



SPC-ROE AGRITOURISM & NEXT GENERATION FOOD & HEALTH AWARENESS PLANNING WORKSHOP — 19 MAY 2015

Meeting Report

This report discusses the background to the planning workshop and to the Concept Notes for which the workshop was designed. It summarizes the workshop's context and objectives, outlines major goals and activities agreed upon by workshop participants, and reviews the possible obstacles to attaining identified goals before concluding with recommended next steps.

1. Background to the Planning Workshop

The Secretariat of the Pacific Community (SPC) engaged Pacific Business & Tourism Consulting (PBTC) to facilitate a strategic planning workshop for the development of two Concept Notes (CN) by Robert Oliver Enterprises (ROE) on:

- i. Agri-Tourism and
- ii. Next Generation Food and Health Awareness.

In order to incorporate stakeholder views into the development of the CNs, a planning workshop was organized and structured accordingly. Stakeholders included SPC, FRIEND Fiji, Women in Business Development Inc. Samoa and the Fiji Chefs Association.

The planning workshop was titled: *Achieving South Pacific Prosperity Through Cuisine – driving the development of food security, better health and more effective management of climate change effects*. The title served to combine the requirements of the two Concept Notes.

ROE team members conducted presentations and led discussions with input from all attendees.

The planning workshop was held from 0800-1700 hours at Holiday Inn Suva on 19 May 2015.

Submitted with this document are copies of the Workshop:

1. Minutes, including list of participants
2. Agenda
3. Discussion points handout that formed the basis for discussion
4. Images of workshop participants in session.

2. Background to the Concept Notes (from SPC TOR)

The Secretariat of the Pacific (SPC) helps to promote sustainable and healthy rural livelihoods throughout the Pacific islands. A key - well documented, challenge for Pacific countries is the continuing high rates of non-communicable diseases (NCD) in the region. The problems for NCD are multi-faceted and are addressed at national, regional and international levels.

SPC is planning a broader package of measures titled “**Healthy Food Pathways - Farm to Table**” to better integrate and strengthen its service delivery to Pacific countries encompassing public health, agriculture, education and other sectors to help them achieve better health and livelihood outcomes.

This Healthy Food Pathways (HFP) is an initiative aimed at reinforcing the message that people need to eat more local, preferably organic foods. The HFP goes further. Food providers ie restaurants, cafes, retailers, hotel chefs, school canteens and households need to be aware of local food, be able to source it easily and regularly and be able to serve it in forms that interests consumers and draws on a wide range of local ingredients as possible. Demand for more local food means better income opportunities for local farmers which helps sustains rural communities. At the farmer end, research, promoting good crop practices and productivity is fundamental to ensuring local supply is sustainable. This is a key role of SPC’s Land Resources Division (LRD).

In line with the focus on organic production this project will be managed through the Pacific Organic and Ethical Trade Community (POETCom).

Two Concept Notes (CN) are required: The first CN on agri-tourism; and the second on next generation food and health awareness, with a particular focus on engagement with schools. The CNs need only be short – a maximum of 10 pages each (excluding attachments).

While an indicative sum is available for CN1 (over 2 years) through the Pacific Agriculture Policy Project (PAPP), this should not limit the CN’s. Alternative sources of funding may also be procured through SPC or other donors and national governments themselves. The Consultant may however be required to identify priority or “quick win” areas. No specific funds have been allocated as yet to CN2. The CN2 will be used by SPC to garner further support including through PAPP and other existing programs.

3. Planning Workshop purpose & objectives

The planning workshop was designed to obtain qualified input on and determine the following items concerning, local production and use of local foods in the South Pacific:

a) Umbrella strategy for Agri-tourism and Next Generation Food and Health Awareness

The strategy would, among other things:

- Increase the effectiveness of piece-meal activities by coordinating projects under a major mission
- Minimize redundancies
- Reduce wastage of and maximize benefits from financial and other scarce resources in the region
- Offer to NGOs, and national and regional organizations a comprehensive strategic regional plan to which they may synchronize their activities.

b) Recommendations & optimal projects

The identification of core projects and agreement on the timing of their coordinated implementation would improve:

- i. Supply of local food – reliable supplies in the qualities and quantities required
- ii. Demand for local fresh food and healthy food choices – building awareness and appreciation of local food within South Pacific island countries and internationally, among children and for tourism marketers and operators
- iii. Next generation awareness of local food and health benefits.

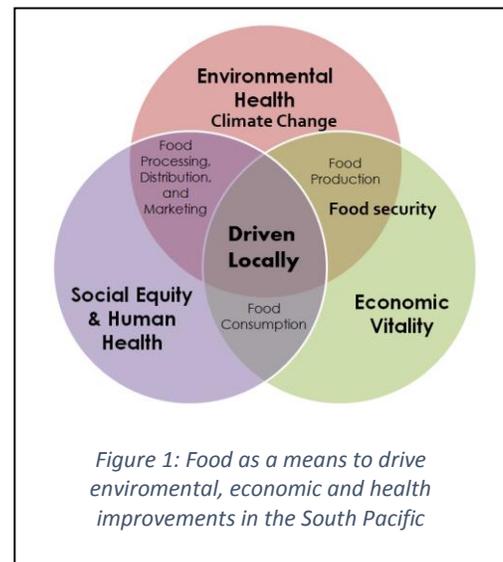
4. South Pacific food economics

As shown in Figure 1, the three core objectives of the strategy and tactics that were discussed in the workshop are improvements in the South Pacific, to:

- i. Environmental health and climate change
- ii. Economic growth
- iii. Social equity and human health.

Linkages between each of these macro-goals are food production and food security, food consumption, and food processing, distribution and marketing.

The attached *Discussion Points Handout* includes related details of the possible supply and demand components, tactics and strategic partners.



5. Short-, medium- and long-term goals & activities

Before meaningful discussion could occur on strategy and recommended projects, it was considered important to secure agreement on:

- what the coordinated macro-project objectives (that is, the “development of food security, better health and more effective climate change effects”) means and
- how these could be realistically achieved in the three (3) phases listed below.

The outline of these goals that was determined with participants at the beginning of the workshop, was revisited and amended by the group at the close of discussions.

ROE will consider the results of these discussions, summarized below, in the production of their two Concept Notes for SPC.

a) Goals in less than 2 years

i. *Umbrella strategy & campaign – changing hearts and minds*

There was agreement that in order to effect the massive change in mindset required to alter current local habits and market practices and to drive development in both the supply and demand sides of local food production and use, it was essential that a master umbrella campaign be developed – with the following considerations:

- International demand will help drive local demand for local food; the optimal channel used for this campaign would be television with its proven ability to change hearts and minds. The television campaign should:
 - Focus on local personalities (sports heroes and other champions) with appeal to the local population and international visitors
 - Position the South Pacific as “organic food destinations”
 - Include mini-campaigns through social media, a website, traditional media etc.
 - Target paid advertising be included
 - Tap into and dovetail with marketing campaigns and online activities by major tourism organizations and operators
 - Preserve and promote local traditions through farming and food.

The television campaign will anchor and lead multiple other campaigns, initiatives and activities. It will drive awareness and appreciation for local food production and diet choices, and compel the inclusion of local food initiatives in public and private sector operations.

- Preparing a partnership/sponsorship funding pitch template
- Launching the Big Idea to
 - Tourism operators and agencies per country and regionally
 - Chefs
 - Government ministries and agencies (health, agriculture, tourism, trade and exporters)
 - Agricultural stakeholders (farmers, intermediaries, value-adding organizations)
 - NGOs, international aid donors etc.

ii. Supply side – affecting farmers and intermediaries

Activities that incorporate value chain development and which can be launched within the next two (2) years include:

- Amending the WIBDI Samoa farm-to-table agri-tourism model in order to scale it regionally
- Designing add-on modules to FRIEND Fiji activities (particularly for farms and schools)

- Development of organic home garden program
- Promoting organic production where possible
- Establishment of a South Pacific Islands Chefs Association to serve as a hub for local cuisine knowledge and know-how.

iii. Demand side – educating, informing and stimulating local and international desire for local food

Activities that should be initiated in this period and which will help boost demand for local food, include:

- Fiji cook book (international distribution and acclaim through Robert Oliver, with associated global media exposure)
- Social media (short videos and mini-campaigns and competitions)
- Medical professionals (targeted specifically and highlighting the total nutritional value of local food)
- Schools (curricula inclusion, competitions and local food celebrations)
- Tourism agencies and operators (buy-in and financial support, local food and cuisine messaging to be included in their global marketing and public relations networks)
- Chefs (training, development of a South Pacific Food Lab).

iv. Government and regional policies

The umbrella Agri-tourism and Next Generation Awareness campaign will ensure the attention of Government and regional administrative bodies, and initiate needed improvements in policy, tax incentives, health services and financial and infrastructure support programs.

v. Incorporation of existing activities & projects

A review of current activities and projects that promote the supply of and demand for local food needs to be completed. Corresponding agencies must also be invited to adopt the mission of the overriding campaign.

b) Goals in 2-5 years

Programs that need to be developed and launched within the next five (5) years include:

- Organic certification and standards
- New Pacific food tradition – building on traditional uses
- Environmentally sensitive agricultural practices and produce.

c) Goals in 5-10 years

By the 10th year of this program, the following changes should be accomplished or well established:

- Change in mindsets regionally and internationally
 - Local food is preferred
 - Local food farming is prestigious
 - International visitors know and demand more local food options
- Hotels and restaurants are sourcing more than 50% of fresh food locally
- South Pacific island countries with available land will be producing sufficient organic foods to supply local buyers as well as export markets
- Measurable improvements in quality, quantities and varieties of crops are achieved
- Fresh food imports are reduced and local food supplies increased
- Product development using local food is well advanced.

6. Obstacles to achieving goals

Project and programs that are designed to increase the production and use of local fresh foods will need to mitigate the following risks and obstacles:

- Widespread belief that imported fresh and processed foods are superior to those sourced locally
- Advertising by powerful local and international food and drink manufacturers and importers have led to a public misunderstanding of what constitutes healthy food. For example, packaged and bottled juices and drinks that have very high sugar content and low nutritional value are marketed and publically perceived as “healthy”.

- International food and drink brands are increasing their:
- Effective use of text messaging and television ads
 - Numbers of vending machines
 - Use of local sports heroes to promote products.
- Imported foods are often cheaper than local alternatives
 - Lack of knowledge in the local population concerning the many ways in which local foods may be prepared and used
 - Lack of healthy and fresh food alternatives in neighborhood retail shops and in restaurants
 - Local food preparation is viewed as time-consuming and
 - that it is easier and quicker to open a can or package
 - as incomes grow, the time that people allocate to preparing meals has generally reduced resulting in packaged, canned and fast food being substituted for local fresh food.
 - Currently 60-70% of household food budgets in Fiji are spent on processed food (Dr Hawea, FRIEND Fiji).

7. Next steps

Workshop participants agreed that ROE should complete the following:

1. Design the framework for the master campaign – to change hearts and minds and drive demand for the production and use of local fresh food
2. Determine which and in what sequence the recommended projects should be launched – with a minimum of two (2) programs to begin within the next few months
3. Draft the two (2) Concept Notes for SPC; one on *Agri-tourism* and the other on *Next Generation Awareness*
4. Review the Draft Concept Notes with the widest cross-section of SPC team members.

END