vuda Piggery - walking the value chain links for livestock [beef, sheep, piggery] 	Simon Cole, Talica

Day 3 Wednesday 1st July		
Session 8		
10.00– 13.00	BUYER SELLER NETWORKING EVENT	
13.00-14. 15	Networking Lunch	
14.15– 17.00	Attend the Agrifood /Business Seminar	
17.30 – 19.00	Networking Cocktail	

Day 4 2nd July		
09.30 – 12.00	Attend the Agrifood/ Business Seminar	
12.00- 13.00	Lunch	
14.00 – 16.00	Attend the Agri food/ Business Seminar	

Day 5 3rd July		
10.00 – 11.00		
18.30 – 22.30	FINALE DINNER at the Tanoa International Hotel - Celebrating Pacific Cuisine Presentation of certificates and awards to chefs and farmers	
• The programme may start an hour earlier than scheduled		



Promoting regional trade and agribusiness development in the Pacific

AGRIBUSINESS FORUM: LINKING THE AGRIFOOD SECTOR TO THE TOURISM-RELATED MARKETS

Organised by CTA, PIPSO and SPC

Hotel Sofitel Denarau Island, Fiji, 1-3 July 2015

This Forum is linked to the Brussels Briefings organized by CTA, the European Commission, the ACP Group and Concord on key issues related to ARD in ACP countries. It will also bring some experiences from the Caribbean through the Intra ACP Agricultural Policy Programme.

Wednesday 1st July 2015

9h00-9h30 Opening remarks

Chair: Mereia Volavola, Chief Executive Officer, PIPSO

Isolina Boto, Manager, CTA; Sairusi Bulai, Deputy Director of the Land Resources Division, SPC; Renato Mele, Head of Operations, Delegation of the European Union for the Pacific; Klaus Stunzner, Chairman of PIPSO

Formal opening: Honourable Inia Seruiratu, Minister for Agriculture, Rural and Maritime Development & National Disaster Management, Ministry of Agriculture

Special guest: What role for the agrifood private sector in the ACP-EU relations and 11th EDF?
H.E. Roy Mickey Joy, Chairman of the ACP Committee of Ambassadors and Ambassador of Vanuatu to the EU

9h30-10h00 Coffee Break and group photo

10h00-13h00 Session 1 : Opportunities for the Pacific agrifood sector in tourism-related markets

This session will give an overview of the major trends in regional trade and the main tourism-related markets through the various perspectives of research, industry, government, finance

Panelists:

- Developing tourism-market opportunities for Pacific products and promoting trade
Michael Wong, CEO, Fiji Hotel and Tourism Association (FIHTA)
- Linking policies on agriculture and tourism: the case of Vanuatu
Adela Aru, Principal Product Development Officer, Manager of Vanuatu Tourism Ambassador Programme, Ministry of Tourism & Commerce, Vanuatu
- Product development to better reach new markets
Cate Pleass, Marketing Director, Pleass Global Limited
- Branding and labeling: key strategies for SIDS. The experience of the Caribbean.
Escipión Oliveira, Deputy Executive Director, CEDA
- Going organic: a comparative advantage for the Pacific agritourism sector
Karen Mapusua, POETCom Coordinator
- Main drivers of agritourism in the Caribbean
Ena Harvey, Agritourism Specialist, IICA; Isolina Boto, CTA; Kevon Rhiney, Expert Agritourism

- What support for improved market access?
Giuliano Rosciglione, Monitoring Expert, ACP-EU TBT Programme

13h00-14h00 Lunch

14h00- 18h00 Session 2: Linking agriculture and tourism : Learning from successes

This session will look at various models of linkages between the agrifood and tourism sectors which serve tourism-related markets.

Facilitator: Vili Caniogo, SPC

- **Organic Farm to Table: creating a sustainable supply chain**
Alberta Vitale, Associate Director and Kalais Stanley, Programme Manager, Women in Business Development Inc (WIBDI), Samoa

Small organic family farms, with an emphasis on youth, are at the heart of WIBDI's Organic Farm to Table programme that connects smallholder farmers to the tourism industry via hotels and restaurants. The programme has been running since December 2013 and is now expanding to include Farm to Home Table and Farm to Overseas Table.

- **Joe's Farm: Providing vegetables & salads to the tourism- markets in Fiji**

Michael Joe, Managing Director, Joe's Farm

Since its establishment in 1981, the company Joe's Farm in Fiji has evolved into a vibrantly established growth entity engaged in the production, retailing, wholesaling, distribution, importing, exporting of farm fresh produce, frozen goods, hydroponics products, processed/manufactured food, liquor, and general groceries. Clients include supermarkets, retailers, hotels & resorts, restaurants & Fast-food outlets, vessels, aviation industry.

- **Vanuatu Direct Ltd Essential and central supplier of fresh and value added food through a certified system to Vanuatu hospitality sector**

Cornelia Wyllie, Vanuatu Direct

This small business set up in 2006 supplies premium food and beverages in retail ready packs to consumers in Vanuatu, Australia and New Zealand. The company also supplies wholesale to supermarkets, hotels and restaurants as well as luxury yachts. The product range includes fresh produce from 350 contract eco-farmers, honey, shelf stable authentic tribal foods, juice, sauces and dried fruits without added sugar or chemicals.

- **Heilala Vanilla: branding and expanding markets**

Jennifer Boggiss, CEO, Director, and Co Founder

Tongan organic Heilala Vanilla is one of the Pacific's fastest rising culinary stars. The products have impressed celebrity chefs, including UK-based Kiwi chef and restaurant owner Peter Gordon who conducted culinary tours to Heilala's sustainable plantation in the village of Uguntake, where they show guests how to create veritable vanilla-infused feasts. The company has worked closely with Massey University to develop its products. Markets include New Zealand, Australia, Malaysia, Singapore.

- **Promoting Pacific agri-processed food: Buy Samoa Made export Campaign**

Tagaloa Eddie Wilson, President, Samoa Association of Manufacturers and Exporters

Established in 1986 Wilex Samoa is one of Samoas leading agro-processing and manufacturing companies, having won many Export Awards over the years. Wilex manufactures a wide range of products using locally grown crops (cocoa, coconut and its new range of Koko Samoa).

- **Tanna Coffee serves local and regional markets**

Terry Adlington, Managing Director, Tanna Coffee, Vanuatu

Tanna coffee started almost 20 years ago and serves domestic hospitality and tourism industry in Vanuatu and in South Pacific. It grows, processes, and sells roasted and packaged pure Arabica coffee and provides equipment, and technical training to over 500 smallholder coffee farmers on Tanna Island, Vanuatu. It is the only South Pacific Company selected as a finalist in the G20 World Challenge for Inclusive Business Opportunities.

Discussion

Thursday 2nd July 2015

9h00-9h15 Short summary of Day 2: Isolina Boto, CTA

9h15-10h45 Linking agriculture and tourism (cont.)

- Sustainable Denis Island : A Vertical Integration Success Story of Agriculture and a Five Star Holiday Resort, Seychelles

Guy Morel, Management and Marketing Expert; Gilbert Port-Louis, Seychelles Agricultural Agency

Denis Island is one of Seychelles' 115 islands. Once an important coconut plantation, this privately owned island in the western Indian Ocean could hold answers to some of the most troubling problems facing small island states around the world. The Mason family, the owners and managers of the island, operates an up-market resort. They have opted to practice agro-tourism whereby the farm simultaneously operates in parallel with the resort, providing the hotel guests and the staff with fresh and organic produce. The approach sees Denis Island almost completely self-sufficient with pork meat, chicken, duck, rabbit, eggs, fresh milk, and a range of vegetables and fruits.

10h45-11h00 Coffee Break

11h00-13h00 Session 3: Linking fisheries to the tourism-related markets

Organiser and facilitator: Erik Rotsaert, Fisheries Expert

This session will show various models of linkages between the fisheries and tourism sectors in niche products (certified, ecolabelling...), aquaculture, and ranching sectors.

- **Te Uma Vate, Vanuatu:** Prawn Farm with environmental sustainable approach
Nicola Monvoisin, Vanuatu
- **The Crab Company, Fiji:** Unique enterprise that specialises in the production of live mud crabs for the growing Pacific seafood market. It supplies crabs to major hotels in Fiji such as Sofitel, The Fijian, Hilton, Pearl, and the Wakaya Island Resort.
Dr Colin Shelley, Co-founder and Executive Director, The Crab Company of (Fiji) Ltd
- What partnership between the tourist industry and the fisheries sector?
*Georges Ringeisen, Executive Chef, The Grand Pacific Hotel *****, Fiji*

Discussion

13h00-14h00 Lunch

14h00-16h00 Session 4: The Chefs: the link between sustainable tourism, agriculture and cuisine

Organiser and facilitator: Chef Robert Oliver. Winner: Me'a Kai: The Food and Flavours of the South Pacific: Best cookbook in the world 2010. Mea'ai Samoa: Recipe and Stories from the Heart of Polynesia Best TV Chef cookbook in the world 2013.

There is a need to upgrade farmers supply chains to larger hotels and resorts, stimulate demand of local products and its use by chefs who can promote ways to more creatively utilize local produce by the hospitality sector. It will illustrate how local food and local cuisine can be promoted in the tourism industry.

- Robert Oliver, Chef, author and television presenter of Real Pasifik, Pacific
- Shailesh Naidu, President, Fiji Chefs Association, Executive Chef, Outrigger
- Chef Dane Saddler, Executive Chef, Caribbean Villa Chefs, Barbados
- Chef, Vanuatu
- Ena Harvey, IICA agritourism expert

16h00-16h15 Coffee Break

16h15-18h00 Session 5: Agrifinance: new opportunities for the agribusiness sector/ Partnerships and PPPs for entrepreneurship in Agritourism

Organiser and facilitator: Lamon Rutten, Manager, Policies, value chains and ICTs, CTA

- Tevita Madigibuli, General Manager Relationship & Sales, Fiji Development Bank
- Aseri Manulevu; Manager Business Finance, HFC Bank, Fiji

Discussion

Friday 3rd July 2015

9h00-9h15 Short summary of Day 2: Mereia Volavola, PIPSO

9h15-10h30 Session 6: Addressing the data gaps for Agribusiness/Agritourism

Organiser and facilitator: Chris Addison, Sr Coordinator Knowledge Management, CTA

This session will share the work on agribusiness platforms being developed with CABA and PIPSO and the need to strengthen key business information and data for the SMEs and partners involved in the agribusiness sector. Some insights on the use of new technologies (i.e. drones) to build data will be shared as well as mapping farms with GPS and linking to mobile app to build data.

What data for agribusiness/agritourism?

- *Chris Addison, CTA and Stephane Boyera, ICT expert, Mereia Volavola, PIPSO and Vassel Stewart, CABA*
- *Anna Fink, SPC Expert, Agricultural Statistics*

What tools and applications to collect, manage and use data locally?

- *Amiaifolau Afamasaga Lutua, Samoa Tourism Authority*
- *Use of Drones in the Agritourism sector, Kevin Rotsaert, Skyward Industries Ltd, Fiji*
- *GIS & integrated data for sound business decisions, Faumuina F. Tafunai, WIBDI*

Tracking Demand Dynamics of Agricultural Produce in the Seychelles: A Prerequisite for Strategy Formulation, *Guy Morel, Management and Marketing Expert; Gilbert Port-Louis, Seychelles Agricultural Agency*

10h30-10h45 Coffee Break

10h45-12h30 Focus groups session

This action-focused session will capture the key messages and recommendations to take forward and some concrete deliverables needed to strengthen the sector.

12h30-13h00 Wrap up and closure

13h00-14h00 Lunch

14h00-18h00 Field visit

Visit to Joe's Farm in Nadi.





**INTRA ACP - PACIFIC AGRICULTURAL POLICY PROJECT
STEERING COMMITTEE WORKSHOP**
29 June – 3 July 2015, Sofitel Hotel, Nadi, FIJI

Day 1	Monday 29 June, 2015	Pape rs	Speaker/Presen ter	Facilitat or
14.00 - 14.15	OPENING SESSION			
	(i) Opening Prayer	NA	Chair (Cook Is)	Cook Islands
	(ii) Opening Remarks by PAPP Chair and welcome by SPC		Mr. Sairusi Bulai, Deputy Director – LRD, SPC	(PAPP Chair)
14.20-14.50	Session 1: Presentation by CTA Role of CTA, work in the Pacific and engagement including through intra-APP	Information Session	• Mr Samson Vilvil, CTA, Brussels	PAPP Chair
14.55 – 15.20	Session 2: The Pacific Agriculture Project –Progress This Session will present on the (i) Highlights about the Agri-tourism week; (ii) Objectives of this PSC Steering Committee; (iii) 2014-15 PAPP Progress Report and 2015-16 WorkPlan highlights.	Discussi on Session	Mr Vili Caniogo, • Team Leader – PAPP, SPC	PAPP Chair
15.25 - 15.45	Session 3: Agri-tourism - SPC Agri-tourism update: Highlights of the Agri-tourism pilot work in Samoa and Tonga	Discussion Session	• Mr Vili Caniogo, PAPP Team Leader, SPC	PAPP Chair
15.45 - 16.00	AFTERNOON BREAK/ COFFEE BREAK			
16.05 - 17.00	Session 4: Country Approaches for Agri-Tourism Country presentations (20 min)	Information & Discussi on Session	• Samoa • Tonga	PAPP Chair
18.00 – 20.00	Welcome Cocktail: Sofitel Balcony/Pool			

Day 2
(am)

Exchange Seminar: SEPARATE AGENDA

Day 2 (pm)	Tuesday 30 June, 2015	Papers	Speaker/Presenter	Facilitator
14.00 - 15.30	Session 5: Information & Knowledge Management (IKM) This session will present on: • CTA and the regional information portals managed by the CTA and SPC.	Informati on &	• Mr. Samson Vilvil, CTA, Brussels.	PAPP Chair

• IKM Assistance for Countries

Discussion
Session

15.30 – 15.45

COFFEE BREAK

15.50 - 17.00	Session 5 (cont.) IKM: Country Presentation and PAFPNet Portal This session will present on: <ul style="list-style-type: none"> • Cook Island Presentation IKM • Updates on SPC-LRD IKM Activities to members countries; PAFPNet discussion; IKM expansion 	Panel Discussion Session	<ul style="list-style-type: none"> • Mr. Samson Vilvil, CTA, PAPP Chair Brussels • Ms Anju Mangal, PAPP Team, SPC 	
Day 3	Bilateral Meetings & Exchange Seminar: SEPARATE AGENDA			
Day 4	Bilateral Meetings Exchange Seminar: SEPARATE AGENDA			
Day 5	Friday 3 July, 2015	Papers	Speaker/Presenter	Facilitator
9.00 - 9.15	Overview of the Week and Objectives of Final Day		<ul style="list-style-type: none"> • Mr Sairusi Bulai, Deputy Director – LRD, SPC 	PAPP Chair
9.20 - 10.00	Session 1: POLICY-Agriculture & Forestry Policy Inventory This Session will provide progress report on the Pacific Regional Agriculture Policy Inventory and	Panel Discussion Session	<ul style="list-style-type: none"> • Mr Bruce Chapman, Consultant, PAPP, SPC • PAPP Team Leader 	PAPP Chair
10.05 - 10.30	Session 2: POLICY-Agriculture Regional Policy & Agri-Tourism Frameworks This Session will provide progress on PAPP activities on: <ul style="list-style-type: none"> • Statistics: Agriculture & Forestry. • Agriculture Information System (Cook Is. Activity) • Cost Benefit Analysis • FAO Toolkit on Agri-Tourism promotion 	Information & Discussion Session	<ul style="list-style-type: none"> • Ms Anna Fink, PAPP Team, SPC • Mr Patrick Arioka (Cook Is.) /Mr Rajhnael Deo (PAPP Consultant) • FAO – Mr Tim Martyn, FAO, Suva 	PAPP Chair
10.30 - 10.45	COFFEE BREAK			
10.50 - 13.00	Session 2 (cont'd) – The Pacific Regional Policy Framework And Agri-Tourism Frameworks <ul style="list-style-type: none"> • Group Sessions. • Report back on Group Discussion: Regional Framework 	Group Discussion Session	<ul style="list-style-type: none"> • Bruce Chapman/ PAPP Team Leader 	PAPP Chair/ Team Leader
13.00 - 14.00	LUNCH			
14.05 - 15.00	Session 3 – Way Forward: The Pacific Regional Policy Framework And Agri-Tourism Frameworks <ul style="list-style-type: none"> • Report back on Group Discussion: Regional Framework 	Open Panel Discussion	<ul style="list-style-type: none"> • Bruce Chapman/ PAPP Team Leader 	PAPP Chair/ Team Leader
15.05 - 16.00	CONCLUDING REMARKS AND Overview of Next Steps: Adoption of the Outcome Documents		Chair/SPC	PAPP Chair
19.00 - 20.00	Celebrating Pacific Cuisine – Dinner/Certificate Presentation		Tanoa International	

