

AGRI-BUSINESS FORUM, FIJI 1st – 3rd July 2015

Linking the Agri-food sector to Tourism-related Markets

THE VANUATU COFFEE SECTOR.

AGRI-TOURISM BUSINESS DEVELOPMENTS,
PRODUCTION AND MARKETING OPPORTUNITIES,
PROCESSING AND TOURISM-RELATED EXPERIENCES.

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THE VANUATU COFFEE HISTORY



Figure 1. Picking Coffee on Efate, 1891. J. W. Lindt, *Royal Geographical Society Collection*. (from Weightman, 1988)

- Vanuatu's long Coffee History began on Tanna Island in 1860.
- This 'iconic' private-sector run business grew up to 1,500tpa.
- Unfortunately the Industry has been destroyed several times by disease and most recently by cyclones 1964, 1987 & 2015.

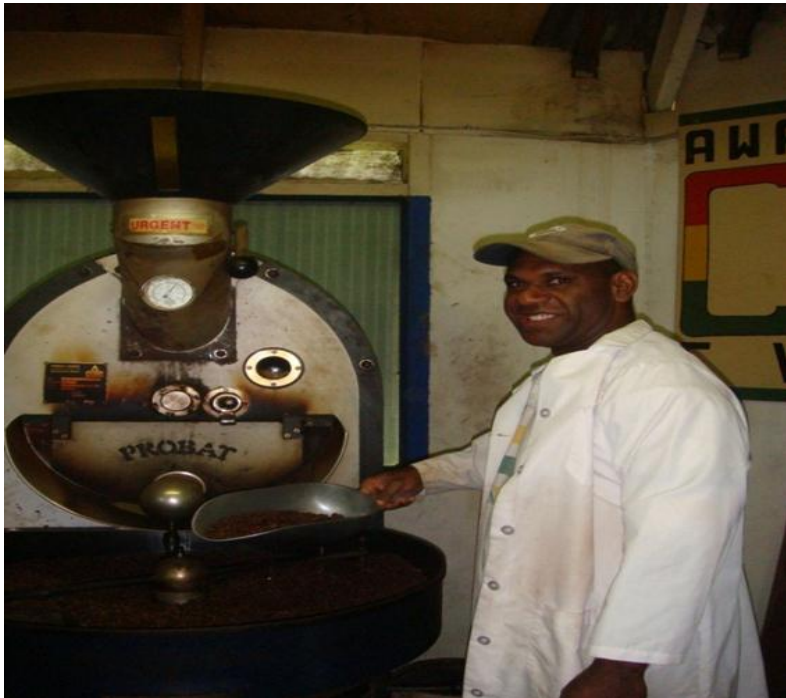
HISTORY Cont'd.

- It seems a major catastrophe occurs every 20 years and there is a distinct need to diversify into other forms of cash income required
- Raw production development is vital and inter-cropping is trialed.
- There is supplementary growth in value-addition fruit & vegetable
- A large expansion of roasting, processing & marketing is essential.
- Development of local, regional & international markets is critical.



HISTORY Cont'd.

- Local market is quickly saturated with Tanna Coffee packaged product.
- Distinct need to accelerate income & development funds are required.
- Roasting and Packaging Factory is opened up as a tourism destination.
- Social media (face-book) is targeted as an advertising & marketing tool.
- Large increase in cup & packet sales in the value-addition Factory Café.
- Additional building and seats added catering to the tourist ship visitors.



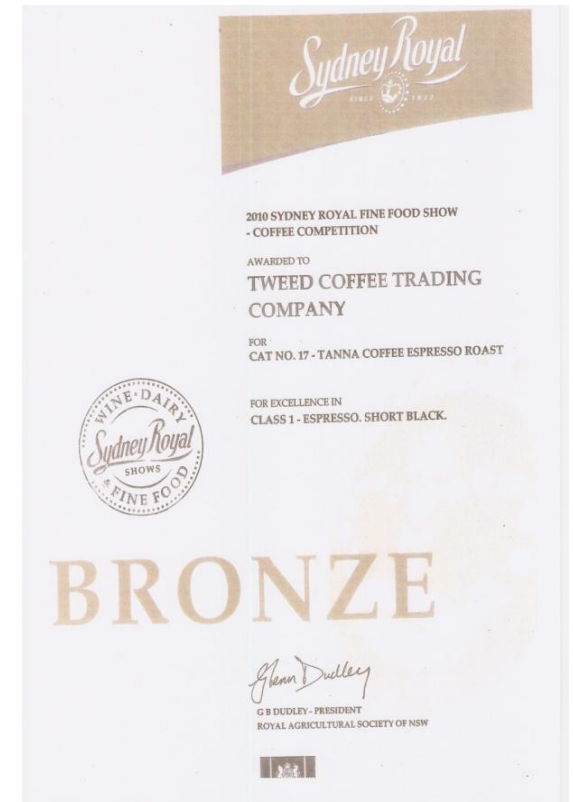
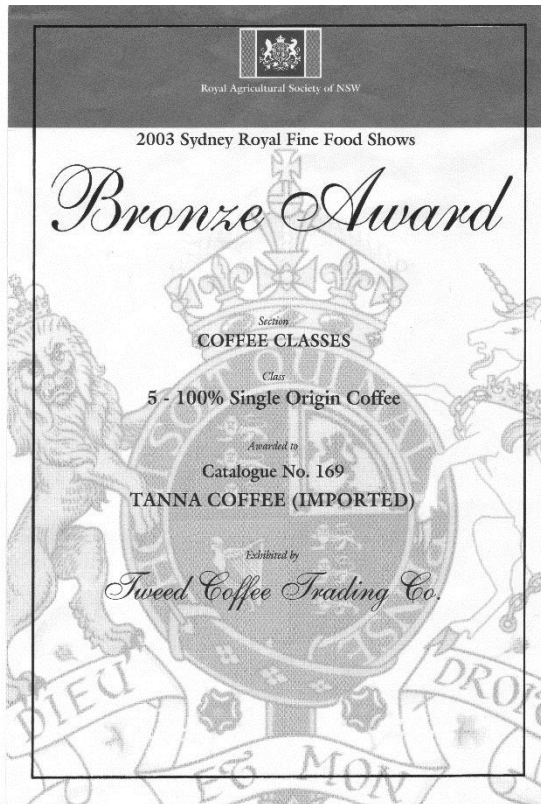
NEW BEGINNINGS in Agri-tourism sector

- Company was restructured, increase production & tourism sales
- The focus is targeted toward Café promotion and suit-case sales.
- All Vanuatu tourism-related promotions & events were attended
- On-board Sales to Air Vanuatu & P&O Cruises is finally launched.
- Promotion of locally-grown products aimed at Hospitality Sector.
- Strong emphasis aimed at regional sales, marketing & promotion to Fiji, New Zealand, Solomon Islands, Samoa and also Australia.



TANNA COFFEE SALES AND MARKETING

- Marketing campaign successful, reaching local saturation point.
- Production continues to grow regional development is essential
- Research undertaken, agents established in Fiji, Australia & N.Z.
- International Awards won, recognition as successful role model.



TANNA COFFEE key achievements

- Increased production from 3.5tpa - 86tpa over a 15year period.
- Improved productivity & increased quality of raw coffee product
- Inclusive business development with landowners & associations.
- Develop natural resources & small-holder farmer empowerment
- Emphasis on value-addition fruit and vegetable inter-cropping.
- Develop (under license) 200x1Ha blocks to smallholder farmers.



EXPANSION and further empowerment

- Inter-cropping regime incorporated into 200Ha development plan.
- Extensive trials undertaken to ascertain inter-cropping suitability.
- Holistic approach to short, medium and long-term cash cropping.
- Vegetables, Essential Oils, Kava, Honey, Bio-fuel and Sandalwood.
- Focus toward inclusive development & increased gender equality.
- An extra 200 farmers will be empowered & 2,000 lives improved.



DIVERSIFICATION into hospitality & tourism

- Increased fruit & vegetable production, requires new marketing.
- \$6,000,000 of fruit & vegetables are imported by Vanuatu's Hotels
- It can be assumed that domestic Supermarket imports are similar.
- There's enormous potential to utilize Tanna's unique environment
- Improved value-addition farmer incomes and Provincial revenue.
- Increased agricultural development, improved national economy.



HOSPITALITY & TOURISM MARKET (Potential)

- Coffee sales will still develop locally, regionally & internationally.
- There is a huge local vegetable (import replacement) marketplace.
- The successful criteria is good quality, good value and good service
- Low-value vegetable crop production (peanuts, potatoes, carrots, cabbage and sweet corn etc.) will be encouraged as the short-term replacement cash-crop, which can be regularly shipped to Port Vila
- High-value vegetables (aubergine, broccoli, cauliflower, capsicum, button squash, tomato, zucchini etc.), can all be flown to Port Vila.



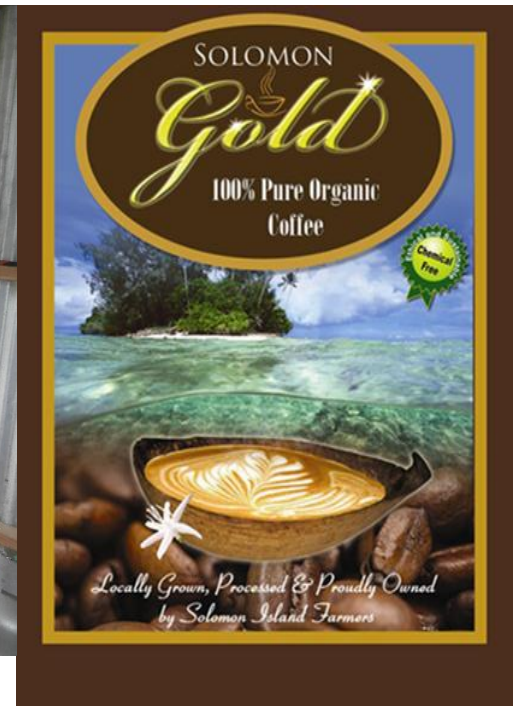
HOSPITALITY & TOURISM MARKET (Potential) Cont'd.

- Due to popularity of our existing Tanna Coffee tourist facility we propose to develop a local manufacturers Tourism Centre, showcasing many of Vanuatu's iconic value-addition industries.
- Beer, Coffee, Cocoa, Essential Oils, Kava, Handicrafts & Culture will all be manufactured, processed & displayed on-site under 1 roof and available for tasting, sale & export to visiting tourists



HOSPITALITY & TOURISM MARKET (Potential) Cont'd.

- Numerous opportunities are certainly available for other regional products to expand and develop their own iconic 'brands' further.
- These businesses must be encouraged to work towards replacing the current imports, creating investment and higher employment.
- Preliminary development is underway in Fiji, Samoa and Solomon Islands, but increased promotion & marketing activity is required.



AIMS & OBJECTIVES

- Continued Expansion & Development of the Tanna Coffee Industry.
- Increased Small-holder Coffee Production throughout the Region.
- The establishment of Joint-Venture Growing & Processing Facilities
- Increased marketing emphasis on the Hospitality & Tourism sector.
- Regional development of J-Venture Roasting & Processing Facilities



FUTURE DIRECTION for Tanna Coffee

- Continue to seek and develop new and innovative opportunities.
- Expand on these and facilitate further agricultural diversification.
- Promote value-addition and small-holder farmer empowerment.
- Improve overall market-share via an import replacement scheme.
- Increase sales and marketing in the Hospitality & Tourism Sector.
- Develop a vibrant and truly exciting South Pacific Coffee Industry.



TANK YU TUMAS



**WE PROUDLY SUPPORT
TANNA COFFEE
AND OUR LOCAL INDUSTRY**