



THE FIJIAN GOVERNMENT



Pacific
Community
Communauté
du Pacifique



**Policy setting for improved linkages between agriculture, trade and tourism:
Strengthening the local agrifood sector and promoting healthy food in agritourism**

Workshop organised by the Government of Fiji

In collaboration with and Pacific Community, CTA, PIPSO and SPTO

Nadi, Fiji, 23rd February 2018

PROGRAMME

Friday, 23rd February 2018

8h30-9h00 Registration
9h00-9h30 Welcome

Mereia Volavola, Expert Agribusiness, on behalf of CTA, SPC, PIPSO and SPTO

This session will set the scene on the opportunities that the tourism sector can bring and the needed linkages with other sectors such as agriculture and trade. It will look at successful models in other parts of the world and what could of interest to Fiji agritourism policy. For each panel, speakers will have 15 minutes to present. One hour will be used for interactive discussions, questions and recommendations by participants

9h30-10h00: Setting the scene: Agritourism Policy for Fiji – Benefits and Opportunities
Vatimi Rayawa, - Chief Economist, Ministry of Agriculture, Fiji

10h00 -10h30: Morning Tea and Group Photo

10h30 -11h30: High-level Panel: Promoting agriculture and tourism linkages

This panel discussion will discuss, identify opportunities and deliberate on how market linkages can be enhanced with respective sectors both at policy level and sector level.

Moderator: ***Vili Caniogo, SPC***

Panellists:

- *Eroni Puamau General Manager, Rosie Tours Ltd*
International Tourists Expectation and opportunities for Agritourism
- *Lavinia Kaumaitotoya, Project Manager, PIFON*
Value Chain Supply Development for Agritourism – What needs to be done?

11h30-12h00: Chefs for Development: the link between agriculture & cuisine

This session will look at the role of chefs and the hospitality sector in stimulating demand of local products and its use by chefs. It will share experiences from other regions.

11h30-12h00: Chefs for Development: the link between agriculture & cuisine

12h00 -13h00: Group Discussions – identification of Areas required for development and support

13h00-14h00: Lunch

Moderator: Kelera Cavuilati, SPTO

Panellists:

- *Malisa Raffe*
Flavours of Fiji Limited

- Litia Kirwin
Loving Islands

14h00 – 15h00: Panel Discussion on Product Development, Value Adding and Branding

This session will discuss key areas to promote quality product development and branding quality for the tourism-markets and will present specific examples of success.

Moderator: Mereia Volavola

Panellists:

- *Debra Senikai, Senikai Spas*
Nama Fiji – Building and Branding Niche Tourism Products; Challenges and Opportunities

- *Aileen Burness, Founder Floriculture Support Association*
Supporting Niche Products from Women Farmers

- A new Agritourism initiative – farm to table concept
Laisa Digitaki and Sitiveni Weleilakeba

15h00 -15h30 Afternoon Tea

15h30 -16h30: Group Discussions – Identification of action plans to support the areas for development and support to strengthen the linkages of agritourism

Conclusion—Moderator provides concluding remarks focusing on agreed future actions for further deliberations at Suva Workshop on 26th February, 2018.