

Vanuatu Agritourism Plan of Action

Implementation Plan



A joint New Zealand Aid Programme / Government of Vanuatu development initiative

February 2017



Prepared by TRIP Consultants



Disclaimer

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Vanuatu Agritourism Plan of Action – Implementation Plan

Acronyms

APTC	Australia-Pacific Technical College
ASC	Agritourism Steering Committee
CTA	Technical Centre for Agricultural and Rural Cooperation
DARD	Department of Agriculture and Rural Development
DoF	Department of Finance
DOT	Department of Tourism
DSPPAC	Department of Strategic Policy Planning and Aid Coordination
GoV	Government of Vanuatu
IVS	International Visitor Survey
MALFFB	Ministry of Agriculture Livestock Forestry Fisheries and Biosecurity
MTTCI	Ministry of Trade Tourism Commerce and Industry
MoH	Ministry of Health
NCW	Vanuatu National Council of Women
PIPSO	Pacific Islands Private Sector Organisation
PSSC	Productive Sector Steering Committee
TVET	Technical Vocational Education and Training
VAC	Vanuatu Agriculture College
VAPA	Vanuatu Agritourism Plan of Action
VARTC	Vanuatu Agricultural Research and Technical Centre
VCCI	Vanuatu Chamber of Commerce and Industry
VNSO	Vanuatu National Statistics Office
VTO	Vanuatu Tourism Office

1. Introduction

The Vanuatu Agritourism Plan of Action

In response to the growing opportunities from agritourism, the Government of Vanuatu (GoV) established an Agritourism Steering Committee (ASC) and with assistance from the New Zealand Aid Programme, has developed the Vanuatu Agritourism Plan of Action (VAPA) which was completed in December 2016.

The VAPA provides a framework and identifies priority strategies and actions for the enhanced integration of tourism and the productive sectors including agriculture, fisheries and livestock.

This Implementation Plan will provide the basis for a sequenced programme of implementation. This Implementation Plan is designed to be a working document, to guide the ASC and other stakeholders in regard to the VAPA priorities by highlighting the priority and proposed sequencing of each action over a three-year period, development of an indicative budget, identification of responsibilities and the establishment of performance indicators. Governance arrangements to facilitate action and oversight are also further highlighted.

Agritourism Action Plans

Action Plans for each of the three VAPA focal areas have been developed and these form the basis of this Implementation Plan. The VAPPA Action Plans have been further developed to specify the priority and sequencing, implementation roles and responsibilities and budget required. The Action Plans for each Focal Area are set out below in Section Two; the ordering of the Focal Areas (One, Two and Three) has been revised in the Implementation Plan at the request of the ASC.

Activities have been rated in VAA as High or Medium Priority. In addition, the Action Plans identify a number of 'Early Wins' which can be undertaken to

initiate the implementation of the VAPA. These 'Early Wins' are all rated as High Priority and are initiatives which can be mobilised in the short term and have a relatively high level of impact. A sequenced Activity Plan is outlined in Annex I.

Where resources allow, High Priority Activities should be commenced within the first 12 months of implementation, commencing with the 'Early Wins', with the Medium Level Priorities Activities being implemented in Years Two and Three.

Performance measures have been developed at the Focal Area level to assist with monitoring and evaluation of the Plan. The Performance Measures are summarised in Section Four, together with the Implementation Process.

VAPA - Three Year Budget

Indicative budgets have been prepared for each action within the Three Focal Areas and are presented in Section Three. Indicative budget estimates have been made based on potential required commitments from key agency Recurrent Budgets, as well as additional funding from the Development Budget and the budget has been programmed according to the identified activity priority level.

Key donors including MFAT are providing substantial support to both the agriculture and tourism sectors through existing programmes such as VSTAP; a number of VAPA priorities are currently supported under these programmes and these are noted in the budget. Unfunded priorities will need to be considered for integration into a range of existing and proposed donor programmes and/or combined with GoV and private sector funding.

2. Vanuatu Agritourism Action Plans

FOCAL AREA ONE – Productive Sector and Tourism Linkages	Lead	Priority Level
<p>EARLY WIN PROJECT</p> <p>1. Provide targeted commercial scale farm support and extension services aimed at meeting tourism sector demand for fruit and vegetables</p> <p>1.1 Review existing research and survey gaps, identify and map lead commercial farmers on Efate, Santo and Tanna (initially)</p> <ul style="list-style-type: none"> – Develop definition of lead farmers based on land under production, crops produced and supplied to the tourism sector - Design and implement a simple survey to identify producers and their crop production patterns - Develop and maintain database of information based on survey outcomes <p>1.2 Update and maintain DARD database including commercial producer details, crop mapping and areas under production</p> <p>1.3 Initiate clustering using lead farmer model or grouping of commercial farmers and design and implement a managed small grants scheme to support investment in production (ie equipment, irrigation and technology)</p> <p>1.4 Undertake specific crop supply/demand analysis starting with the following:</p> <ul style="list-style-type: none"> - Potatoes, onions, carrots, lettuces, capsicum, tomatoes, cauliflowers, zucchini and cantaloupe. <p>1.5 Work with Industry Groups, lead farmers and clusters to develop a Production Plan for each crop including integration of smallholder production into lead producer supply chains</p> <p>1.6 Analyse current gaps in extension services and explore more cost effective extension models (including private sector/commercial models) to deliver targeted technical assistance/training to Industry Groups/clusters/lead farmers to enhance production including:</p> <ul style="list-style-type: none"> - Agribusiness management, financial planning and pricing - Seed and crop varieties - Organic farming - Pest control - Crop varieties and production techniques - Seasonality extension, yield enhancement and quality control - Production technology, equipment and production techniques - Post-harvest handling, storage and crop storage - Hotel and restaurant quality standards and purchasing procedures 	<p>DARD/ DoL Private Sector/ Industry Groups</p>	<p>High</p>
<p>2. Enhance commercial farmer competitiveness through access to finance, financial incentive, infrastructure and transport</p> <p>2.1 Review existing Financing Schemes to support investment identified through the technical assistance inputs and identified commercial farmers and processors with co-funding for crop production equipment, hydroponics, technology investments, crop storage and water supply and cold storage</p> <p>2.2 Strengthen financial incentives for agritourism producer investment by introducing duty exemptions on key inputs including equipment, seeds and feedstock, processing equipment, production related inputs such as hydroponics, plastics, irrigation and crop storage equipment.</p> <p>2.3 Conduct feasibility studies to identify and Install storage and handling infrastructure at key production / transportation hubs/locations to support Industry Group priorities</p>	<p>DARD/ MoF/ Mo Infr/ Industry Groups</p>	<p>Medium</p>

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2.4 Conduct feasibility analysis of transport (air, sea, road) subsidies to support agritourism based primary production based on support for the lead producer model and Industry Group priorities (noting existing relevant work including SPC studies).		
EARLY WIN PROJECT 3. Facilitate the establishment of fruit and vegetable wholesalers/aggregators 3.1 Call for EOI for private sector investment on commercial fruit and vegetable consolidator (PPP) 3.2 Support a feasibility study for establishment of wholesale commercial fruit and vegetable consolidator (Farmers Market for hotels and restaurants) in Port Vila (by private sector investor)	DoI/ Private Sector	High
4. Support hotels and restaurants to directly engage in production and fill supply gaps 4.1 Develop partnerships between hotels, resorts and restaurants with local communities and farmers to develop on/off site market gardens 4.1.2 Identify hotels/resorts interested in partnering with local farmers/communities 4.1.3 Provide technical assistance to encourage the establishment and maintenance of resort/hotel market gardens 4.1.4 Provide media coverage of success stories and best practice models	Private Sector/V HRA	Medium
5. Strengthening information exchange, understanding and relationships between buyers and sellers 5.1 Develop Agritourism Week as a vehicle for B2B exchange as well as public awareness 5.1.1 Establish working group with VHRA and VCCI to design and manage the B2B event as part of the Agritourism Week 2017. 5.1.2 Develop budget and work programme for the meeting at least six months prior and approve funding by Government. 5.1.3 Provide follow up training to producers on buyers' feedback and demands as preparation for next annual event. 5.2 Provide weekly information on market supply and availability to buyers (hotels and restaurants) through emailed newsletter	DoT/ DARD/ VHRA/VC CI	Medium
6. Raise demand for local food content by hotels and restaurants 6.1 Provide training for chefs through the Chefs Association to facilitate creative integration of local produce into menu planning. 6.2 Review curriculum and enhance training on creative use of local produce into formal chefs training at APTC 6.2 Facilitate special events to encourage creative use of local produce by resorts and hotels 6.2.1 Progressive local dinner and competition as part of TOK TOK 6.2.2 Chefs local kai kai competition as part of Agritourism Week 6.2.3 Raise profile of creative local product use through VTO and operator marketing initiatives (<i>Refer Area One and Area Two</i>)	DoT/ VTO/ Chefs Assoc/ APTC	Medium
7. Create greater awareness and encourage organic certification 7.1 Provide training for farmers and buyers to better understand PGS organic certification requirements 7.2 Promote the benefits of Made in Vanuatu branding and organic produce within destination marketing (<i>Refer Area One and Two</i>) 7.3 Develop and support implementation of made in Vanuatu branding and labeling for consumer promotion purposes 7.4 Develop Organic Product Policy	DARD/ SPC/VTO	Medium
8. Encourage the consumption of locally nutritious natural food products 8.1 Undertake educational campaigns and community awareness to encourage healthy eating habits 8.2 Highlight the health benefits of eating nutritional local products to visitors and hotels/restaurants	DoH/DoT	Medium

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FOCAL AREA TWO – Value Added Agritourism Products	Lead	Priority Level
<p>1. Promote value added products within Vanuatu destination marketing activities (See also Focal Area One – 1.1) 1.1 Prepare online and print-ready content for the VTO to use in campaigns and other marketing activities 1.2 Generate editorial content for consumers on Vanuatu chocolate, coffee, oils, lotions, coconut, handicrafts and other products (in-flight, cuisine, cruise and travel magazines, social media and websites) 1.3 Deliver promotional events that showcase natural products made in Vanuatu, for instance, a Vanuatu Sustainable Food and Lifestyle Festival or local Food Week in Hotels/Restaurants</p>	VTO	High
<p>EARLY WIN PROJECT 2. Strengthen competitiveness and quality of value added products (oils, lotions, soaps, handicrafts, food, drinks and so on) 2.1 Provide expert business or technical advice and access to finance for existing and new businesses, or clusters of businesses, involved with value added products 2.2 Offer immediate assistance to improve pricing and packaging of value added products 2.3 Undertake a market-led assessment of the demand for added value products and provide incentives to assist existing or new operators to meet gaps in supply 2.4 Assess options for joint venture investments with local investors (hotels or other businesses) or overseas investors to scale-up production of value added products 2.5 Develop and implement ‘Made in Vanuatu’ Programme including value added products</p>	Dol/ VCCI/ Ind Groups	High
<p>3. Increase sales of Vanuatu handicrafts to the tourism sector 3.1 Establish a Handicraft Industry Working Group and Sector Coordinator 3.2 Create new product designs that match market preferences using local and other expert handicraft specialists 3.3 Revitalise handicraft outlets in Port Vila, Santo and other cruise ship calls with higher quality products</p>	Dol	High
<p>4. Assess the economic value of agritourism products to Vanuatu 4.1 Incorporate questions into the Vanuatu International Visitor Survey to provide baseline expenditure on agritourism added value products 4.2 Measure the economic impact of agritourism attractions and value added products (handicrafts, skin care products, food and drink) that are sold to visitors. Note, the economic value of local fruit and vegetables supplied to the tourism industry was assessed in 2015 by IFC</p>	VTO	Medium
<p>5. Develop a ‘Made in Vanuatu’ brand for value added products and promote to visitors and local buyers</p>	Dol	Medium

FOCAL AREA THREE - Agritourism Attractions and Tours	Lead	Priority Level
<p>EARLY WIN PROJECT 1.1 Develop and implement supporting agritourism based marketing content and destinational promotion activities (see also Focal Area One Action 2.2.3 and Focal Area Two Action 1.1 and 1.2) 1.1.1 Provide new content for social media, www.vanuatu.travel.com and VTO marketing literature 1.1.2 Facilitate media coverage of products through VJPs and trade familiarisations 1.1.3 Highlight operator best practice use of local food content through VTO marketing activities 1.1.4 Develop database of agritourism products</p>	VTO	High
<p>EARLY WIN PROJECT 2.1 Provide business/marketing support, mentoring and skill development of individual operators and clusters (including Discovery Trails products) 2.1.1 Provide skill development on bookkeeping, pricing, commissions, quality control and managing visitors to agritourism attractions 2.1.2 Link with the TVET RTCs and VCCI for business coaching and mentoring services 2.1.3 Provide access to business development grant funding or micro-finance 2.1.4 Incorporate agritourism into Discovery Trail on Santo and Efate (including value added foods)</p>	TVET/ VCCI	High
<p>EARLY WIN PROJECT 2.2 Enhance the local Mamas Markets agritourism visitor experience 2.2.1 Provide training to Port Vila Mamas (initial pilot followed by Santo) food vendors on food hygiene, cooking for tourists and presentation 2.2.2 Support the upgrading of Port Vila (initial pilot followed by Santo) market food vendor facilities to enhance security and hygiene 2.2.3 Support promotion of Port Vila Market vendors (followed by Santo) through specific signage and VTO information and promotional activities 2.2.4 Support development of new or improved agritourism markets in other locations in Vanuatu where there is a strong link between tourism and local produce</p>	TVET/ VCCI	High
<p>2.3 Enable product clustering to add critical mass to agritourism in Vanuatu and to showcase local, small-scale organic products 2.3.1 Conduct a feasibility study into the concept of a commercial Agritourism Centre / Visitor Attraction that showcases many of the smaller, organic agritourism producers (chocolate, coffee, vanilla, sandalwood, local handicrafts, coconut and other oils, soaps, biscuits and so on) 2.3.2 Based on a robust feasibility study / business plan, facilitate access to finance for an Agritourism Centre – Visitor Attraction</p>	DoT/ Private Sector/ ACTIV	Medium
<p>2.4 Highlight agritourism best practice in Vanuatu 2.4.1 Liaise with the Department of Tourism and Tourism Awards Scheme to develop criteria that would recognise / highlight local food, agritourism attractions and value added products 2.4.2 Integrate agritourism attractions and products into the Tourism Awards Scheme including Best Agritourism Operator, Most Innovative Use of Local Kai Kai, Tastiest Local Dish, Best Local Chef, Most Innovative New Handicrafts.</p>	VTO	High

3. Vanuatu Agritourism Plan of Action – Three Year Expenditure Framework

FOCAL AREA ONE – Productive Sector and Tourism Linkages

Activity	Expenditure		2017/18	2018/19	2019/20	TOTAL	Notes
1.	2. Provide targeted commercial scale farm support and extension services aimed at meeting tourism sector demand for fruit and vegetable					Vatu	See end of table
1.1 Undertake specific crop supply/demand analysis	Recurrent		150000	150000	150000	450000	
	Development		1000000	1000000	1000000	3000000	1
1.2 Develop and maintain database including commercial producer details, crop mapping and areas under production	Recurrent		100000	100000	100000	300000	
	Development		600000	600000		1200000	
1.3 Review existing research and survey gaps, identify and map lead commercial farmers on Efate, Santo and Tanna	Recurrent		100000	100000	100000	300000	
	Development		800000			800000	
1.4 Initiate clustering using lead farmer model and implement a managed small grants programme	Recurrent						
	Development		2000000	2000000	2000000	6000000	2
1.5 Work with Industry Working Groups and individual lead farmers to develop a Production Plan for each crop	Recurrent						
	Development		4000000	4000000	4000000	12000000	3
1.6 Explore more cost-effective extension models to deliver targeted technical assistance/training to clusters/lead farmers	Recurrent		1000000	1000000	1000000	3000000	
	Development		4000000	4000000	4000000	12000000	
2.	3. Enhance commercial farmer competitiveness through access to finance, financial incentive, infrastructure and transport						
3.1 Review existing Financing Schemes and facilitate producer/processor access	Recurrent						
	Development		2000000	15000000	15000000	32000000	3
3.2 Strengthen financial incentives for agritourism producer investment by introducing duty exemptions on key inputs	Recurrent						
	Development						
3.3 Conduct feasibility studies to identify and Install storage and handling infrastructure based on Industry Group priorities	Recurrent						
	Development			2000000		2000000	4
3.4 Conduct feasibility analysis of transport (air, sea, road) subsidies to support agritourism based on Industry Group priorities	Recurrent						
	Development			2000000		2000000	4
4.	5. Facilitate the establishment of fruit and vegetable wholesalers/aggregators						

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3.1 Call for EOI for private sector investment on commercial fruit and vegetable consolidator (PPP)	<i>Development</i>					300000	300000	5	
3.2 Support a feasibility study for establishment of wholesale commercial fruit and vegetable consolidator	<i>Recurrent</i>								
	<i>Development</i>					1500000	1500000		
6.	7. Support hotels and restaurants to directly engage in production and fill supply gaps								
4.1 Develop partnerships between hotels, resorts and restaurants with local communities and farmers to develop on/off site market gardens	<i>Recurrent</i>								
	<i>Development</i>								
4.2 Identify hotels/resorts interested in partnering with local farmers/communities	<i>Recurrent</i>								
	<i>Development</i>				500000		500000		
4.3 Provide technical assistance to encourage the establishment and maintenance of resort/hotel market gardens	<i>Recurrent</i>								
	<i>Development</i>				5000000		5000000		
4.4 Provide media coverage of success stories and best practice models	<i>Recurrent</i>								
	<i>Development</i>					200000	200000		
5.	6. Strengthening information exchange, understanding and relationships between buyers and sellers								
5.1 Develop Agritourism Week as a vehicle for B2B exchange as well as public awareness	<i>Recurrent</i>								
	<i>Development</i>								
5.1.1 Establish working group with VHRA and VCCI to design and manage the B2B event as part of the Agritourism Week 2017	<i>Recurrent</i>								
	<i>Development</i>								
5.1.2 Develop budget and work programme for the meeting at least six months prior and approve funding by Government	<i>Recurrent</i>		9000000	9000000	9000000	27000000			
	<i>Development</i>								
5.1.3 Provide follow up training to producers on buyers' feedback and demands as preparation for next annual event	<i>Recurrent</i>								
	<i>Development</i>								
5.2 Provide weekly information on market supply and availability to buyers (hotels and restaurants) through emailed newsletter	<i>Recurrent</i>			1000000	1000000	3000000	6		
	<i>Development</i>		2000000			2000000			
	6. Raise demand for local food content by hotels and restaurants								
6.1 Provide training for chefs through the Chefs Association to facilitate creative integration of local produce into menu planning	<i>Recurrent</i>								
	<i>Development</i>		8000000	8000000	8000000	24000000			
6.2 Review curriculum and enhance training on creative use of local produce into formal chefs training at APTC	<i>Recurrent</i>								
	<i>Development</i>								

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6.2 Facilitate special events to encourage creative use of local produce by resorts and hotels	<i>Recurrent</i>							
	<i>Development</i>			500000	500000	1000000		
6.2.1 Progressive local dinner and competition as part of TOK TOK	<i>Recurrent</i>							
	<i>Development</i>							
6.2.2 Chefs local Kai Kai competition as part of Agritourism Week	<i>Recurrent</i>							
	<i>Development</i>							
6.2.3 Raise profile of creative local product use through VTO and operator marketing initiatives	<i>Recurrent</i>							
	<i>Development</i>		200000	200000	200000	600000		
7.	8. Create greater awareness and encourage organic certification							
8.1 Provide training for farmers and buyers to better understand PGS organic certification requirements	<i>Recurrent</i>							
	<i>Development</i>				4000000	4000000	7	
8.2 Promote the benefits of Made in Vanuatu branding and organic produce within destination marketing	<i>Recurrent</i>							
	<i>Development</i>				2000000	2000000		
7.3 Develop and support implementation of made in Vanuatu branding and labeling for consumer promotion purposes	<i>Recurrent</i>						8	
	<i>Development</i>			10000000		10000000		
	8. Encourage the consumption of locally nutritious natural food products							
8.1 Undertake educational campaigns and community awareness to encourage healthy eating habits	<i>Recurrent</i>							
	<i>Development</i>			2500000	2500000	5000000	9	
8.2 Highlight the health benefits of eating nutritional local products to visitors and hotels/restaurants	<i>Recurrent</i>			500000		500000		
	<i>Development</i>			300000	300000	600000		
FOCAL AREA ONE SUB TOTAL								
			34950000	69450000	56850000	16125000		
Notes and Assumptions								

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- 1 Short Term TA Survey and Database Support to undertake Activities 1.1, 1.2 and 1.3 and Activity 5.2 in conjunction with Department of Agriculture**
- 2 Short Term TA Agribusiness Financing to support Activity 1.4 and 2.1 and 2.2. Small Grants Programme subject to further review of existing funding mechanisms and feasibility analysis**
- 3 TA Agricultural Extension Support to work with Depart of Agriculture on Activity 2.1 and 1.5 and 1.6 and Activities 4.1, 4.2 and 4.3**
- 4 Short Term TA Agritourism Transport and Infrastructure Studies to undertake studies for 2.3 and 2.4 concurrently**
- 5 Short Term TA Agriculture Consolidator Feasibility Study to undertake 3.2 and then develop EOI for 3.1**
- 6 Development of survey and market information supported by TA Survey and Database Support and then funded by Department of Agriculture in Years Two and Three**
- 7 Potential for SPC support to be explored**
- 8 Short Term TA Agritourism Branding**
- 9 Promotions to be undertaken by the Ministry of Health public education unit**

FOCAL AREA TWO – Value Added Agritourism Products

Activity	Expenditure	2017/18	2018/19	2019/20	TOTAL	Notes
1. Promote value added products within Vanuatu destination marketing activities						
1.1 Prepare online and print-ready content for the VTO to use in campaigns and other marketing activities	<i>Recurrent</i>					
	<i>Development</i>	200000			200000	
1.2 Generate editorial content for consumers on Vanuatu chocolate, coffee, oils, lotions, coconut, handicrafts and other products	<i>Recurrent</i>					
	<i>Development</i>	300000			300000	
1.3 Deliver promotional events that showcase natural products made in Vanuatu, for instance, a Vanuatu Sustainable Food and Lifestyle Festival	<i>Recurrent</i>					
	<i>Development</i>	500000			500000	1
2. Strengthen competitiveness and quality of value added products (oils, lotions, soaps, handicrafts, food, drinks and so on)						
2.1 Provide expert business or technical advice and access to finance for businesses, or clusters involved with value added products	<i>Recurrent</i>					
	<i>Development</i>		5000000		5000000	2
2.2 Provide assistance to improve pricing and packaging of value added products	<i>Recurrent</i>					
	<i>Development</i>	5000000			5000000	
2.3 Undertake a market-led assessment of the demand for added value products and provide incentives to assist existing or new operators	<i>Recurrent</i>					
	<i>Development</i>		5000000		5000000	
2.4 Assess options for joint venture investments with local investors (hotels or other businesses) or overseas investors to scale-up production	<i>Recurrent</i>					
	<i>Development</i>		5000000	5000000	10000000	
2.5 Develop and implement 'Made in Vanuatu' Programme including value added products	<i>Recurrent</i>					
	<i>Development</i>			5000000	5000000	
3. Increase sales of Vanuatu handicrafts to the tourism sector						
3.1 Establish a Handicraft Industry Working Group and Sector Coordinator	<i>Recurrent</i>					
	<i>Development</i>					3
3.2 Create new product designs that match market preferences using local and expert handicraft specialists	<i>Recurrent</i>					
	<i>Development</i>		10000000		10000000	
3.3 Revitalise handicraft outlets in Port Vila, Santo and other cruise ship calls with higher quality products	<i>Recurrent</i>					
	<i>Development</i>					

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4. Assess the economic value of agritourism products to Vanuatu						
4.1 Incorporate questions into the Vanuatu International Visitor Survey to provide baseline expenditure on agritourism added value products	<i>Recurrent</i>					4
	<i>Development</i>					
4.2 Measure the economic impact of agritourism attractions and value added products (handicrafts, skin care products, food and drink)	<i>Recurrent</i>					
	<i>Development</i>					
FOCAL AREA TWO SUB TOTAL			6000000	25000000	10000000	41000000
Notes and Assumptions						
<p>1 Potential synergy with Agritourism Week and Activity 6.2.1 should be further considered to create critical mass and increase event attractiveness and scale</p> <p>2 All sub activities in Activity Two have been budgeted as a single long term TA input over two years (budget also includes the operational budget for activities) and total 40 mn Vatu</p> <p>2 Activities 3.1 and 3.1 funded under current VSTAP Handicraft component</p> <p>3 Funded under existing VSTAP programme</p>						

FOCAL AREA THREE - Agritourism Attractions and Tours

Activity	Expenditure	2017/18	2018/19	2019/20	TOTAL	Notes
1. Develop and implement supporting agritourism based marketing content and destinational promotion activities						
1.1.1 Provide new content for social media, www.vanuatu.travel.com and VTO marketing literature	<i>Recurrent</i>					
	<i>Development</i>	200000			200000	1
1.1.2 Facilitate media coverage of products through VJPs and trade familiarisations	<i>Recurrent</i>					
	<i>Development</i>	150000	150000	150000	450000	
1.1.3 Highlight operator best practice use of local food content through VTO marketing activities	<i>Recurrent</i>					
	<i>Development</i>	150000	150000	150000	450000	
1.2 Develop database of agritourism products	<i>Recurrent</i>					
	<i>Development</i>					2
2 Provide business/marketing support, mentoring and skill development of individual operators and clusters (including Discovery Trails products)						
2.1 Provide skill development on bookkeeping, pricing, commissions, quality control and managing visitors to agritourism attractions	<i>Recurrent</i>					
	<i>Development</i>					3
2.2 Link with the TVET RTCs and VCCI for business mentoring	<i>Recurrent</i>					
	<i>Development</i>					3
3.3 Provide access to business development grant funding or micro-finance	<i>Recurrent</i>					
	<i>Development</i>					4
3.4 Incorporate agritourism into Discovery Trail on Santo and Efate (including value added foods and local fruits)	<i>Recurrent</i>					
	<i>Development</i>					5
3. Enhance the local Mamas Markets agritourism visitor experience						
3.1 Provide training to Port Vila Mamas (initial pilot followed by Santo) food vendors on food hygiene, cooking for tourists and presentation	<i>Recurrent</i>					
	<i>Development</i>	1200000			1200000	
3.2 Support the upgrading of Port Vila (initial pilot followed by Santo) market food vendor facilities to enhance security and hygiene	<i>Recurrent</i>					
	<i>Development</i>		2000000		2000000	
3.3 Support promotion of Port Vila Market vendors (followed by Santo) through specific signage and VTO information and promotional activities	<i>Recurrent</i>					
	<i>Development</i>		800000		800000	
	<i>Recurrent</i>					

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3.4 Support development of new or improved agritourism markets in	<i>Development</i>			2000000	2000000	6
<i>4. Enable product clustering to add critical mass to agritourism in Vanuatu and to showcase local, small-scale organic products</i>						
4.1 Conduct a feasibility study into the concept of a commercial Agritourism Centre / Visitor Attraction	<i>Recurrent</i>					
	<i>Development</i>		1200000		1200000	7
4.2 Based on a robust feasibility study / business plan, facilitate access to finance for an Agritourism Centre – Visitor Attraction	<i>Recurrent</i>					
	<i>Development</i>					
<i>5. Highlight agritourism best practice in Vanuatu</i>						
5.1 Develop Tourism Awards Criteria that recognise local food, agritourism attractions and value added products	<i>Recurrent</i>					
	<i>Development</i>					
5.2 Integrate agritourism attractions and products into the Tourism Awards Scheme.	<i>Recurrent</i>					
	<i>Development</i>					
SUB TOTAL FOCAL AREA THREE						
		1700000	4300000	2300000	8300000	
Notes and Assumptions						
<p>1 Short Term TA Media Content and Communications – combined funding along with activity 1.1.3 and Focal Area Two Activities 1.1 and 1.2 and Focal Area Three Activities 4.4 and 6.2.3 and 8.2 - all marketing activities to be coordinated as an integrated part of the Vanuatu Destinalional Marketing Strategy</p> <p>2 Amendment and updating of VTO current product database required – funded under existing resources</p> <p>3 To be incorporated into existing TVET programme of training under existing budget</p> <p>4 Subject to review of existing funding mechanisms – Budget included under funding for Focal Area Three Activity 2.1</p> <p>5 Incorporate into existing Discovery Trails Programme under current budget</p> <p>6 Subject to further assessment of opportunities for agritourism products for other markets, based on visitor flows and demands</p> <p>7 Subject to review of existing facilities and private sector investments in place as some investments are on-going</p>						

4. Implementation Arrangements

The implementation and monitoring process for VAPA will require considerable coordination across the public and private sectors due to the wide range of stakeholders involved. Funding and manpower commitments will be required to both facilitate coordination and support the implementation of the identified priority actions.

VAPA needs to build on support currently being provided to tourism and agriculture and utilise existing mechanisms of industry engagement. VAPA implementation will need to be coordinated and integrated into the implementation of broader sector plans for tourism and agriculture to ensure coherence. Priorities will need to be integrated into existing programme support in these sectors (such as VSTAP, VTET and proposed EDF 11 programming). Existing mechanism for industry engagement such as the existing industry groups (in particular VHRA, National Farmers Association and commodity based Industry Working groups such as Livestock and Coconut Oil) have an important role to play in identifying industry needs and priorities.

In addition, the VAPA will need to be a dynamic document which responds changing circumstances and emerging new priorities. The monitoring and evaluation of activities undertaken will therefore be key in determining the outcomes from the identified priorities, as well as shaping future activities.

Agritourism Steering Committee (ASC)

The Agritourism Steering Committee will be responsible for the coordination of the implementation of the VAPA. This Implementation

Plan provides a key tool to support and guide the ASC in the implementation of VAPA.

The ASC will be responsible for:

- Oversight of the implementation and coordination of priority actions within the ASC
- Liaising and engaging with existing industry working groups and bodies to determine industry needs and priorities
- Individual ASC members will be tasked with project management of the implementation of specific Actions
- Reporting back on implementation to the ASC at the six-monthly meetings
- ASC members will be responsible for allocating funding from available sources for ASC actions, including through their own agency recurrent budget and in liaison with the relevant industry bodies
- The Chairman will be responsible for liaison with donors for development funding for unfunded actions

The composition of the ASC will be broadened to include additional private sector representation including representatives from the Vanuatu Hotels and Resorts Association, the Vanuatu Chefs Association and the tourism and agriculture Board members of the VCCI (or their nominees) as well as the existing Industry Working Groups (ie Livestock, Coconut Oil). Key donor partners and programmes (such as TVET and VSTAP) will also be invited to attend ASC meetings.

VAPA Secretariat

The Department of Tourism has budgeted for an Agritourism Officer in the 2017 budget. The DoT will provide Secretariat Services to the ATSC and coordinate reporting and monitoring of the implementation. The Agritourism Officer (or in their absence another Senior Tourism Officer) will provide the administrative function required to support the implementation of the VAPA (under the supervision of the VAPA Chairman), including recording and circulation of the minutes, preparation of six monthly progress reports and follow up with individual members to assist with implementation.

Annual Work Programme

The VAPA Secretariat will prepare an Annual Work Programme (AWP) for discussion and endorsement by the ASC, based on proposed annual funding commitments for the priority activities identified under each Focal Area.

VAPA Technical Assistance Requirements

Technical Assistance will be required to support the coordination and implementation of VAPA as well as to undertake specific activities and support the implementation in a number of priority areas.

A long-term TA Agritourism Coordinator and Business Support will support the implementation and monitoring process initially for a two year period. The TA will have the skills to support the ASC in coordination of the priorities as well as the technical competency in the key areas of business support identified under Focal Area Two – Activity Two.

A number of additional short term TAs and volunteers will also be required to support the implementation; the main short term TAs identified at this stage will include:

- TA Agricultural Extension Support
- TA Agribusiness Financing
- TA Agritourism Media Content and Communications
- TA Agricultural Survey and Database Support
- TA Agricultural Transport and Infrastructure
- TA Agritourism Branding

Potentially a number of the identified TAs could be incorporated into existing programmes such as VSTAP/TVET and further analysis of this is required.

Monitoring and Reporting

A Six-Monthly VAPA Progress Report will be prepared by the Secretariat and provided to the ASC for review and endorsement. Following endorsement, the Six-Monthly Report will be provided to the both the Minister for Agriculture Livestock Fisheries Forestry and Biosecurity and the Minister for Trade Tourism Commerce and Industry who will jointly table the Progress Report to the Council for Ministers. The Progress Report will report on the specific performance measures and targets that have been established for each of the Focal Areas as well as the level of implementation for each of the Actions. Key constraints, and recommendations should also be included in the Six-Monthly Report.

The Focal Area Performance Indicators and Targets (summarised below provide the basis for the monitoring of the implementation of the Plan. In some instances, additional data collection will be required to support the monitoring process either through new surveys (ie a Survey of Agritourism Businesses – attractions and value added and a Survey of Hotels/Restaurants), as well as the expansion of existing surveys (ie the IVS and Cruise Passenger Surveys).

Performance Measures and Targets

A number of high level indicators are highlighted in VAPA to provide a basis for the monitoring and evaluation of the Plan. These indicators will be an integral component of the VAPA monitoring by the ASC and reporting at a Ministerial level and to the COM.

The table below indicates Baseline measures and Targets as well as the proposed method of measurement.

In most instances data will be collected through modification of existing surveys (IVS and Cruise Passenger Survey), although additional surveys of Hotels and Restaurants and Value Added Agritourism Producers will also be required to provide comprehensive dataset to support monitoring and evaluation of VAPA. Budgets for these surveys have been included in the Three-Year Budget.

Performance Indicator	Baseline	Targets	Measurement
Focal Area THREE			
Visitor expenditure on agritourism attractions or activities	Average of US\$7* per person per day or close to US\$50 per visit on tours (agritourism tours would be included within this but not specified as such)	US\$10 or VUV1,100 per person per day or US\$70 / VUV7,500 per trip to Vanuatu on agritourism attractions	Annual IVS and cruise ship passenger surveys (requires adjustment to IVS questions to track spending on agritourism tours/attractions)
% of business turnover for existing and new agricultural based attractions/activities attributed to visitor spending	No data	5 percent to 7 percent increase per annum	New survey of agritourism businesses**
Focal Area TWO			
Visitor expenditure on agritourism value added products	No data other than spending on handicrafts / souvenirs at US\$3 per person per day or US\$21 - \$24 per trip. Air passengers spend similar amounts to cruise ship passengers (Gavotto, 2016)	US\$15 / VUV1,600 per person per day or US\$105 / VUV11,200 per trip**	Annual IVS and cruise ship passenger surveys (requires adjustment to IVS questions to track spending on value added products)
% of business turnover for existing and new agritourism value added products attributed to visitor spending	No data	5 percent to 7 percent increase per annum	New survey of value added businesses to distinguish between export and tourist – related turnover
'Made in Vanuatu' brand introduced	Only limited labelling under Vanuatu name including some value-added products	Brand developed and 75 percent of value-added products labelled	Inspection of value-added products in retail outlets
Visitor expenditure on agritourism value added products	No data other than spending on handicrafts / souvenirs at US\$3 per person per day or US\$21 - \$24 per trip. Air passengers spend similar amounts to cruise ship passengers (Gavotto, 2016)	US\$15 / VUV1,600 per person per day or US\$105 / VUV11,200 per trip**	Annual IVS and cruise ship passenger surveys (requires adjustment to IVS questions to track spending on value added products)

Focal Area ONE			
Level of local supply of agricultural inputs to tourism operators	54 percent of all fresh produce imported by hotels and restaurants (2015)*	48 percent of all fresh produce imported by hotels and resorts by 2020	Survey of hotels and restaurants in Port Vila
Level of local supply of key vegetables inputs to tourism operators	100,000 kgs of potatoes and 10,000 kgs of cauliflower imported for hotels/restaurants (2015)*	50,000 kgs of potatoes produced locally and 5,000 kgs of cauliflower produced locally by 2020	Survey of hotels and restaurants in Port Vila
Specialist wholesalers/consolidators established to provide direct supply to hotels and resorts	No major consolidator/wholesaler supplying the hotels and restaurants in Vila	One fresh fruit and vegetable consolidator established and supplying hotels and restaurants in Vila by 2020	Survey of hotels and restaurants in Port Vila
Accompanying Notes			
<p>Focal Area Three – Notes</p> <p>* The IVS data is for air arrivals only. Using an average length of stay of 7 days, this suggests a total spend in the order of US\$50 per person per trip to Vanuatu.</p> <p>** Many agritourism attractions also sell value added products such as coffee, chocolate and health / skin care products. Only one survey is required to monitor visitor expenditure on both agritourism attractions and value added products.</p>			
<p>Focal Area Two - Notes</p> <p>* Results from the IVS (2015) cannot be used as a baseline as there is no specific category for agritourism value added products</p> <p>** It is assumed as value added products continue to improve, that spending per person per pay could be as much if not more than spending on agritourism attractions or activities</p>			
<p>Focal Area One – Notes</p> <p>* Vanuatu Agritourism Linkages; A Baseline Study of Agri Demand from Port Vila’s Hospitality Sector. – IFC - 2015</p>			

ANNEX I – Three Year Activity Schedule

Focal Area Three – Agritourism Attractions and Tours	Priority	Q1/2	Q3/4	Q1/2	Q3/4	Q1/2	Q3/4
1. Develop and implement new agritourism marketing content	High						
2. Provide business support for operators	High						
3. Enhance the local Mamas market	High						
4. Enable product clustering and showcase products	Med						
5. Highlight agritourism best practice	High						
Focal Area Two – Value Added Agritourism Products							
1. Promote value added products	High						
2. Strengthen competitiveness and quality of products	High						
3. Increase handicrafts sales	High						
4. Assess the economic value of agritourism products	Med						
Focal Area One – Productive Sector Linkages							
1. Provide support and extension services to expand production	High						
2. Enhance access to finance and farm related infrastructure	Med						
3. Facilitate farm wholesaler	High						
4. Support hotels and restaurants to engage in production	Med						
5. Strengthen buyer and seller relationships	Med						
6. Raise demand from local hotels and restaurants	Med						
7. Encourage organic certification	Med						
8. Encourage consumption of nutritional local produce	Med						