



SPC-ROE AGRI-TOURISM & NEXT GENERATION FOOD & HEALTH AWARENESS PLANNING WORKSHOP 19 MAY 2015

Meeting Minutes

1. Location & agenda

The planning workshop was held at the Banyan Room, Suva Holiday Inn on 19 May 2015 from 9:30 am to 4:30 pm. A copy of the workshop agenda is attached.

2. Participants

A total of 20 representatives from six (6) organizations participated in the Planning Workshop, as follows:

**Secretariat of the Pacific
Community
(SPC)**

Land Resources Division
(LRD)

Pacific Agriculture Policy
Project (PAPP)

Pacific Organic and Ethical
Trade Community
(POETCom)

**Robert Oliver Enterprises
(ROE)**

WORKSHOP PRESENTERS

1. Vili Caniogo, Team Leader PAPP/LRD
 2. Karen Mapusua, POETCom Coordinating Officer LRD
 3. Stephen Hazelman, POETCom
 4. Jessie Pullard, Nutrition Officer Public Health Division
 5. Mathew Ho, Resource Economist LRD
 6. Dean Solofa, Climate Change Officer LRD
 7. Filipe Koro, Monitoring & Evaluation Officer PAPP/LRD
 8. Andrew Tukana, Livestock Officer LRD
 9. Miriama Kunawave Brown, PAFNet Research Technician
 10. Anju Manjal, Information Knowledge Management Officer PAPP/LRD
 11. Emil Adams, PAPP Information Communications Officer LRD
 12. Elenoa Tamani-Fuli, PAPP Partnership LRD
 13. Kaliti Vuidreketi, Project Assistant PAPP/LRD
1. Robert Oliver
 2. Stella Muller, ROE/4pi
 3. Elizabeth A. Powell, ROE/PBTC and Strategic Workshop Facilitator

- FRIEND Fiji**
1. Sashi Kiran
 2. Dr Jone Hawea
- Women in Business Development Inc., Samoa**
1. Adimaimalaga Tafunai, Executive Director
- Fiji Chefs Association**
1. Shailesh Naidu, President and Outrigger Resort Chef

In attendance: Pacific Business & Tourism Consulting (PBTC) secretariat

1. Lice Movono Rova
2. Priya Chand.

3. Minutes & Action Items

<p>MINUTE 1 Welcome & introductions</p>	<p>Attendees and presenters were welcomed to the meeting following its opening at approximately 9:30am by the Workshop Strategic Facilitator, Elizabeth Powell.</p> <p>Self- introductions were then made by each workshop participant.</p> <p>Ms Powell discussed the title of the workshop “Achieving South Pacific prosperity through cuisine: driving development of food security, better health and more effective management of climate change effects” – explaining how it encompassed the requirements of two Concept Notes that SPC had commissioned ROE to produce. One Concept Note was on Agri-tourism or “farm to table” and the other on Next Generation Food and Health Awareness.</p>
<p>MINUTE 2 Workshop objectives, format and handout</p>	<p>Ms Powell presented the three workshop objectives which were to:</p> <ol style="list-style-type: none"> 1. Obtain creative pragmatic input from the participants for formation of an umbrella strategy concerning local production and use of local foods, which would satisfy the requirement of both Concept Notes. <ul style="list-style-type: none"> The umbrella strategy would -- ▪ Reduce piece-meal activities and eliminate redundancies and wastage of limited resources in the South Pacific ▪ Offer a comprehensive strategic regional plan to NGOs, and national and regional organizations and present them with opportunities to synchronize their individual organizational plans under or in line with this strategy. 2. Determine the destination and roadmap for this strategy, including: <ul style="list-style-type: none"> ▪ What should our local food production and use look like in 2, 5 and 10 years? ▪ How do we get there? 3. Form the basis of recommendations and projects to improve <ul style="list-style-type: none"> ▪ Supply of local food ▪ Demand for local fresh food and health food choices

	<ul style="list-style-type: none"> ▪ Next generation food and health awareness. <p>She referred to the Agenda and explained that the Workshop had been structured so as to set the context of discussions and stimulate creative interchanges of ideas in an informal, guided format.</p> <p>Workshop presentations and discussions in the morning would focus on supply concerns and opportunities, and in the afternoon on demand considerations.</p> <p>Emphasis would be placed on co-developing supply and demand in order to achieve a level of balance. Consideration must be made on the:</p> <ol style="list-style-type: none"> 1. Supply side to local produce, value adding and distribution and logistics 2. Demand side to boosting local and international awareness and appreciation of local produce and cuisine, as well as training and acceptance within the tourism industry. <p>The <i>Discussion Points Handout</i> was reviewed and its lists of possible supply and demand components, tactics and strategic partners, outlined. Ms Powell explained that the Handout was distributed to assist with structuring and stimulating discussion, and that the sequence of its contents corresponded to the topics in the Workshop agenda.</p>
<p>MINUTE 3 Importance and linkages</p>	<p>A discussion then ensued on the three core objectives of the overall project would affect improvements in the South Pacific, to:</p> <ol style="list-style-type: none"> i. Environmental health and climate change ii. Economic growth iii. Social equity and human health. <p>Linkages between each of these macro-goals are food production and food security, food consumption, and food processing, distribution and marketing.</p>
<p>MINUTE 4 Destinations and roadmap</p> <p>Short-, medium- and long-term goals</p>	<p>Before meaningful discussion could occur on strategy and recommended projects, it was agreed that it was important to determine:</p> <ul style="list-style-type: none"> ▪ 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 three (3) phrases. <p>Guided by Ms Muller and Ms Powell, participants offered suggestions as to what could and should be realistically achieved</p> <ul style="list-style-type: none"> ▪ within 2 years ▪ between 2 to 5 years, and ▪ between 5 to 10 years. <p>Ms Powell advised that after listing their initial thoughts in the morning, participants would revisit and finalize their suggested activities and achievements, during the Recap segment at the close of the Workshop.</p>

	<p>Ms Muller and Powell then began listing activities. They also noted agreement with the following comments:</p> <ul style="list-style-type: none"> ▪ Organic produce and production are ideal (Ms Mapusua POETCom and Mr. Hazelman) ▪ Organic produce would help differentiate the South Pacific as a premier international visitor destination (Ms Powell) ▪ Non-organic produce must also be given attention as organic agriculture is not viable for all farmers (Ms Tufunai, WIBDI Samoa) <p>In 10 years:</p> <ul style="list-style-type: none"> ▪ (Ms Mapusua) <ul style="list-style-type: none"> ○ Enough food to feed ourselves and supply export markets ○ Organic will become conventional method of production ○ Because they understand the value of organic and healthy local foods, there will be demand from average local consumer, tourism markets and external markets as well. ▪ The right government policies are in place support the supply of and demand for local foods, that provide financial support and tax initiatives etc. for organic farming (Powell/Mapusua). ▪ Imported foods are decreased (Tufunai) ▪ An environment that encourages and enables businesses, restaurants etc. to provide fresh local healthy food --- where 50% of restaurants in Suva focus on providing only healthy food and fresh food markets are easily accessible by the tourism industry (Hawea, FRIEND Fiji) ▪ Change in mindset around the high value of local food instead of a deference for food and dishes from overseas. Local food is preferred and farming is prestigious (Oliver). ▪ Farmers will have changed mindset and knowledge so that they can farm local and delicate items. Chefs should be able to access local foods and work within budgets (Naidu, Fiji Chefs Association).
<p>MINUTE 5 SPC structure & initiatives</p>	<p>Vili Caniogo SPC discussed SPC’s <i>“Healthy Food Pathways - Farm to Table”</i> initiative which includes public health, agriculture, education and other sectors. The initiative aims to benefit the economies and standards of health of Pacific countries by strongly encouraging people to eat more local, preferably organic foods.</p> <p>He explained the requirement of the two Concept Notes that SPC engaged ROE to complete, and advised that while SPC has more than F\$350,000 for 24 months of resulting projects, SPC could also provide seed capital.</p> <p>Mr Caniogo advised that SPC could shop the CNs through its networks and global and regional partnerships, to help with securing supplemental funds from donor organizations.</p>
<p>MINUTE 6 Stakeholders</p>	<p>Ms Muller led a discussion of the stakeholders in Agri-tourism. Participants assisted with identifying stakeholders on the supply and distribution and demand sides of Agri-tourism as: farmers, intermediaries, and consumers, diaspora, schools and</p>

	<p>students, educators and trainers, religious and social communities, governments, health providers and organizations, tourism operators, and parents.</p>
<p>MINUTE 7 Key activities, results & indicators, risks & assumptions</p> <p>Discussion 1: The Power of Cuisine</p>	<p>Robert Oliver began his discussion by quoting SPC’s vision for the region which is “a secure and prosperous Pacific Community, whose people are educated and healthy and manage their resources in an economically, environmentally and socially sustainable way.”</p> <p>He then discussed what Agri-tourism is and how he assisted with farm-to-table initiatives in Caribbean. He explained that from a chef’s perspective organics are premium brand products and from agriculturalists’ viewpoint, organics are about preserving and protecting a way of life.</p> <p>Using Samoa as an example and the diagram below, Mr Oliver led a discussion on the power of cuisine as an initiator of multiple positive and powerful changes.</p> <p>He then reviewed his experience and discussed possibilities of driving demand through multiple channels as follows:</p> <p>1. Books</p> <p>Mr Olivers’ books on South Pacific and then Samoan cuisine has created enormous international attention on the region and generated a totally new curiosity about the South Pacific food and culture.</p> <p>Adi Tafunai – Robert Oliver’s book had a huge impact on Samoa. It took us a while to get him to write it but when it came out, the PM got behind it. What has happened since release of book, MOH now is serious about NCDs. Also Samoa TV1 now has exercise videos every morning and evening and the Samoan PM keeps talking about the message to go back to local foods.</p> <p>President Chef Association – cook books are crucial, inspiration, we collect ideas.</p>

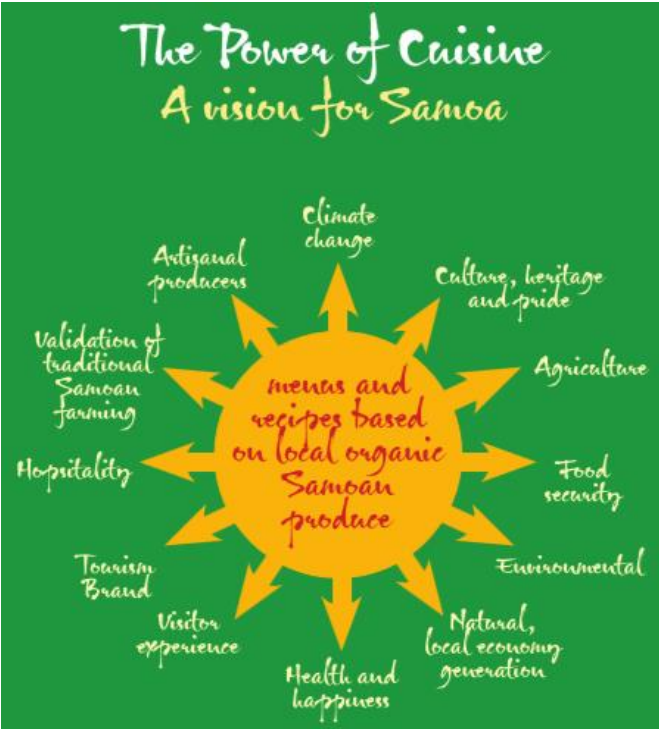


Figure 1: Power of Cuisine (Oliver, Mea'ai Samoa)

We take a lot of our local ideas for granted. We undervalue our own food. RO Cook books have instilled a sense of pride, this is our ideas, our foods. The RO books should be used in chef training.

2. Television

Mr Oliver discussed how television remains the most powerful form of media, and that it is the most authoritative and effective platform from which to get a message out to the largest audience. Television creates the buy-in and engagement, its message comes directly to you, and it glamorizes cooking and agriculture.

Television cooking programs, shows and channels are in high demand internationally. They are aspirational for chefs and provide valuable collateral for tourism.

3. Pacific Web Channel

Would help create a regional community and act as a resource for nutritionists, educators and chefs.

4. Education

Currently very little quality training available, and there is a real opportunity with Le Cordon Bleu.

Books are the basis but also need a multimedia toolkit.

Include integration of Pacific education module with reputable online training programs such as Expectx.

5. Farm-to-table Model

RO/Ms Tafunai – the **Samoa WIBDI farm-to-table (FTT) model:**

- Results are now able to get farmers to grow what chefs need to cook, includes distribution to 19 eateries and hotels.
- Not commercially independent until able to scale up, needs financial support until some kind of critical mass achieved
- Need to be supported for approximately 4 years until profitable as need to get all expensive logistics right.
- Challenge is donor agencies view WIBDI as a commercial business but difficult to be a business when you're doing development work.
- Government agencies involve WIBDI in planning and workshops but don't include them when donor funds are secured.

Hawea FRIENDS Fiji – **farmers budgeting training**

- Budgeting for farmers is really hard. It is a big learning challenge and requires a lot of work.

6. Food Festivals

	<p>Food festivals enable regional differentiation (Organic for Samoa, Destination Suva and more). Basis of tourism campaign off season. Involves community engagement, pride, renewing tradition. Is not only chefs and hotels. Should also include farm visit.</p> <p>7. South Pacific Chefs Association</p> <p>No regional entity and associations currently only in Fiji and Vanuatu. A regional chefs association is important and needed as a channels to chefs and a hub of creativity.</p> <p>President Fiji Chefs Association – support is all talk, no action. Need financial assistance and administration. Chefs currently have to do this themselves, on their own time.</p> <p>Local chefs are kept behind the scenes, not promoted. Serve under expat Chefs. Need Chef Association to lead interest in field, educate and prmote local food.</p> <p>8. South Pacific Cuisine Lab</p> <p>For local South Pacific product and recipe development, part of chefs association. Can be a restaurant. Facilitate trade and menu development. Have a guest chef program and offer 1 and 2 week courses for tourists and chefs. Also act as a studio for books, tv, web content.</p> <p>9. Global networks</p> <p>Need to tap into global networks for learning and chef opportunities.</p> <p>10. South Pacific Organics Movement</p> <p>Burgeoning organics movement in the South Pacific must be further developed.</p> <ul style="list-style-type: none"> • Ms Mapusua POETCom – development partners and governments will need to invest in upskilling small holders who are currently semi-subsistent. • Mr Hazelman POETCom -- need to develop middlemen network • Financial literacy a big challenge with governments focusing on increasing exports instead of import substitution.
<p>MINUTE 8</p> <p>Discussion 2: Next Generation Food & Health Awareness</p>	<p>Ms Muller presented and led the discussion on this topic.</p> <p>She began by explaining how as Next Generation Food & Health overlapped with the need to increase demand in the first CN, both would discussed under in this section.</p> <p>She spoke about how the transition to advocacy for a belief or point of view progresses from awareness to appreciation, acceptance and action before finally achieving advocacy.</p>

Ms Muller then discussed segmented target audience of children and young adults, their preferences and values, where they eat, as well as who (peers, parents, religion, school, etc.) and what influences them (home, school, social settings, retail outlets and restaurants etc.)

She concluded with the recommendation that in order to reach and influence the influencers, a “hearts and minds marketing campaign” was essential. The campaign would “create the collective consciousness and position the proposition “buy and eat local” as the first choice”

Comments included:

- Ms Masupa – Robert Oliver cook books increases the status of local food to influencers
- Mr Hawea FRIEND Fiji –
 - Need to educate health professionals as nutrition talk is heavily skewed to counting and comparing calories only, not on the total nutritional value of foods. Need to change the health systems focus on calory counting.
 - Must target youth early. Diabetes and amputations are rampant in the South Pacific
- Sashi Kiran FRIEND Fiji –
 - Local mass media constantly project images of Western fast foods and ironically Western media present tropical foods as exotic and healthy.
 - There is a big war going on at the moment between the food people and health professionals. Messaging is critical.
- Robert Oliver
 - Need to raise above all the food messages currently being delivered in homes, work places etc.
 - As shown in the Samoan schools healthy foods program, creating food with local fresh ingredients and presenting them as modern alternatives received great response from kids.
- Enlisting organizations:
 - Hazelman -- SPBEA to be included. Sometimes SPC duplicates works in member countries. SPBEA would be a good partner with school curriculum work. Banning of junk food in school canteens. We will need to market – regulatory, policy lobbying of “junk food school” intervention
 - Hazelman/Hawea – use religions, adopt amended LDS and SDA healthy eating tenants. Take it to the churches and make them partners.

Evolution of the Big Idea then began:

- Vili Canioga – must look at ideas around policy, behaviour changing initiatives, time for some thoughts around governments getting involved – schools.
- Powell -- overall goals are the use of local foods, the demand for local foods – honoring and building on traditional foods passed on from our grandmothers etc.
Roberts stuff, making traditional food sexy, making local foods fashionable. Make it fashionable but make it real for the kids. It’s the overall mindset that we are attempting to shift here.
The book, the television – the messages around that, package it well, enlist champion and create a new religion of local foods, we would do away with the huge cost to their families, economies, and health. How do we make this new religion work for us?
- Robert Oliver -- Television changes the game. Its not just about cooking and eating but also about farming.
Need an integrated marketing approach driven by the power of TV. You are delivered into people’s homes in an authoritative and expansive format.
- Muller -- Mass media is the platform for creating change quickly. If we are going to create a buzz, we need to create the value chain around it.

Other comments:

Mapusua: Often we neglect the demand, to our peril. We need the investment in production.

ROE: Selling the notion of agriculture and farming. It’s got to go together, not either or, or one first.

Hazelman: Media campaign on how to make Agriculture sexy. How to make the media cover agriculture. Getting the media to create the buzz.

What potential does the media have? Work hand in hand to create the buzz. Clusters. Getting in on the supply opportunities!

Powell: Tourism Long Haul – visitors from further afield, USA, Asia, Europe appreciate and give local fresh foods more importance in their choice of destination. Long-haul visitors are generally more discerning, spending more to travel and want “real” local experiences. Closer markets like Australia and NZ generally less appreciative because of proximity. Travel choice is less “experiential”. But we have the power to educate them too. They don’t know what’s available. Create demand that helps differentiate the South Pacific islands. Organic food is premium. Would fit with protecting environment, premium pricing for South Pacific island destinations and minimizing tourists’ impact on environment.

Muller: Use the same architecture – different settings

Hazelman: Our hope that our region is that in 10, 20 years our region will still be seen as the lean clean region and want the foods associated with that image.

Powell/Muller/Oliver: Because the visitors want it. The children will finally have

	<p>cause to find local foods attractive. Positions us with the organics movement, with the images on TV of idyllic destinations.</p> <p>Mapusua: Organic Tourism Standards</p> <p>Oliver: How do get organic is so expensive.</p> <p>Muller: Organise our messages so that ultimately, organics is ideal, desirable.</p> <p>Mapusua: The biggest gap everywhere is ... Technical support around the organic production of vegetables.</p> <p>Lance Seeto claims to promote organics but not really. Dilutes the value of organics. Rationalising – what messages do we start with and why and how? Cost of making healthy foods is expensive</p> <p>Oliver – if you standardise the supply and production, organic and healthy choices become cheaper</p>
MINUTE 9 Budgets & supplementary funding	<p>Agreement was reached among participants that budgets and funding would need to be estimated by ROE/SPC once the final list of recommended actions is completed and approved.</p>
MINUTE 10 Recap – revisiting the 2-, 5- and 10-year target scenarios	<p>The 2-year, 5-year and 10 year activities and target scenarios lists that were begun in the morning were revisited by participants, discussed and edited.</p> <p>The summary outcome of these discussions may be found in the Meeting Report prepared for the Workshop.</p>
MINUTE 11 Next steps	<p>Workshop participants agreed that ROE should complete the following:</p> <ol style="list-style-type: none"> 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 <i>Agri-tourism</i> and the other on <i>Next Generation Awareness</i> 4. Review the Draft Concept Notes with the widest cross-section of SPC team members.
MINUTE 12 Close	<p>Ms Powell thanked participants for their frank comments and invited Mr Oliver to close the workshop.</p> <p>The workshop closed at approximately 4:30pm</p>