



DRAFT

Vanuatu Agri-Tourism

Action Plan for Farmers

Building the capacities of farmers to access tourism markets

Port Vila, Vanuatu

16-17 October 2017

1. A National Agritourism farmers capacity workshop involving 20 farmer representatives and tourism stakeholders from Vanuatu, Government officials, industry and other stakeholders was held during the *Pacific Week of Agriculture* (Port Vila) from 16-17 October 2017. The Workshop was supported by SPCs Land Resources Division (*Intra ACP Agriculture Policy Program*)
2. The Workshop objectives were to:
 - i. Raise awareness of the opportunities within tourism including a direct networking with chefs / hotel purchasing officers ;
 - ii. Develop a specific plan to assist farmers increase production and better access markets.
 - iii. Agree on a farmer representative that could participate directly at the ATSC to ensure farmer capacity needs are being supported and to contribute to the goals for Vanuatu Agritourism.
3. The Workshop noted that:
 - The Vanuatu Government had declared 2017 as the *Year for Agritourism* recognising the need for agriculture and tourism to better link together.
 - The Vanuatu Government had already undertaken a number of initiatives to progress its national agritourism goals. These included the;
 - Development of a **National Agritourism Strategy / Plan** developed with the support of NZ MFAT;
 - Agritourism Week of events and an agritourism theme at the Pacific Week of Agriculture





4. At the workshop, farmers were assisted with developing their crop calendars, and developing negotiating positions for hotel purchasing officers. A direct networking event with hotel chefs and purchasing officers was also facilitated at the Workshop.
5. The Workshop developed with a list of capacity needs attached. It was agreed that
 - (i) this should be appended to the National Agritourism Plan.
 - (ii) a farmer representative should be included in the ATSC.
6. The Workshop ended with a presentation of certificates to participants by the Minister of Agriculture, Vanuatu, Hon Minister Matai Seremaia Nawalu.
7. A list of participants is attached. Documents from the meeting can be found in <http://pafpnet.spc.int/policy-bank/countries/vanuatu> (Agritourism tab)

Port Vila, Vanuatu
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**ACTION PLAN FOR
FARMERS CAPACITY NEEDS
ACCESSING TOURISM MARKETS**

Annex

(1) Business and Finance Training

- Pricing, budgeting
- General training on economics of supply and demand (domestic markets/tourism markets / export markets)
- Marketing based on quality standards and selling by weight
- Profit Estimation using a value-chain approach
- Awareness of agrifinance products.

(2) Food Safety Technology

- Food safety training for on-farm and post-harvest handling and packaging and transportation (Hazard Analysis and Critical Control Points HACCP)
- Training on food packaging treatment processes to increase market access (e.g. heat treatment for fruit fly).
- Targeted investment in production (i.e. equipment, mechanisation processes, irrigation, on-farm technology and packaging and cold storage) that improves reliability and quality of supply to tourism operators

(3) Market Information Systems and ICT

- Awareness and shared learnings of MIS and ICT technologies to assist productions, research and markets;
 - e.g.1 SMS messages of daily average market prices in Vila and Luganville;
 - e.g.2 Website selling such as daily photos of farmer produce available & price and orders placed 'on-line'.

(4) Planning, Extension & Training

- Tools for sharing value chain information –
 - e.g.1 crop calendars (growing season, 'shoulder' season, off-season (hothouse only))
 - e.g.2 forecast production schedules (by farm, by area, by island etc).
Undertake specific crop supply/demand analysis starting with the following:-
Potatoes, onions, carrots, lettuces, capsicum, tomatoes, cauliflowers, zucchini and cantaloupe, based on typical monthly tourism visitors
- 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:

- 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

(5) Developing tourist attractions and encouraging visitors to come to farms

- Planning for visitors and processes for managing visitors to farms and processing facilities
- Managing hazards and risks to visitors
- Linking directly with tourism inbound operators

(6) Scaling up, networking and forming partnerships

- Models of working together and contract farming e.g. formal and informal cooperatives, companies etc.
- Organisation of farmers for better sharing of information e.g. registration of farmers; identification of specialist growers.
- Developing collective grading and packaging facilities
- Networking events with hotels, restaurants

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