



PacificCommunity AGRITOURISM

GLOCALISING PACIFIC AGRI-FOOD THROUGH TOURISM

29 JUNE - 3 JULY • 2015 • SOFITEL • DENARAU • FIJI

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Fiji Agritourism/Culinary Tourism

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- **Promote local food as a destination**
- An estimated **60-80 per cent** of the food consumed by the tourism industry is currently imported.
 - *Hilton Survey (2014) - over a third (36 per cent) of travellers voted food and drink as a critical determining factor in their choice of destination.*
 - *Tourism in the Pacific Island Countries is growing.*
 - *grew by an average of **3.5 per cent** pa over 2008-2012 – in line with global growth rates.*
 - *The total value of tourism sector in the Pacific is expected to nearly double –from an estimated \$2billion at present to close to US\$4 billion by 2019.*

Q2- Why is Agritourism important?

1] Key, Sustainable Economic Driver

- *Despite being a small, isolated region in the global context, the Pacific continues to shows its weight as a popular destination of choice.*

2] Reduce Import Bill

- *An estimated 60-80 per cent of the food consumed by the tourism industry is currently imported (Pacific).*
- *Less pressure on National Balance of Payments*

Cont'd

3] Promote Healthy Food Choices

- NCD nexus

4] Farmer livelihoods

- More demand for local food means more farmers – directly or through wholesalers – have the incentive to produce more which also has a flow on effect on supply for consumption.

Value Chain approach (one approach)

4 Objectives for this meeting

- 1) Understand legal framework
- 2) Foster Cooperation
- 3) Assistance – where and how?
- 4) Invest in a Plan of action – PPP?

SPC PAPP Support

- **How are we assisting?**

- (i) Buyer-Seller Events (Farmer/Hotels)

- Awareness/Demonstrative/Tools
 - Agritourism Events (Fiji, Samoa, Tonga)
 - Large Agritourism/agribusiness event in Nadi, Fiji
 - www.spc.int/pafpnet

- (ii) Policy Assistance- commodity/industry

(3) Direct Farmer Support (MAF, other partners)

Example – PGS, IACT, VC training (eg tomatoes, temperate crops demanded by hotels)

- Etc...



European Union



THANK YOU