

Cook Islands AGRICULTURE MARKET INFORMATION SYSTEM (AMIS)

Pacific Agriculture Policy Program Steering Committee

29th June - 1st July 2015, Nadi, Sofitel Hotel



Department of Policy, Planning & Projects
MINISTRY OF AGRICULTURE

The Beginning of AMIS

- **MAIN OBJECTIVE (2014):** Initially to obtain data on crop production and value (price) performances from market and other sources like hotels and restaurants.
- **HOW?:** By designing an experimental survey system that had the ability to generate informed results on crop production and value.
- **DESIRED OUTCOME THEN:** Was to understand crop trend performances on the market and their influences in price trend and demand.



Rationale for establishing AMIS

MAJOR CHALLENGES THEN AND STILL IS:

- Difficult for MoA to have evidence based data on market estimates (**value, product potential**), and (**gaps**) of our domestic market.
- Policy decision was difficult to measure impacts on programme interventions for agriculture.
- The ongoing difficulty to justify our budget request to support Ministry strategy outputs.



What have we done so far!

- Bio-Security import data and other data source needed
- The software is particularly AMIS based on standard units:
- We have generated over 5,000 data entries since May 2014 for market enterprise and consistently responding to data

Qry_Revenue from Fruit (March 2015)

Fruit Name	Fruit Qty		Weight (Kg)	Price per Unit	Total Revenue
Drinking Nut	912	Singles	0.8	\$ 3.00	\$ 2,849.00
Banana	582	Hands & Bunch	1	\$ 3.00	\$ 1,872.00
Avocado	411	Singles	0.5	\$ 2.00	\$ 844.00
Pawpaw	594	Singles	0.6	\$ 2.00	\$ 843.00
Dragonfruit	155	Singles	0.2	\$ 5.00	\$ 724.00
Orange	119	Singles & Bags	2	\$ 5.00	\$ 750.00
Watermelon	65	Singles	1.4	\$ 12.00	\$ 420.00
Passionfruit	124	Singles & Bags	1	\$ 5.00	\$ 417.00
Lemon	111	Singles & Bags	1.2	\$ 5.00	\$ 408.00
Carambola	236	Singles & Bags	1	\$ 3.00	\$ 277.00
Breadfruit	35	Singles	1	\$ 4.00	\$ 116.00
Mangoes	34	Singles	0.15	\$ 1.00	\$ 95.00
Mandarin	18	Bags	1	\$ 5.00	\$ 90.00
Lime	15	Bags	1	\$ 5.00	\$ 75.00
Custard Apple	25	Singles	0.16	\$ 1.00	\$ 40.00
Abiu	9	Singles	0.15	\$ 2.00	\$ 18.00
Guava	9	Bags	1	\$ 3.00	\$ 18.00
Total					\$ 9,856.00







What have we done so far!

- Reporting

Agriculture Field Reports

September 2014

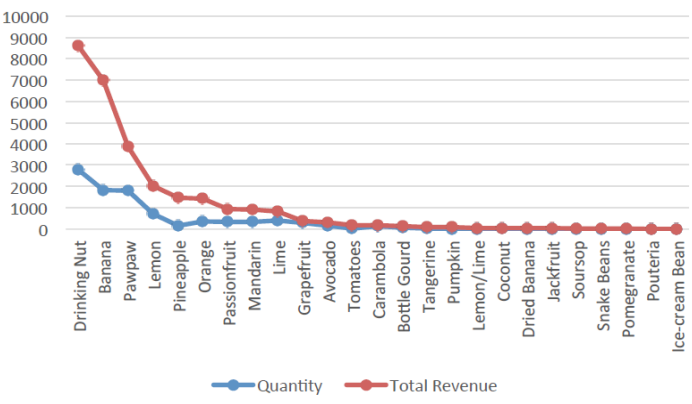
Ministry of Agriculture, Arorangi - September 2014 Edition, by Dr M Pura, William Wigmore, Dr Maja, Ngatoko Ta, Anau Manarangi, Tavaka Manuel, Noo Tokari, Junior Torotoro, Patu Katu, Brian Talrea, Tiria Rere, Biosecurity Staff and Edwin Apera

TEREORA COLLEGE STUDENTS, 6 TO 8 WEEKS ATTACHEMENT TRAINING PROGRAM AT THE MINISTRY OF AGRICULTURE ENDS THIS MONTH.

PUNANGA NUI PRODUCE / REVENUE DATA COLLECTED ON SATURDAY MORNING MARKET FOR THE PAST 3 MONTHS

Total Revenue for Fruits from 01 July - 30th Sept 2014

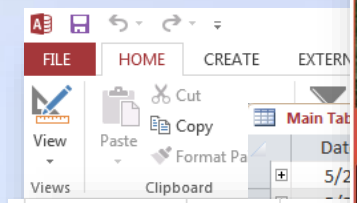


● Quantity ● Total Revenue

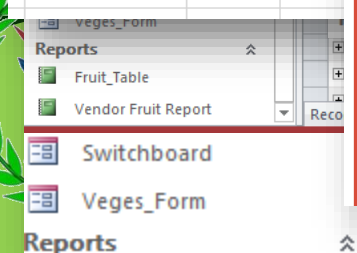
Fruit_Name	Qty	Total Revenue	%
Drinking Nut	2780	8604	
Banana	1839	6969	
Pawpaw	1800	3876	
Lemon	720	2021	
Pineapple	148	1480	
Orange	355	1417	
Passionfruit	326	933	
Mandarin	326	908	
Lime	410	822	
Grapefruit	287	392	
Avocado	164	306	
Tomatoes	32	192	
Carambola	140	183	
Bottle Gourd	62	145	
Tangerine	19	95	
Pumpkin	13	94	
Lemon/Lime	8	48	
Coconut	20	40	
Dried Banana	8	40	
Jackfruit	4	40	
Soursop	7	34	
Snake Beans	11	33	
Pomegranate	14	26	
Pouteria	12	6	
Ice-cream Bean	5	2	
Total		28706	

(1) The above graph showed revenue trends of 25 various Fruit varieties sold during 13 Saturday Market from 01 July to 30th September 2014. The top 3 revenue earners were Drinking Nu, Banana, and Pawpaw. The total revenue made from 13 Saturday Markets was NZ\$28,706.00.

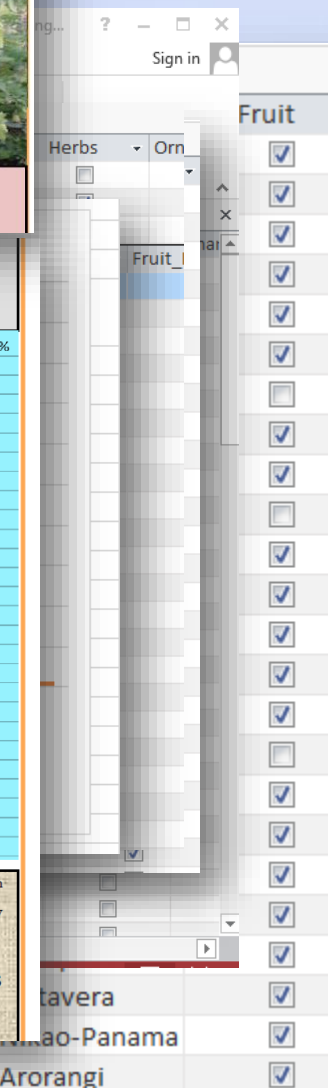
(2) For the graph below, 25 various types of Vegetables earned a total of NZ\$26,762.00, with Tomato, Lettuce and Rukau the 3 revenue earners.
Total Revenue earned by Growers for this period equals NZ\$55,468.00



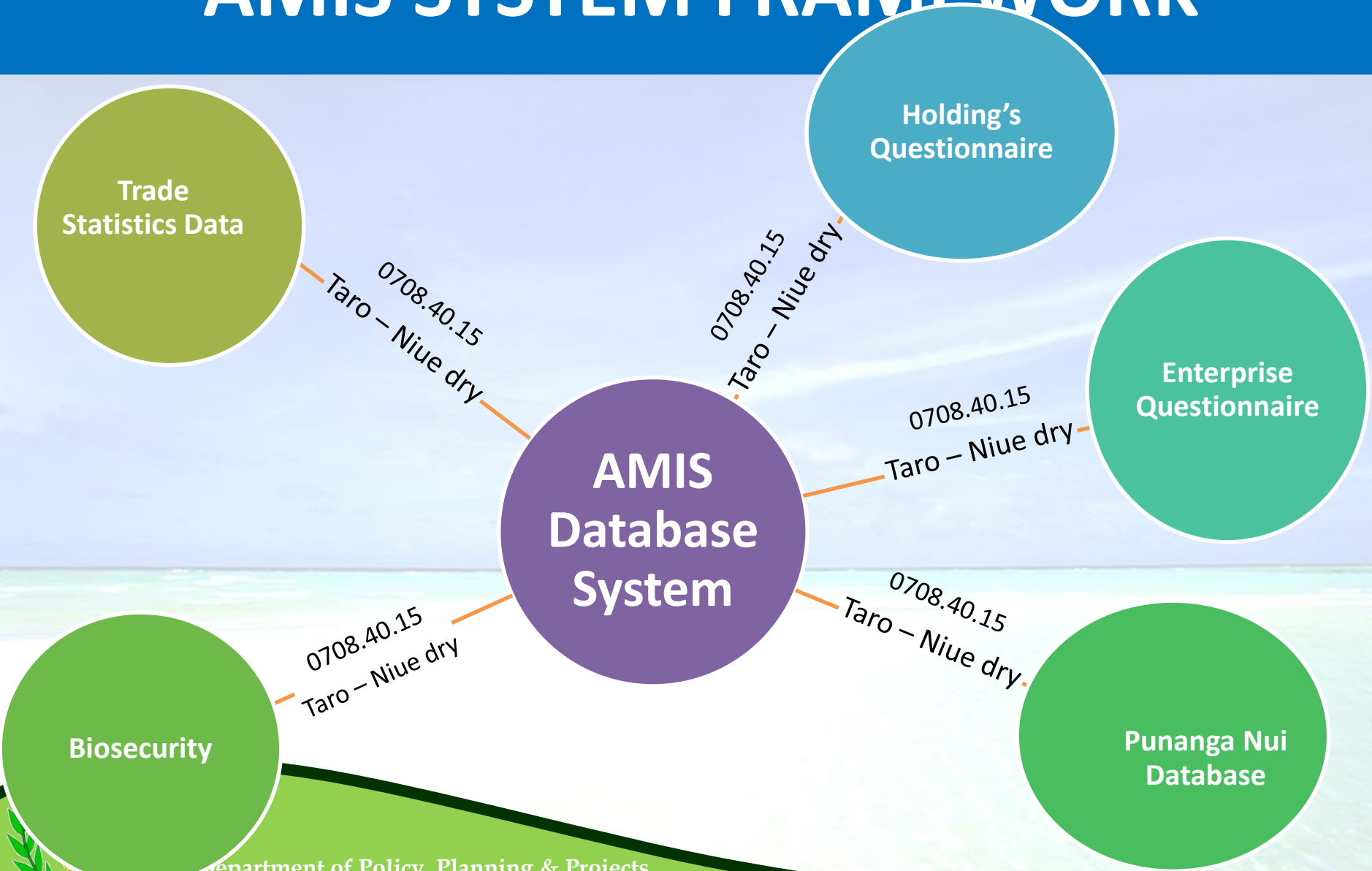
Vegetable	Quantity	U
Cabbage	261	Singles
Lettuce	282	Singles
Pak Choy	242	Singles
Rukau	63	Bundle
Capsicum	76	Singles
Snake Beans	92	Bundle
Cucumber	199	Singles
Eggplant	27	Singles
Watercress	9	Bundle
Pumpkin	7	Singles
Tomatoes	3	Bags



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AMIS SYSTEM FRAMEWORK



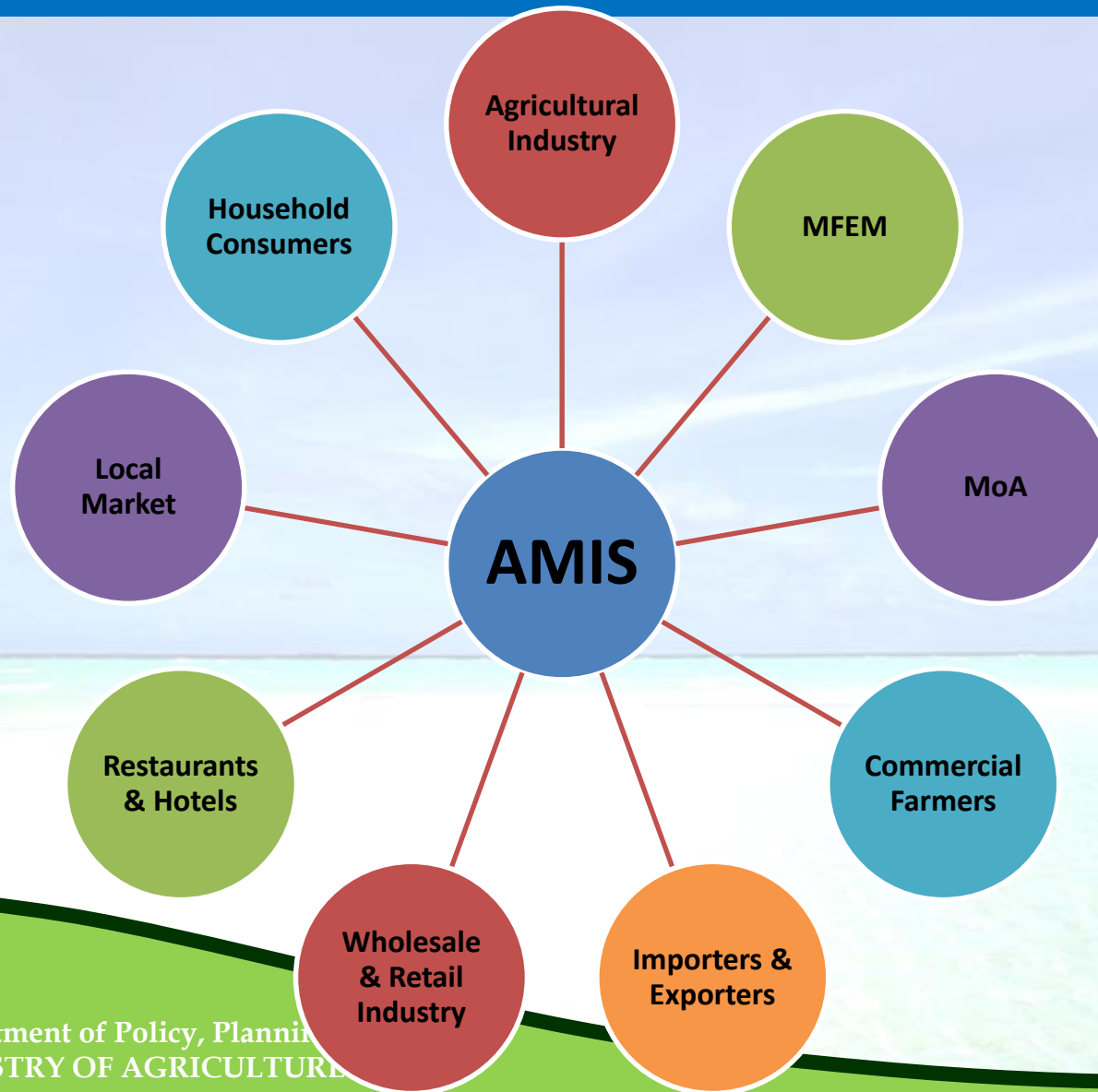
Examples of National HS Codes

- HS Example: **Taro 0714.40.00**

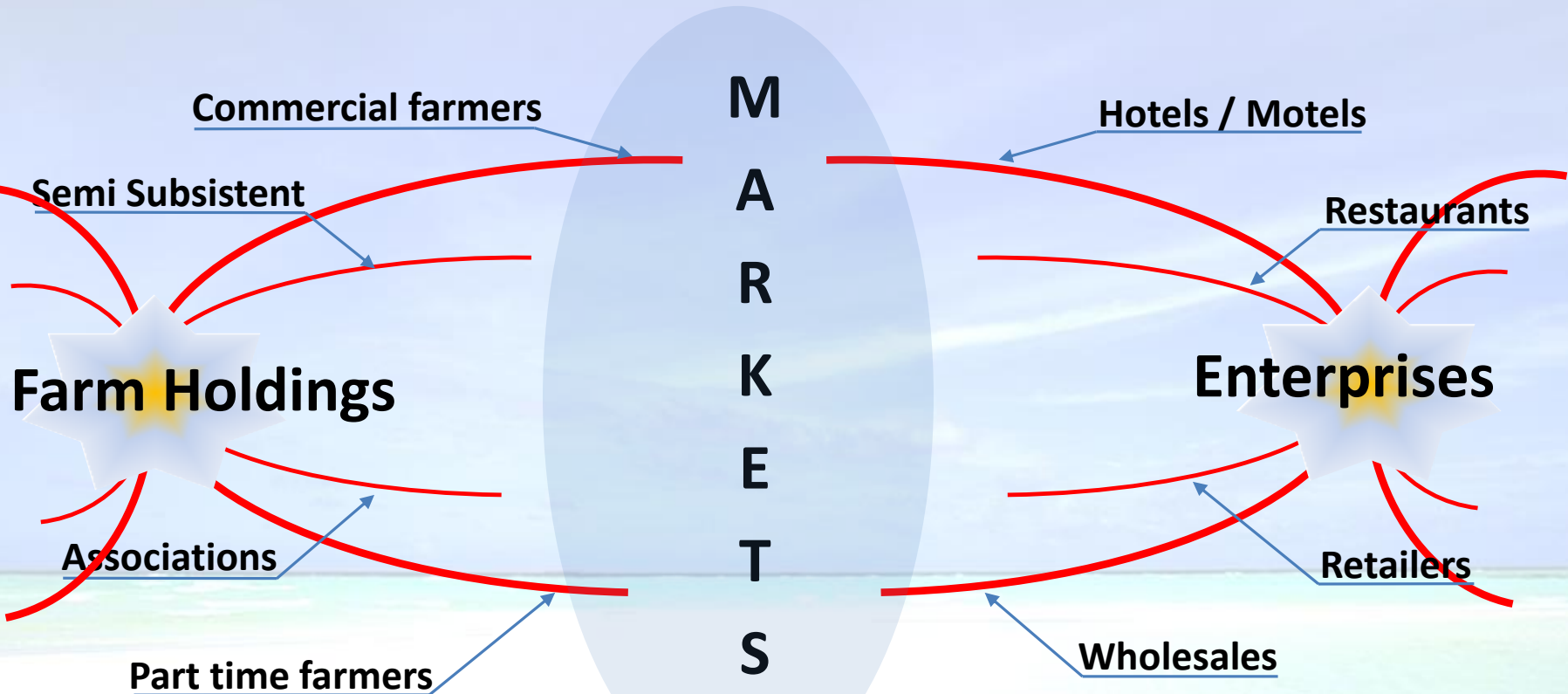
CROP NAME:	HS CODES
Taro - Cooked or frozen	0714.40.10
Taro - Giant Swamp	0714.40.11
Tarotarua	0714.40.12
Taro - Manaura dry	0714.40.13
Taro - Manaura wet	0714.40.14
Taro - Niue dry	0714.40.15
Taro - Niue Matie dry	0714.40.16
Taro - Vareau dry	0714.40.17
Taro - Niue wet	0714.40.18
Taro - Niue Matie wet	0714.40.19
Taro - Vareau wet	0714.40.20
Taro - Veo (Wet)	0714.40.21
Taro - Veo (Dry)	0714.40.22
Taro Pai (Wet Raised)	0714.40.23
Taro Pai (Wet Flooded)	0714.40.24
Taro - Other	0714.40.25



How does AMIS functions!



The Paradigm of AMIS

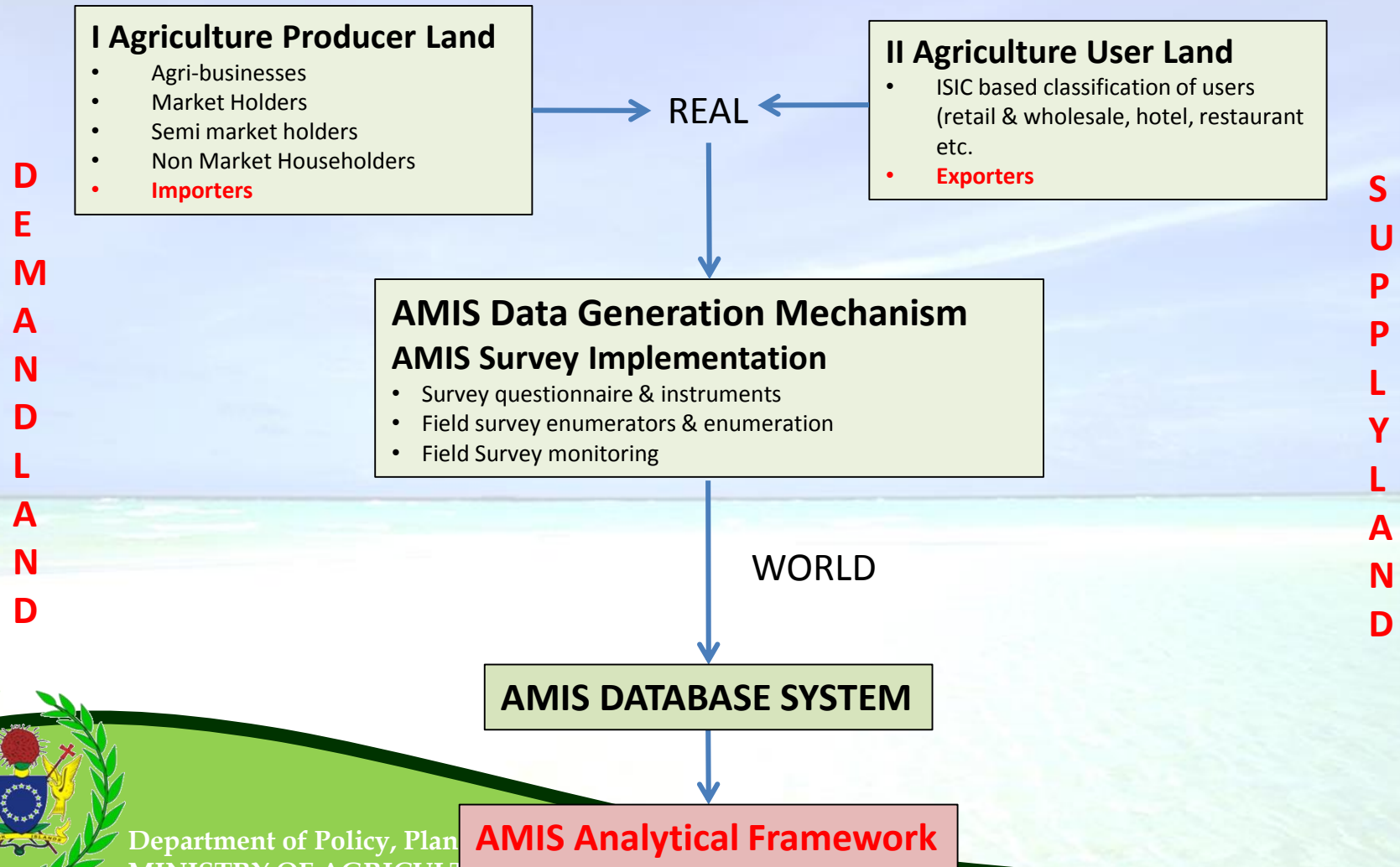


Market Dynamics:

1. Sales and purchases interactions,
2. Administration costs versus supply consistencies,
3. Price determinants,
4. Others:



AMIS Survey Paradigm

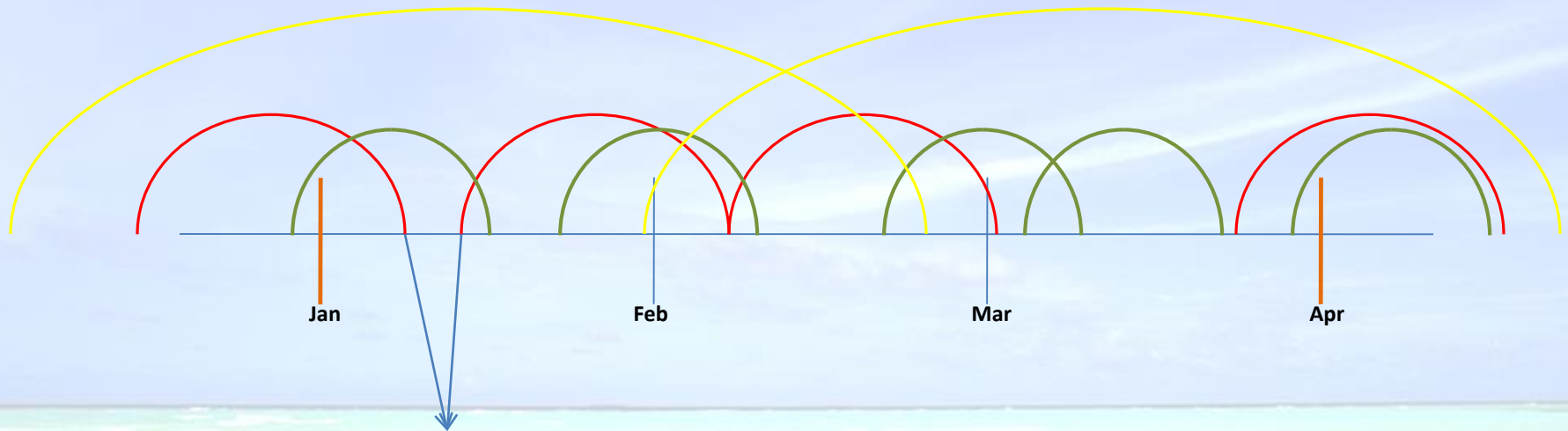


AMIS Survey Schedules

- **Market Survey Schedule:**
 - Fortnightly every (14) days.
- **Farm Holdings:**
 - Four months, every (16) weeks.
- **Enterprise:**
 - Four months, every (16) weeks.



Four Months Survey Rationale



Capturing harvest data, and new crop data.



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Way Forward

- To complete phase 2 (**Analytical Framework Analysis**) of the AMIS Project.
- Establish Mangaia Island AMIS system.
- Setup result reports for range of media, extension services, policy and farmers info publications.
- Legislate AMIS under the new MoA Act.
- On-going Promotion of the AMIS system to government stakeholders, private sector and farming groups and industries.
- Present the AMIS market trend results in the upcoming National Agri-Tourism forum meeting 2016 in the Cook Islands.



Our New Name for AMIS is!

AgINTEL
COOK ISLANDS



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