



# Taking Fiji AgriTourism Foward

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# Recap: Existing Policy Settings

MITT: Fiji Tourism Strategy 2021 – *Section 17 is about linking Agriculture to the Tourism Industry*

MAF: Fiji 2020 Agriculture Sector Policy Agenda (*p67,83 various – linking to tourism*)

**National** : The Fiji Government's new 5 and 20 year National Development Plan recognises the need for stronger linkages between **Tourism and Agriculture**

# Other “Big” Drivers

## 1. Regulation

- MoH Food Safety Act

## 2. Increasing Globalised world / Information

## 3. Push for *product standards/certification/traceability* etc

# Recap: Outcomes of National Workshops

- 1] Coherent Plan for Fiji Agritourism needed
- 2] Establishment of a national mechanism to take forward Agritourism
- 3] Advocacy/elevation at the highest levels



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# The Agritourism Document

## 1] Broad Parameters

What is it?

- Framing Document
- **Agenda/Plan/Strategy/Framework**

Duration :

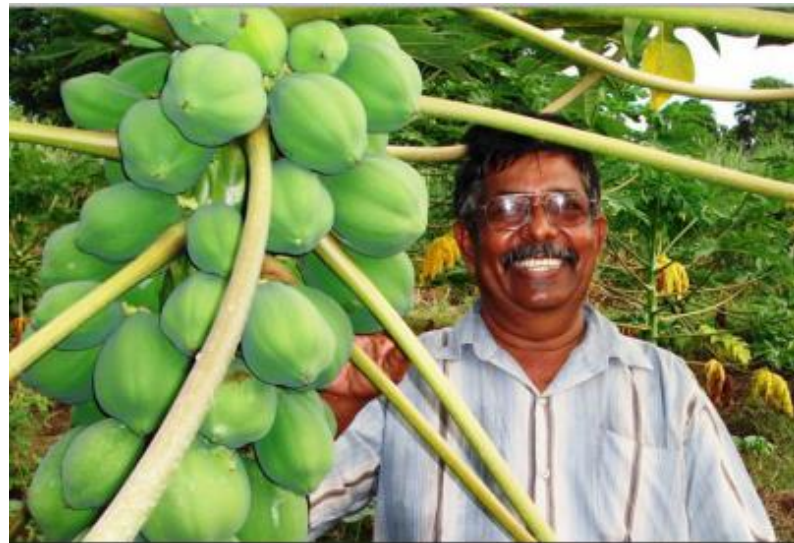
- 5 years/10 years
- Broad KRAs/themes fits a longer duration – as they stay constant

# The Scope

**(1) Food Supply to  
Hotels/Culinary (Food)**

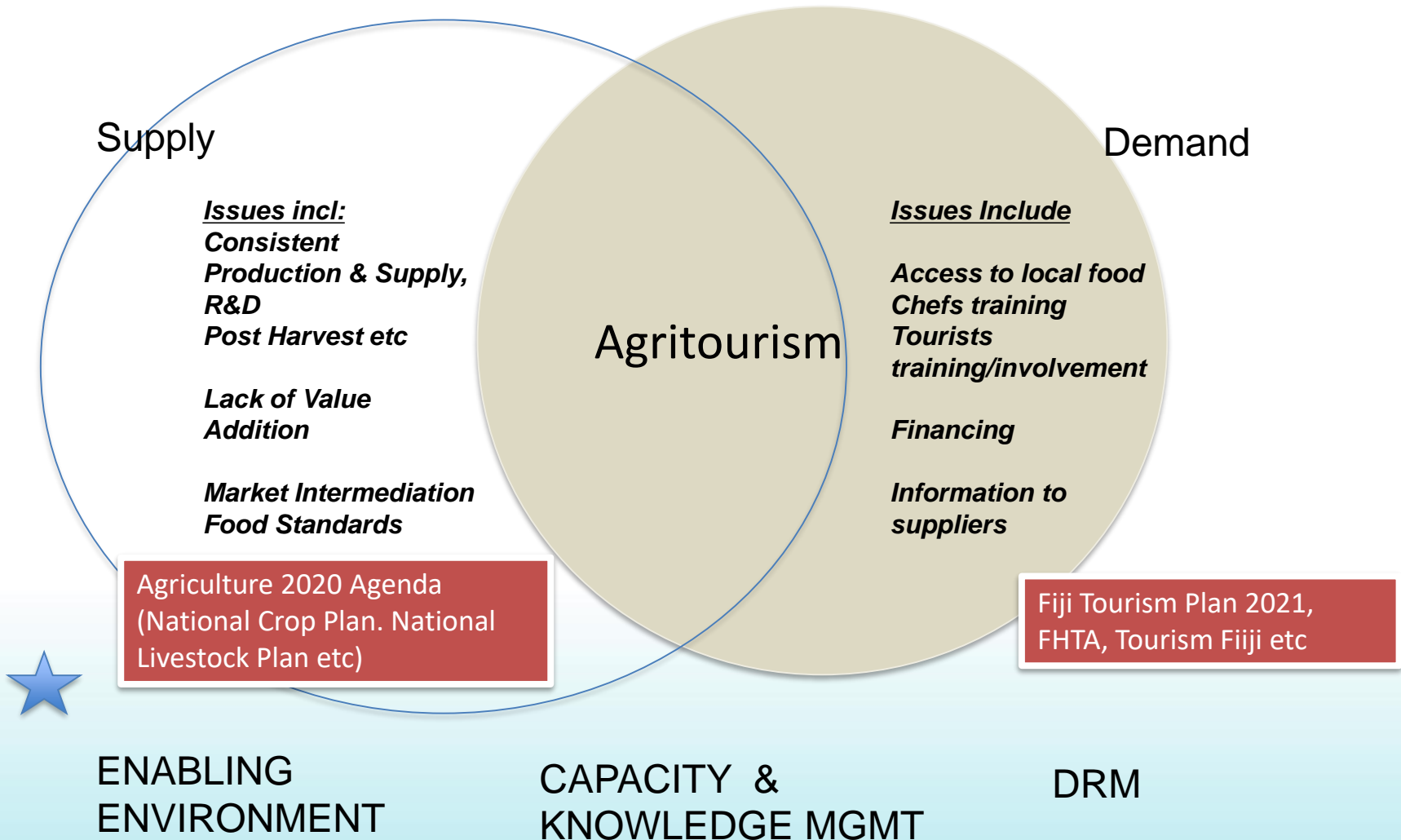
**(2) Farm Visits/Farm Stays  
(Authentic Experience)**

**(3) Enabling Environment  
(Finances, Policy etc)**





# Policy Space – who is doing what?



# A New Vision

- **Vision Statement: (Desired End-State)** A one-sentence statement describing the clear and inspirational long-term desired change resulting from collective programs, initiatives and events for (AgriTourism)
- Bold/ Idealistic/ Authentic





# Examples...

- **Oxfam:** A just world without poverty (5 words)
- **National Multiple Sclerosis Society:** A World Free of MS (5)
- **The Nature Conservancy:** To leave a sustainable world for future generations. (8)
- **Make-A-Wish:** That people everywhere will share the power of a wish (10)

- **Habitat for Humanity:** A world where everyone has a decent place to live. (10)
- **San Diego Zoo:** To become a world leader at connecting people to wildlife and conservation. (12)



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# Suggested Key Themes / Key Result Areas

## 1. Technical Assistance

### Facility Includes :

- Food Safety
- Value Addition /Processing
- R&D /**Market Intelligence**
- Product /(Farmstay) Standards
- DRM investments
- ***Goal: - To promote high quality products, diversification and quality assurance across all food and services within the agritourism sector.***



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## 2. Capacity Building/Institutional development

- Farmer Training, Chef Training
- Farm to Table VC training
- Farmer Groups
- SME pathways
- Chef platforms
- Culture/Handicraft/Heritage platforms
- Branding

***Goal: Enhance the contribution of local food supply and overall farm incomes from tourism through targeted training and knowledge exchange programs***

## 3. Enabling Environment

(policy, legal, business, infrastructure)

- Policy Incentives (finance/fiscal, women, industry, product, land etc)
- Information, data and technology
- Special Purpose Fund – subsidy for processing equipment, technology etc.
- National recognition/award systems
- Innovative policies /pathways to promote PPPs, youths, women, provinces and communities

*Goal – “Establish a clear, accountable policy, regulatory and business environment that is inclusive of all communities .*

# 4. Sustainable Natural Resource Management

(Assets)

- Local Food /Medicinal Systems
- Reefs, Fisheries
- Aquaculture
- Forestry / Forest Parts
- **DRM**

*Goal : Sustainable NRM Management and utilisation. Green environment!*



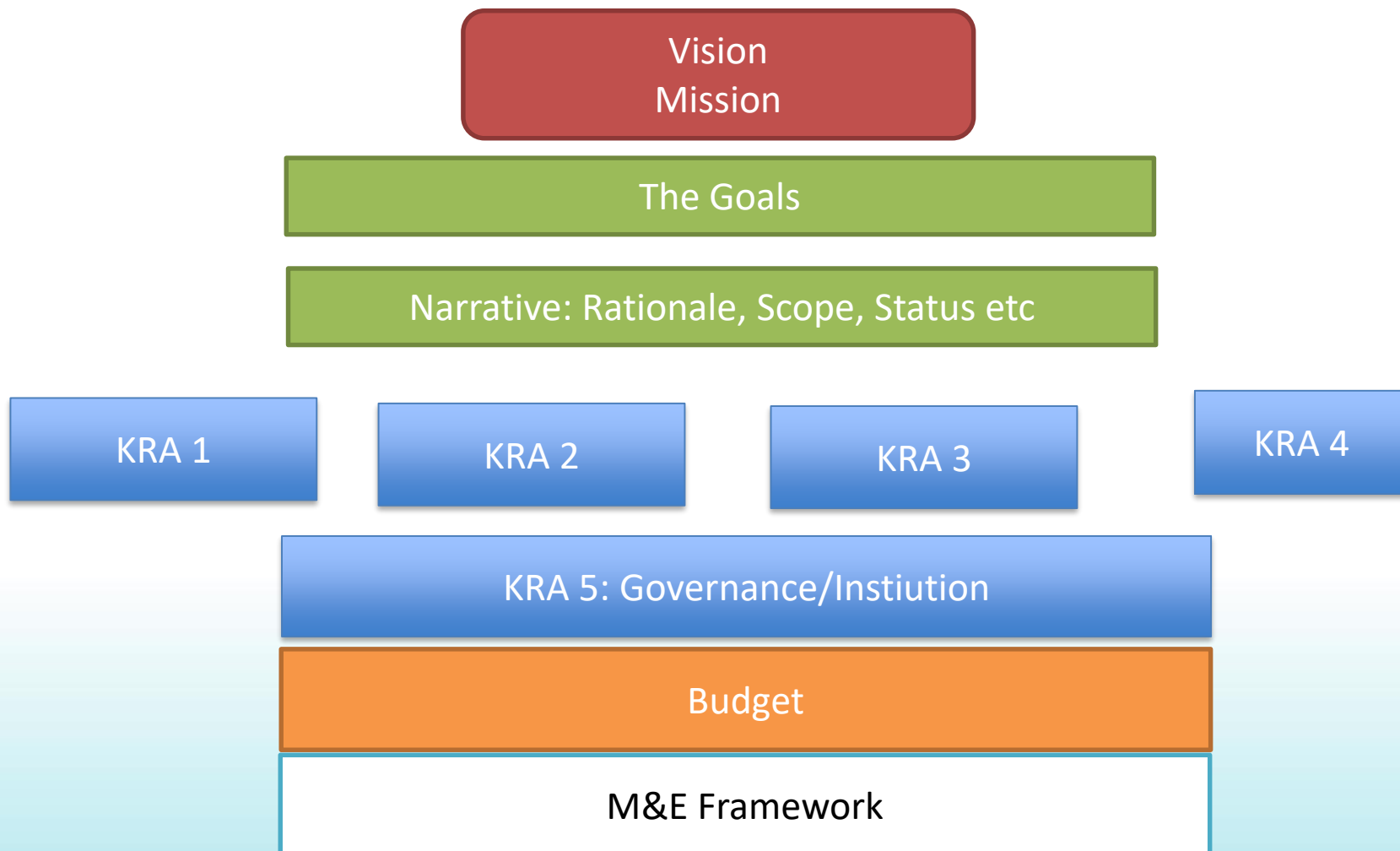
## 5. Governance/Organisational Strengthening

- Integrated approach for MITT, MAF, Private sector
- The establishment of a new National AgriTourism Body
- Database/ repository
- Cross Sectoral Linkages

***Goal - Create a multi-sector Platform that will lead Fiji agritourism, promote pathways for people, secure our natural resources and contribute to national / SDGs.***

# Broad Outline

## Fiji Agritourism Partnerships Agenda



# Phasing In

**(i) 10 year Agenda – 1<sup>st</sup> year preparatory**

**(2) Preparatory Phase : 2017-June 18 - Started**

- National Consultations
- Farmer- Hotel Events
- Research
- Programs
- CTA Submission (Mereia)

# Low hanging Fruit

- Working /Steering Committee – interim
- Establish a repository (or website) for information – and to promote visibility
- Interim Submission to Budget 2018
- Take to Partners and private sector Advocacy campaign and launch
- (Results Based approach )

**Draft Document – Mid-June 2018**  
**Formal launch tbc by Committee.**





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